



Healthcare Company Case Study

BURNOUT IS A BATTLE

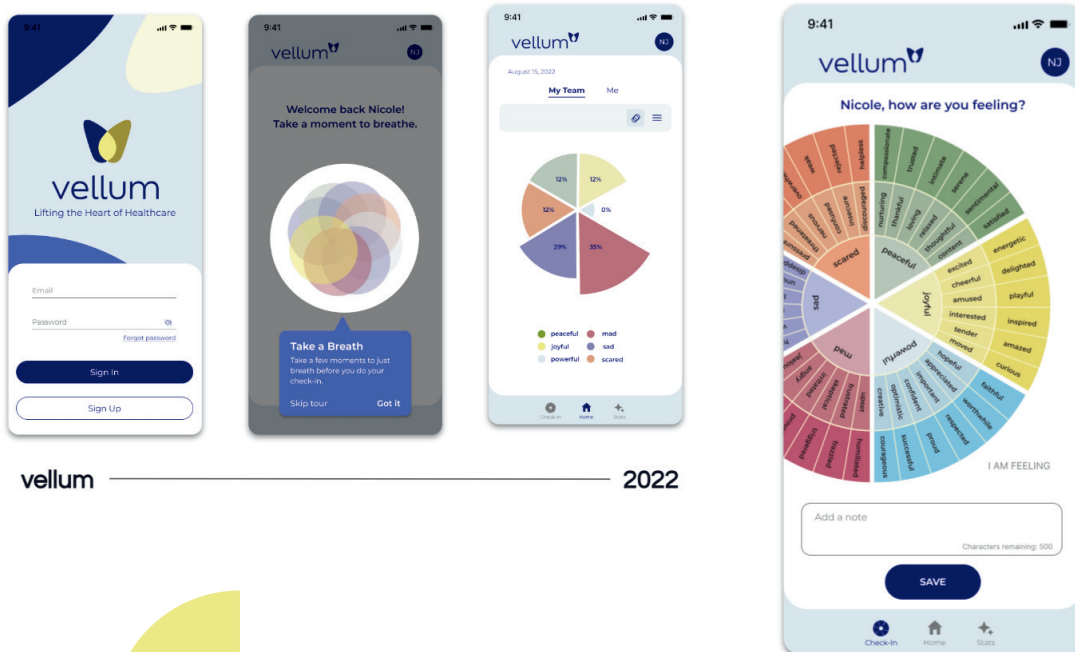
Taking care of the people who take care of you is a core value for vellum's Co-Founder and CEO, John Larsen. One challenge he saw sitting at the intersection between problems and possibilities was pervasive burnout among frontline healthcare workers. What would happen if he could make it easier to identify distressed team members and to provide proactive intervention that resulted in healthier providers and patients?

MOVING AT THE SPEED OF OPPORTUNITY

Every moment matters in healthcare. Delay can be deadly. That's why vellum was built on the bedrock of taking action - the kind of action that helps frontline teams build trust and cohesion and encourages emotional connections.

Leading teams and pioneering products through the years taught John three core principles that informed his approach to launching vellum:

- The immense power of PEOPLE fully engaged in a good cause.
- The challenge and thrill of CREATING something meaningful.
- The value of CONNECTION for our well-being.



vellum

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PASSIONATE. CREATIVE. CAPABLE. ASPIRING.

That's how John describes The Engineered Innovation Group (EIG) after collaborating to create vellum's Minimum Viable Product (MVP). EIG's design made it easier to meet healthcare workers where they are - from the bedside to the breakroom - and to understand how they were feeling at any given moment. The resulting "safe space" enables users to pause, label, and share their current emotional state as well as their successes and struggles in less than a minute.

EIG built the solution utilizing:

- Expo managed React Native application
- Firebase authentication
- Google Cloud Platform
- Neo4j
- Express
- NextJs

According to John, the most significant technical challenges EIG helped him overcome were the implementation of Single Sign On (SSO), connecting Domo to neo4j, and adding animation to spin a "feeling wheel" that allows users to select and reflect how they're feeling in any given moment.

FROM BURNOUT TO BREAKTHROUGH

After launching the MVP, EIG provided a seamless transition to vellum's internal product team. What vellum and EIG built together continues to make it easier to identify distressed team members for proactive intervention, promote and encourage peer-to-peer recognition, and to instill a culture of psychological safety.

"The biggest surprise and delight of my EIG experience was the seamless transition from EIG acting as my engineering team to having our own Head of Engineering. The robustness of the MVP they built coupled with their exceptional processes and documentation made it easy for him to immediately pick up the product and run with it. EIG successfully launched our software product AND our software team."

John Larsen

Co-Founder + CEO, vellum



About [vellum](#)

vellum is a platform that helps teams build cohesion in the workplace and lead healthier, more joyful lives. Developed in partnership with healthcare workers and based in psychological research, vellum translates simple workplace habits like personal reflection and team-wide sharing into meaningful, rewarding connection.

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.

