

.crft AI-NATIVE PRODUCT BUILD

AI-Powered Practitioner Matching

THE SITUATION

Referrals get made from a directory and a postcode. Patients wait weeks for an appointment that turns out to be the wrong fit, then start again or drop out — and the specialists with the best outcomes for their condition stay invisible.

THE SOLUTION

Matching goes beyond geography: the engine scores specialists by treatment philosophy, outcomes data, and insurance compatibility, then routes each patient to the best fit in seconds. The result is faster access and better-matched care.

01 HOW CRFT WORKS

01

Validate the core workflow in a short prototype sprint

02

Build the production-grade, owned system end-to-end

03

Hand off source, credentials, docs, and a 90-day roadmap

02 WHY IT MATTERS

- ✓ Matches on outcomes, philosophy, and coverage
- ✓ Seconds, not days, to the right specialist
- ✓ Better fit means better outcomes
- ✓ Patient-facing experience built end-to-end

CRFT designs and ships the matching engine and patient experience.

03 FOUR WAYS TO BUILD AN AI SYSTEM — AND HOW THEY COMPARE

	BUILD IN-HOUSE	DEV SHOP	AI SAAS TOOL	CONSULTING	CRFT
Time to first value How long before it changes a number.					
ROI guarantee Who carries the risk if it underperforms.					
On-the-ground integration Whether it fits your stack, data and workflow.					
Gets smarter with use Whether run 50 beats run 1.					
Tells you where to start Scored opportunities, not a debate.					
Change management Roles, trust and adoption designed in.					
You own it outright Code, prompts and data in your accounts.					

04 HEALTH & WELLNESS — THE OPPORTUNITY IN NUMBERS

30%₁

fewer no-shows with predictive outreach

4 wks

to a prioritized AI activation roadmap

3x₂

target ROI within 90 days

1. J Am Med Inform Assoc, 2023 — systematic review of RCTs; predictive-model-targeted reminder calls cut no-shows 25–51% across 3 trials (median RR 0.61)

2. AWSM LABS CRFT engagement guarantee — 3x ROI on the build fee by day 90, or we keep working at no charge

Explore this for Health & Wellness.

A short scoping conversation, then a costed plan with the ROI stated up front — not a proposal deck.