

KVANN HEALTH — Long-Term Strategic Roadmap

Version: 1.1.0 · **Date:** 2026-09-14 · **Owner:** Alexey (Technical Lead), with Joe (Medical) & Jaime (Sales)

Source: KVANN_HEALTH_STRATEGIC_VISION_MCKINSEY.md (Sept 2026) · **Horizon:** 36 months
Corporate Entity: KVAN Health LLC (Oregon) · **Commercial Brand:** Kvann Health / Kvann Flow
Primary Domains: `kvanhealth.com` and `kvannhealth.com` (cross-redirect)

North Star

*Build the first closed-loop ****Autonomous Ambulatory Operating System**** for US primary care:
****Access (Intake) → Yield (Scheduling) → Audit (Chart QA)**** — sold modularly, priced disruptively (\$149/MD/mo entry for Pillar 2, scaling to ~\$499/MD/mo for the full suite), with the "Iron Rule" (write-back restricted to Appointments only) as the enterprise trust anchor.*

36-month target: ~3,000 practices, ~\$54M ARR, NRR > 130%, churn < 2%.

All financial figures (ARR, ROI, pricing) in this document are modeled projections from the Strategic Vision source document, presented for planning purposes — not guarantees of performance. They must be re-validated against pilot results before external or investor use.

Phase Architecture (3 Horizons)

HORIZON 1 — LAND: "Trojan Horse Scheduler" (Months 1–6)

Product: Kvann Flow (Pillar 2 — Capacity & Schedule Optimizer) ONLY.

Why first: zero clinical workflow disruption; fastest security clearance; provable ROI (\$178k/yr per 5-MD clinic from Gravity Stacking alone).

Workstream	Milestones	Exit Criteria
Product	Epic sandbox integration hardened (fix JKU/JWKS + scope findings); mock client; production infra	Passes a "skeptical CIO" technical diligence

(FastAPI/Gunicorn/Docker)		
Pilot	CCC pilot (Pareto scope: Gravity Stacking + Lunch Firewall for 2-3 volunteer providers, staff-facing only)	≥8% schedule density improvement, zero safety incidents, 90-day referenceable case study
GTM	Athenahealth Marketplace (MDP) + Epic Connection Hub registration	Listed / in review
Corporate	LLC finalized (KVAN Health LLC), domains (`kvanhealth.com` + `kvannhealth.com`) + email live, basic website	Domains operational, email active
Funding	Accelerator applications (Tier 1: OVF; Tier 2: Cedars-Sinai, Mayo)	≥1 acceptance or term sheet

Pricing: \$149/MD/mo entry. **Target:** 3 signed pilot clinics + 50 qualified practice pipeline by Month 6 exit; \$2.2M ARR run-rate across ~250 practices by Month 12 (Year 1 Exit).

HORIZON 2 — EXPAND: Patient Intake Gateway (Months 7–18)

Product: add Pillar 1 (conversational AI intake, safety-veto, lab PDF extraction, 8-line pre-visit snapshot), built on the ClinPolisBot foundation.

GTM motion: upsell installed base — "your schedule is dense; now eliminate 60% of front-desk phone calls." +\$100/MD/mo.

Data moat: Mayo Clinic Platform data lake (if accepted) trains the AI Urgency/Triage Engine.

Target: 1,000 practices, \$15M ARR.

HORIZON 3 — LOCK-IN: Chart QA & RCM Guard (Months 19–36)

Product: add Pillar 3 (real-time E/M audit, 99213→99214 capture, HCC risk adjustment, denial interception), built on the artidoc-checker DAG architecture.

Moat completion: enterprise-grade value-based-care analytics for ACOs; churn → near zero.

Target: 3,000 practices, \$54M ARR.

Cross-Horizon Enablers (continuous)

- 1. **Compliance & Governance spine:** BAAs from day one → HIPAA gap assessment (pilot) → SOC 2 Type II (Horizon 2) → ONC FHIR R4 / USCDI v4 certification posture (Horizon 3).
- 2. **Founder IP & Asset Licensing:** Formalize IP contribution / exclusive licensing agreements from founder to KVAN Health LLC for underlying core assets (Pillar 1 from ClinPolisBot, Pillar 2 from Kvann Flow, Pillar 3 from Synteris/artidoc-checker DAG) prior to closing accelerator SAFE or priced equity rounds.
- 3. **FinOps asymmetry:** hold $\leq \$0.01$ /encounter cost (multi-agent DAG routing) — protects >85% gross margin at every horizon.
- 4. **Capital path:** Pre-seed \$110–160k via Cedars-Sinai (\$100k/~3%), Mayo (\$200k+ in-kind + data), OVF (\$250k–\$1M, Providence network via Joe); non-dilutive: MedTech Innovator, MassChallenge.
- 5. **ROI proof engine:** productize the Monte Carlo simulator as `calc.kvannhealth.com` — CFO-facing 3-minute ROI tool (feeds every sales motion).
- 6. **Team & Hiring Gating:** 70:30 AI:human execution model until seed. Zero pre-capital speculative hiring: first hire (part-time EHR/QA specialist, 10–15 hrs/wk) is gated strictly on either a signed pilot MoU/BAA with sandbox credentials or accelerator SAFE funding receipt.

Key Strategic Risks (long-term)

Risk	Horizon	Mitigation
OCHIN/Epic gatekeeping delays pilots	H1	FHIR R4 abstraction layer → Athenahealth pivot is config, not rewrite
EHR vendors native-ify yield optimization	H2–H3	Speed + Iron-Rule trust + marketplace entrenchment
AI triage regulatory exposure	H2	Deterministic safety-veto layer; zero-millisecond red-flag override; no diagnostic claims
Founder bandwidth (single technical lead)	All	Accelerator capital → QA/fullstack hires before H2

Immediate Bridge

This document sets direction; all near-term execution lives in the tactical roadmap:

`\_DEVELOPMENT/00\_ADMIN/00.04\_Roadmap\_and\_Budget/2026-09-14\_KVANN\_FLOW\_TACTICAL\_ROADMAP.md`.

Review cadence: quarterly, or upon any Horizon exit-criteria event.