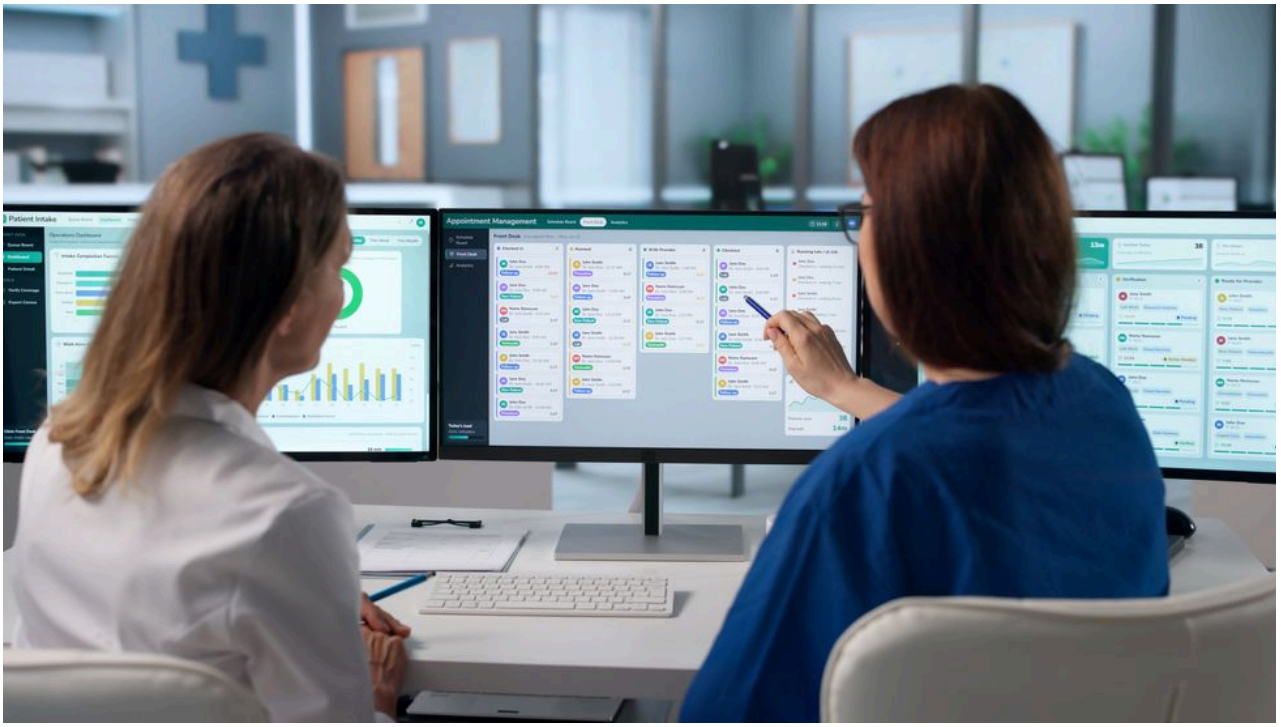
Case Study



Building an MVP for a healthtech startup tackling community care logistics

/ Routecare

Root Care is a healthtech startup focused on improving how community-based care visits are planned and delivered. Emerging from an NHS innovation competition, the business set out to address the complexity of scheduling and coordinating district nursing and other home-based clinical visits. By combining appointment allocation with route planning and practitioner skill matching, Root Care aims to help care teams reduce administrative effort, make better use of clinician time, and improve the coordination of care for patients supported at home.

> " NewRedo helped us turn our vision into a working MVP quickly, collaboratively, and within the budget we had agreed "
>
> Paul Carroll - Founder

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Project Introduction

Rapid MVP delivery for Root Care, a healthtech startup emerging from an NHS innovation competition, focused on appointment scheduling and route optimisation for community-based care delivery. Work covered product shaping, workflow design, automated scheduling logic, practitioner skill matching and route planning for district nursing and home-visit care scenarios.

Project Challenge

Planning community care visits is operationally demanding. Teams such as district nurses need to visit multiple patients in their homes each day, with each visit shaped by location, timing, patient condition and the practitioner's capabilities. Manual scheduling in this context is time-consuming and difficult to optimise.

Root Care needed a product that could reflect the realities of community healthcare rather than treating appointments as isolated bookings. The platform had to support the coordination of multiple home visits across a practitioner's day, while considering both clinical fit and practical travel requirements.

- The challenge included several overlapping factors:
- Patients had differing care needs, including chronic condition support, elderly care and post-discharge recovery.
- Practitioners had different skills and specialisms, such as dementia care or diabetes support, which affected who could appropriately take each appointment.
- Home visits needed to be sequenced in a way that reduced unnecessary travel and made daily rounds practical to deliver.
- The product needed to move beyond a simple scheduling tool and act as a logistics aid for mobile healthcare teams.
- As an early-stage startup, Root Care needed an MVP that was focused, credible and useful for demonstrating the proposition to prospective trial partners.

There was also a clear comparator in the market. Products such as DocAbode already addressed aspects of workforce scheduling in healthcare, so Root Care needed its proposition to show a meaningful distinction through the combination of appointment automation and explicit route planning for sequential community visits.

Project Solution

NewRedo worked with Root Care to shape and build an early MVP tailored to the operational needs of community healthcare teams. The aim was to create a usable product that captured the key value of the concept without overcomplicating the first version.

Our work focused on the core product capabilities needed to express the proposition clearly:

- Appointment scheduling workflows: We built the foundations of a system that could allocate and organise patient visits within a structured daily schedule.
- Practitioner skill matching: The product was designed to take clinical specialisms and practitioner suitability into account when assigning appointments, helping align patient need with clinician capability.
- Route planning support: We incorporated route-related logic so that appointments were not only scheduled, but also arranged in a way that reflected travel between visits for individual practitioners.
- Use-case-led MVP design: The product was shaped around district nursing and related home-visit care scenarios, ensuring the workflows reflected a real operational context rather than a generic diary system.
- Startup-oriented product delivery: We focused on an early version that could help the founders communicate the concept clearly and support further validation, trial discussions and product evolution.

The resulting MVP reflected a problem space similar in some respects to DocAbode, but with stronger emphasis on route planning between scheduled visits and the sequencing of a practitioner's daily round. This gave Root Care a clearer way to present its distinct value in the community care logistics space.

Customer Value Proposition

The engagement gave Root Care a working MVP that translated a healthcare innovation concept into a usable software product. For an early-stage startup, this created a stronger basis for communicating the proposition, validating the product direction and pursuing further engagement with potential partners.

- A clinically informed startup concept was turned into a working MVP.
- The product combined scheduling, practitioner matching and route planning in a single operational workflow.
- The MVP was grounded in a realistic district nursing and community care use case.
- The engagement demonstrated how software could reduce manual coordination effort in mobile care delivery.
- Root Care gained a stronger product foundation for future trials, pilots and proposition development.

Project Skills

Product discovery, Route planning, Data management, Privacy, Data governance, Health data management, MVP Delivery, Product Management, discovery interviews, workflow analysis, Machine Learning, User Centered Design, User Research, UX Design