

Forty-four handouts, six in-room tools, one solo concierge practice.

Dr. Carrie Leff, DO, concierge internal medicine and menopause care in Farmington Hills, Michigan. Patient education, clinical tools, and lab reporting, running on MedOS and in the browser.

Automate manual work

Connect systems and data

Redesign work around AI

“He built me tools I’d assumed were out of reach for a solo practice.”

Dr. Carrie Leff, DO, internist and certified menopause provider

44

branded patient handouts, phone-ready, letter-printable, fonts embedded

6

in-room tools, browser-based, no logins, used on every visit

12

lab panels parsed automatically from LabCorp and Epic MyChart PDFs

~15 min

to add the next handout, down from an afternoon of writing and formatting

6 wks

from a folder of half-finished drafts to a complete, branded library

Context

A board-certified internist and certified menopause provider who launched a membership-based primary-care practice for women in midlife. One doctor, a small staff, and a years-deep backlog of patient education: handout notes in chart margins, a risk chart photocopied from 1989, a menopause intake walked through out loud on every fourth visit.

Constraint

None of the backlog was glamorous. All of it was the work. A solo practice never has the runway to commission a forty-piece patient library or custom software, so the backlog stayed a backlog.

The constraint was the cost of each addition: an afternoon per handout, a vendor contract per tool. The brief: build what she already needed, brand it once, make every addition after that cheap.

Approach

Build with the doctor, around the visit. The patient sees only the printout, so every decision was weighed on the print surface first. Iterate from her inbox. Run where she already works. The medicine stays hers.

What we built for the practice

The library. Patient education, branded once.

- **44 handouts across the whole practice:** hormone therapy, bone and reproductive health, GI and metabolic care, sleep, skin, and everyday concerns. Each one matched to her palette and type, printable from any device.
- **A handout generator she can call by name.** Notes, a draft, or a journal excerpt in; a branded, print- and phone-ready page back in about fifteen minutes.
- **An image rebrander.** Textbook diagrams recolored to her palette, retitled in her type, publisher marks removed.

The tools. Replacing paper, memory, and third-party sites.

- **A lab-report builder.** Drag in a LabCorp or MyChart PDF and get a plain-language report: 12 panels, flags matched to the lab’s own ranges, her saved explanations, one-click PDF for the patient.
- **An appointment recommendations builder** on MedOS. Supplements, labs, referrals, and radiology orders assembled in the room and printed as a take-home sheet.
- **Four point-of-care utilities:** a breast-cancer risk calculator, a pre-visit menopause intake, an oral-contraceptive quick reference, and an order builder with live pricing.

How it was built.

- **Iterated from her inbox.** The lab tool went through 49 builds, each from a real email: a missed “non-reactive” result, a phantom value, “can I enter this by hand?”
- **Nothing locked to one machine.** Tools live on MedOS and in her browser; her explanation library exports and imports.

Result

The lab-report builder now reads a real LabCorp draw end to end, including the qualitative results and stacked add-on tests that tripped early versions, and the order builder is used on every visit.

The old way, 44 written-and-designed handouts plus four custom tools is roughly 320 to 630 hours of freelance work. More to the point, a solo practice would never commission it. The project ran in weeks.