



# Scaling a Medical Delivery Startup – From Launch to Multi-Location Expansion

## Service Area Alignment

- ✓ Scaling Without Chaos
  - ✓ Fixing Unstructured or Poorly Documented Processes
  - ✓ Improving Operational Governance & Visibility
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## Client Overview

*A US-based medical services startup aimed to provide last-mile prescription delivery from pharmacies to patients. They needed expert guidance to set up their business operations, define scalable processes, and ensure HIPAA compliance while managing independent driver contractors and financial workflows.*

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## Challenges

The client faced several operational challenges that required structured solutions:

- **Unstructured Business Model** – Needed a clearly defined business & revenue model to ensure profitability.
  - **Software Selection & Configuration** – No prior system in place for order management, driver coordination, and financial tracking.
  - **Driver Incentive Structure** – Needed a scalable, fair incentive plan for independent drivers, especially for high-volume days.
  - **HIPAA Compliance & Data Privacy** – Required secure handling of patient data and strict policy adherence.
  - **Scalability & Expansion Strategy** – The startup aimed to expand from one pharmacy to multiple locations within months.
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## Our Approach & Solution

### Project Management & Execution Leadership

- Rahul led the PMO (Project Management Office) for six months post-launch, ensuring operational stability and scalability.
- Provided hands-on support in managing teams, optimizing workflows, and troubleshooting implementation challenges.
- Acted as a strategic advisor, ensuring KPIs and revenue targets were met consistently.

### Step 1: Business & Revenue Model Development

- Designed a scalable revenue model ensuring profitability at different growth stages.
- Defined pricing, cost structures, and profitability benchmarks for sustainable operations.

### Step 2: Software Selection & SaaS Implementation

- Researched and selected the right SaaS software for order processing, driver dispatch, and financial tracking.



- Managed the full configuration, customization, and rollout for smooth operations.
- Provided ongoing software training & updates for the first five months post-launch.

### Step 3: Process Optimization & SOP Development

- Created detailed Standard Operating Procedures (SOPs) for every aspect of the business:
  - **Client onboarding** – Ensuring smooth integration with pharmacies.
  - **Driver operations & incentives** – Structured model for variable compensation based on demand.
  - **Financial workflows** – Accounts Receivable & Payable, profit & loss tracking.
- Developed contracts, policies, and procedures for drivers, pharmacies, and compliance requirements.

### Step 4: Regulatory Compliance & HIPAA Data Protection

- Designed strict data handling policies aligned with HIPAA guidelines.
- Implemented secure processes to protect patient-sensitive information.

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## Results & Impact

- 🚀 Successful Business Launch – Operations went live on time & within budget.
- 📊 Rapid Expansion – Scaled from 1 pharmacy & location to 2 pharmacies with 5 locations in 4 months.
- 👥 Driver Workforce Growth – Increased from 3 drivers to 20+ drivers within the same period.
- 💰 Financial Success – Revenue & profitability exceeded projections within 6 months.
- 🛡️ Fully Compliant Operations – Ensured HIPAA compliance & seamless pharmacy partnerships.

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## Client Feedback

*"Rahul and the PPS Consulting team played a pivotal role in launching and scaling our medical delivery business. Their expertise in structuring business models, optimizing operations, and ensuring compliance helped us go from concept to a fully operational, profitable company in record time. Their insights into driver incentives, financial tracking, and scalable workflows were game-changers in our rapid expansion. Highly recommended for anyone looking to launch or optimize a business."*

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## Final Takeaways

- **Well-structured processes** are critical to scaling a service-based business.
- **The right driver incentives** can significantly impact service capacity and efficiency.
- **Data privacy & regulatory compliance** are essential in healthcare-related businesses.

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## About PPS Consulting

*PPS Consulting specializes in structured business scaling, process automation, and governance*



*optimization. We work with SMEs and global companies to streamline operations, enhance efficiency, and implement sustainable growth strategies.*

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