

CASE STUDY 2025

Empowering a Healthcare Startup's Growth Through Extended Engineering ODC





Highlights

- **Fast Onboarding:**
Delivered initial team setup within 4–6 weeks, meeting tight timelines.
- **Startup-Ready Talent:**
Hired engineers with the right mindset for a fast-paced, collaborative culture.
- **Scalable Model:**
Supported flexible ramp-up/ramp-down and built specialized pods around QA.
- **Strong Retention:**
More than 3 years of successful engagement, ensured knowledge continuity through mentoring and long-term engagement programs.
- **Seamless Collaboration:**
Collaborative approach in driving people engagement, innovation and improvements, people aspirations and growth.

Client

A fast-scaling US-based healthcare startup **redefining end-to-end patient care by connecting industry stakeholders with seamless direct-to-patient solutions**. With 1000+ programs and over 4 million care journeys, they actively enable early diagnoses and more affordable access to care.

Challenge

- Finding skilled talent to handle rapid change in a fast-paced, dynamic startup environment.
- Difficulty in aligning offshore talent with their collaborative and feedback-driven culture
- Retention of core knowledge as contractors rotated or shifted across projects
- Scale engineering output quickly without stretching their budget or sacrificing quality

Results & Outcome

Faster time-to-market: Faster engineering execution helped the client deliver new features to customers ahead of schedule, improving competitive positioning.

Stronger customer retention: Reliable delivery and fewer production issues contributed to better user experiences and strengthened long-term client relationships.

Increased operational focus: By offloading engineering execution to a trusted partner, internal teams focused more on core healthcare innovations.

Higher product adoption: Consistent release cycles and improved QA processes led to faster adoption by end users and client stakeholders.

Foundation for enterprise growth: With a scalable tech backbone in place, the client was better positioned to support larger healthcare networks and partnerships.

Strategy & Solution

We began with an in-depth **discovery phase** to understand the client's product goals, team dynamics, and pace. A backend-focused team was assembled within **4–6 weeks**, with engineers vetted not only for skills but adaptability to a startup's hustle.

Using our Acceler8 Model, we ensured **cultural fit and long-term alignment**. The model emphasizes mentorship, direct client management, and structured onboarding, which helps engineers embed deeply into the client's product cycles.

As the partnership evolved, we added a **specialized pod of QA** (Quality Assurance) engineers. This team played a central role in UAT and production, owning quality checkpoints and surfacing insights that improved product workflows.

Security was equally prioritized. All engineers were trained on information security standards early, ensuring protection of client IP. In parallel, Digit88 ensured that communication between our management and the client's management was seamless, facilitating regular feedback exchanges to maintain alignment and drive continuous improvement.

After **3 years**, our team is fully integrated into the client's ecosystem, contributing to their success in acquiring new clients.

The Acceler8 Model

