

.crft AI-NATIVE PRODUCT BUILD

Personalized Wellness Intelligence

THE SITUATION

Member data arrives from everywhere — wearables, the EHR, claims, intake forms — into systems that never speak to each other. So everyone gets close to the same plan, engagement decays after the first few weeks, and nobody can say which intervention actually moved a number.

THE SOLUTION

We unify wearable, clinical, and behavioral data into a single engine that builds and continuously updates each member's wellness plan. As new signals arrive, the plan adapts — so guidance stays personal and relevant instead of generic.

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

- ✓ Hyper-personalized plans that update in real time
- ✓ Wearable, clinical, and lifestyle data in one view
- ✓ Higher engagement and adherence
- ✓ Owned and integrated with your member app

Built end-to-end with CRFT, from data pipeline to patient-facing app.

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.