# Peer Supply

# Healthcare Company Case Study

## MISSION POSSIBLE: IMPROVE PATIENT EXPERIENCE

What would it take to permanently improve the patient experience in healthcare? Founder & CEO Raelyn Wilson was plagued with this problem. Her hypothesis was that many well intentioned providers focused on treating the symptoms of a broken experience rather than correctly diagnosing the problem. Both of which compromise the long-term health of patients.

Her scientific approach led to a breakthrough discovery: Healthcare supply chains save lives. And broken supply chains compromise patient care. Individual hospitals and suppliers have all the data they need to do their jobs effectively.

However, the data is never complete nor completely accurate. How could she create a healthy, efficient, resilient healthcare supply chain that resulted in healthier patients?

"EIG has been instrumental in helping us build our early product. They've been great partners and have brought a level of expertise that we just don't have as a small startup."

**Raelyn Wilson**
*Co-Founder + CEO, Peer Supply*

## THE HEALING POWER OF PARTNERSHIP

Raelyn envisioned an opportunity for the healthcare industry to collaborate to improve healthcare by sharing supply chain data. That's the idea behind her company, Peer Supply, a community of supply chain experts that exists to transform the healthcare supply chain by unlocking the value of data and collaboration.
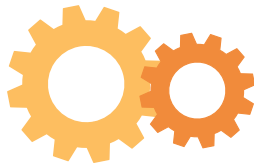
The Peer Supply community includes over 150 hospitals that treat ~11 million patients annually across 30 states securely, confidentially and with dignity.

# A PROBLEM WITHOUT A PRODUCT

For Raelyn's idea to become impact, she knew Peer Supply needed to build a neutral network based on secure data infrastructure that facilitated easy data sharing, visibility and collaboration between healthcare providers, suppliers, and third party entities. This powerful platform also needed to generate actionable insights from healthcare provider's critical items lists to drive day-to-day operations.

Peer Supply knew the industry and problem well, but needed a technology partner to help accelerate their time to market and to gather feedback from early adopters to fuel future funding.

# ENTER ENGINEERED INNOVATION GROUP

EIG led the engineering of the product and assisted with data analysis using NextJS, React, NodeJS, and Neo4J database, with Docker hosting in the Google Cloud environment. The team used a Jira ticketing board to track tasks and Figma files to collaborate on design.

One of the most significant technical challenges that EIG solved was determining how to parse the data into meaningful information to provide insights to users. This required the team to be agile in building the data model and in integrating user feedback and requests.

Once Peer Supply's Minimum Viable Product (MVP) launched, EIG acted as a fractional Chief Technology Officer (CTO) to help put a product team in place. EIG provided job descriptions, interviewed candidates and created a seamless transition from outsource to in house product management.

About Peer Supply

PeerSupply revolutionizes the healthcare supply chain landscape, empowering organizations to harness the collective knowledge of leading healthcare brands. Our platform facilitates the seamless exchange of supply chain data and communications through a trusted, peer-to-peer framework.
At PeerSupply, we foster stronger supply chains by uniting a community of industry experts with a shared vision. Our platform offers you unprecedented insights into the external dynamics impacting your organization.

About The Engineered Innovation Group (EIG)

EIG designs, builds and engineers innovative B2B SaaS products for entrepreneurs, enterprises and educational institutions.
Our mission is to help companies create products and build their software organizations from insights to impact.   We specialize in making the complex simple.