



CASE STUDY – HEALTHCARE STARTUP MVP

# Startup turns Big Idea into Business Success faster

Beacon Health partners with DXterity Solutions to create an original minimum viable product (MVP) and accelerate the foundation for a ground-breaking healthcare platform

Healthcare is just too expensive, someone had to do something about it. Leading the charge is Charlotte, NC based startup Beacon Health and their belief that all Americans deserve quality healthcare. Working closely with DXterity, Beacon Health created a connection between healthcare providers and those seeking and paying for care.

Beacon Health Connect, a technology platform MVP that was built by DXterity provides the foundation for a transparent marketplace that allows employers to fund healthcare benefits, individually customized by each employee, with payments going directly to the providers.

## Accelerating Digital Transformation

Beacon’s big idea of building a transparent healthcare marketplace that aligns people and technology for the benefit of all involved is truly revolutionary. As Beacon’s strategic vision became more focused, the realization of the magnitude sunk in. After receiving application development quotes in the \$300,000 range with timelines from 6 to 12 months, Beacon turned to DXterity Solutions.

DXterity helps organizations of all sizes accelerate digital transformation projects. Their team uses classic business analysis and deep consulting expertise combined with a proprietary software development platform. This approach provides significant value to clients by accelerating the speed to market, with less effort and more control.

“DXterity’s approach to new software construction was a perfect fit for our situation. By using their development platform and tech expertise they enabled us to accelerate the launch of our MVP,” says Eric Kirsh, Co-founder of Beacon Health.

## Customer Profile



**Market:** Healthcare

**Headquarters:** Charlotte, NC

**Customers:** 90

<https://beaconhealthcarebenefits.com>

### Business Goals:

Accelerate the launch of a revolutionary technology platform designed to provide transparency & choice for healthcare services.

### Challenges:

Identify a partner willing to listen and understand the complexities of the work and scope needed to be successful. Technical expertise to accelerate the delivery of a high-quality, complex MVP from idea to implementation.

### How DXterity Solutions Helped:

Deep application consulting expertise paired with their easy to use productivity platform produced the MVP and the foundation for ongoing support.

### Results:

In just 6 weeks, a single developer using the DXterity platform successfully built and delivered the MVP in 20% of the time of the original estimates.

## Changing Access To Healthcare

Beacon believes that the healthcare industry in the United States is dysfunctional. The cost of healthcare benefits in the US is extremely high without any significant increase in quality.

Beacon Health Connect is a membership model that utilizes a technology platform to deliver a free market solution. A revolutionary healthcare platform that offers employees exceptional quality and savings on health services. The costs for healthcare services are transparent, unlike services that go through a third party. “We create optimal choice by allowing any provider to use our platform as long as they are fully transparent with their pricing and services offered,” Kirsh says. “The model connects employees directly to high-quality, value-driven providers, and pays them directly.”

## Putting Healthcare First

Free market pricing ensures high-quality providers compete for employee’s business. After a provider has signed on with Beacon Health, a provider’s profile is created on the platform. Providers advertise for free and choose which services they wish to offer and at what price. Provider profiles are fully transparent to all employers and their employees.

Employees compare and choose a provider. Once an employee enters Beacon Health Connect, they can easily sort the list of available providers by cost, services offered or location prior to making their selections.

## Assembling a Digital Platform

A cloud-based application built on today’s best technology is simple in principle but sophisticated in nature. To be successful, Beacon required a unique enterprise CRM and integrated payment portal connecting all of the engaged users in a seamless and easy to use interface. The application enables all administrative roles, including automated payments directly to the providers and acts as the marketplace for both providers and employees.

Beyond the technology platform, Beacon needed a network of doctors for a successful business launch. Beacon targeted the greater Charlotte market and signed on over 50 healthcare professionals to the platform. Dr. David Layne said, “I’m the happiest I’ve ever been as a physician, my income is fine and it’s actually an easier model to administer than traditional systems.”



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Eric Kirsh  
Co-founder, Beacon Healthcare

## Speed, Agility and Stability

Speed, agility and stability represent the 3 pillars of the DXterity development approach. Larry Powers, CFO for Beacon Health says, “we selected DXterity because their willingness to work with startups. Their unique technology and services approach for creating large, enterprise grade software really saved us time and money compared to the other estimates we received.” DXterity's application development platform and related tools help accelerate the completion of typical Digital Transformation projects such as; new custom applications and original MVPs for companies of all sizes.



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Larry Powers  
CFO, Beacon Health

DXterity's business analysis consulting approach coupled with their proprietary application development platform is evolving the traditional methods of software construction and continuous integration. Using this approach with Beacon to create business rules, DXterity was able build a data model and create an entire application framework from that model within days.

After creating Beacon Connect the original MVP, the DXterity team provided ongoing value to Beacon by accelerating application development throughout the application lifecycle. DXterity's application development platform output creates a standardized and consistent framework that enables developers to develop, maintain, and update applications faster than traditional development methods.

## About DXterity Solutions

DXterity Solutions enables and accelerates digital transformation. Providing digital solutions for organizations of all sizes from idea to implementation. Our unique technology and services approach saves time and cost as we produce outcomes that deliver exceptional customer experiences and improved operational processes.

## Beacon Health Connect: MVP

From idea to implementation in just over 6 weeks. DXterity signed up for an aggressive timeline based on its experience in accelerating software construction for large projects. DXterity delivered Beacon Connect right on schedule. A one of a kind MVP, a cloud-based application that manages all users and their connections. An integrated payment portal serving employers, healthcare providers and employees.

The power of their productivity development platform enabled the DXterity team to reduce the application construction time by well over 50% compared to hand-coding.

## About Beacon Healthcare

Founded by socially responsible entrepreneurs whose passion runs deep for wanting to fix healthcare in the U.S. Beacon administers a cloud-based technology solution that connects providers offering value-oriented services directly to employees of employer programs.

