



HQ PARTNERS

Case Study

Healthcare Staffing — Learning Management System

From Stalled Idea to Integrated Product

Three years. Two teams. Zero results. Until a different approach changed everything.

2 yrs

Previous failed attempts

8 mo

MVP delivered

4

Major releases

5

Person team

THE SITUATION

A healthcare staffing company providing contract nurses and healthcare professionals to facilities across the country had spent two plus years trying to build a learning management system. Two separate teams had been assembled and failed. They believed the vision was clear — equip healthcare workers with facility-specific training before they arrived on site. But the execution had never gotten off the ground.

What none of the previous attempts had accounted for was the full strategic potential of what they were building. This was not simply a training tool. Designed correctly, it had the potential to become a scalable content platform, one where individual facilities maintained their own learning libraries, and where the company could aggregate training materials from medical facilities and equipment suppliers into a broader membership-based library. Access to the latest medical equipment training manuals, drug information, and facility-specific protocols would be genuinely valuable to the healthcare community at large.

That vision had never been defined. Which meant it had never been designed for.

THE CHALLENGE

The product couldn't be built in isolation. It needed to integrate with existing staffing and operational systems, including placement and time tracking platforms, which meant the



CASE STUDY

underlying data architecture had to be completely rethought before a single feature could be built.

Beyond the data challenge, the system required a new technical infrastructure, increased server capabilities, security and compliance monitoring, and a CI/CD framework to enable code to move efficiently from development through to production environments. None of this had been addressed in previous attempts.

THE APPROACH

Before any requirements were written or any development began, two months were spent in discovery.

Stakeholder interviews surfaced what the business needed and what it could become. Existing systems were mapped in detail - the placement platform, the time tracking system, and every integration point the new product would need to connect with. The full picture of the current state was documented honestly before anything new was designed.

The result was a central data warehouse architecture, a shared data foundation that every application, new and existing, could connect to. This eliminated duplication, enabled reporting across the business, and created the infrastructure for the scalable content platform the business had never previously envisioned.

Alongside the data architecture, a new technical infrastructure was designed — server capacity, security and compliance frameworks, and a CI/CD pipeline that would enable faster, more reliable deployments from the start.

Only after this was completed, did requirements definition begin.

THE DESIGN & PLAN

The TO-BE design went beyond the immediate MVP. It defined not just what was being built first, but what the full product ecosystem could become.

Individual facilities would maintain their own learning libraries building course content specific to their environment, equipment, and protocols. But the architecture was deliberately designed to enable something larger: a shared content platform where the company could aggregate training materials from medical facilities and equipment suppliers and offer membership-based access to the broader healthcare community.

This monetization strategy, that included access to the latest medical equipment manuals, drug information, and certification content, had never been part of any previous iteration. It was introduced as part of the strategic design process and built into the architecture from day one.



CASE STUDY

Future product integrations were also mapped so that additional applications the company planned to build could connect cleanly to the same data warehouse and infrastructure without requiring architectural rework.

THE DELIVERY

Working with a team of five — a web designer, two developers, a QA analyst, and a technical writer — the MVP was delivered in eight months.

What previously took almost three years and two teams to attempt was delivered in eight months — not by moving faster, but by starting smarter.

The MVP included role-based access, course creation capabilities, and the new data warehouse and infrastructure that would support every release that followed. From there the product grew through three major releases and multiple enhancements:

- **Release 2** — added interactive learning capabilities and education coordinator roles
- **Release 3** — introduced chat between education coordinators and learners/healthcare professionals, exam capabilities, and enhanced reporting
- **Release 4** — was scoped, planned, and delivered by the internal team after the engagement ended — independently and on schedule

By the time the engagement concluded multiple facilities were actively onboarded and using the platform.

THE RESULT

A healthcare staffing company that had been trying to build a product for three years had a working, integrated, scalable platform, built by a small team, delivered on schedule, and able to be scaled to integrate with both existing and new functionality.

The internal team didn't just receive a product. They received the architecture, the documentation, the infrastructure, and the strategic design for a content platform with genuine revenue potential — and the capability to keep building without outside help.

That is not a typical consulting outcome. It was the intended one.

THE TOUCHSTONE DISCOVERY METHOD IN ACTION

**CASE STUDY**

This engagement reflects every phase of the Touchstone Discovery Method — before the methodology even had a name.

01

Discover & Understand — Two months of stakeholder interviews, system mapping, and honest assessment of existing platforms: placement, time tracking, and all integration points. Root causes of previous failures were identified. The real infrastructure and architecture challenge was surfaced and solved before a single requirement was written.

02

Design & Plan — A central data warehouse and new technical infrastructure were designed. The TO-BE vision extended beyond the MVP to define a full product ecosystem, including a scalable membership-based content platform that had never previously been conceived. Future product integrations were mapped. The strategic roadmap connected the MVP to a long-term business model.

03

Build & Transform — Requirements, project plans, sprint plans, and delivery tracking were all built with the team, not for them. When the engagement ended, the internal team owned everything and had a fully functioning product and delivery model that they could use to replicate all future iterations.

04

Review & Adjust — Each release built on the last, incorporating feedback from education coordinators and learners/healthcare professionals, allowing for adjustments to scope and priorities based on what the business and clients actually needed as the product evolved.

The Lesson

Three years of failed attempts had one thing in common: the teams jumped to building before understanding what they were actually building, what it needed to integrate with, and what it could strategically become.

Two months of honest discovery changed everything that followed.

That is the Touchstone Discovery Method. Every time.