



TEN FORWARD CONSULTING

Wellbe, Inc.



BACKGROUND

Wellbe is a healthcare startup that was founded in 2009 by James Dias in Madison, WI. James has built a career in connecting the needs of real people to technologies to improve their lives. The company was created with the goal to solve the existing, fragmented healthcare system in which patient experience was not a high priority. The Wellbe team knew they could create a way to bridge this gap between patients and care.

PROBLEM

By 2014 Wellbe was a strong and growing startup with a great team and a proven solution in a high demand market. After finding this initial success, David Elderbrock, the company's CTO, and his team wanted to move forward onto second and third iterations of their product. They decided to rewrite their platform on Ruby on Rails, but the existing technical team needed reinforcement in order to implement the new and improved system. Elderbrock knew to seek help from an industry expert, and so began his search for a technical partner.

SOLUTION

Going with a proven leader. Elderbrock knew they needed a partner that had both high level consulting knowledge as well as production level coding capabilities. Because of Ten Forward's past work experience with large companies and startups alike, they provided a wide array of skills and capabilities that perfectly fit Wellbe's needs.

Great customer service. From the beginning, Elderbrock could feel that Ten Forward was dedicated to Wellbe's continued success through their continuous communication and passion for quality advice and production. Ten Forward's communication plan gave Wellbe the awareness of the day-to-day and long-term execution plan to give clarity and comfort to the relationship and project.

"Brian and his team were not only passionate about the technology they were working on, but they also showed a sincere interest in our success as a company."

- David Elderbrock,
Wellbe, Inc.

RESULTS

Sparked and spearheaded the revamp of Wellbe's software version 1.0.

With the help and innovative insight from the Ten Forward team, Wellbe was successfully able to implement and launch their software 2.0 that featured its ruby on rails code base. Not only did Ten Forward provide the strategic guidance as to the overall design and layout of the software from a technical perspective, the team also went ahead and did the majority of the production of the source code for the software platform. With a focus on functionality and longevity of the software's performance, Ten Forward was successfully able to create a meaningful and lasting solution still being used by the company today.

Complete transition of mobile app and optimization of its continued development.

Ten Forward understood, from the beginning, the importance of this project to the company's long-term success and therefore consistently recommended actions that benefited Wellbe's long-term goals. This approach focused each objective and sprint on systematic and scalable processes that would allow the growing Wellbe team to easily integrate themselves into the system with minimal resistance.

'One of the best things that Ten Forward did during our partnership was their establishment of fundamental processes and protocols that set the tone for each future interaction by the team. The technical expertise in both the high level direction and production level capability really gave way to the project that brought our company to a whole new level.'

-David Elderbrock,
Wellbe, Inc.