HEROSHIP

Telemedicine Platform • Scope of Work, Proposal & Call Recap

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Two ways to win: launch your own brand, and monetize your provider network.

A complete, compliant telemedicine platform you can launch with your provider partner in five to six weeks, plus a partnership path to bring Heroship to the provider network you have spent a decade building. Least friction, most upside.

1. Discovery Call Recap

Quick summary of what we covered so you have everything in writing to review and share with your business partner.

Who Was On The Call

- Sam Spallitta, roughly a decade in the regenerative and aesthetic space. Sold laser and frequency technology, peptides, injectables (Botox, fillers), and more. Owns a hair transplant clinic in Mexico, splits time between Mexico, Colorado, and California.
- Joshua Host, CEO, Heroship.
- Justin Ingram, CMO, Heroship.
- Raquael Flores, Promise Pharmacy, who introduced the opportunity and connected the dots on both sides.

How The Ecosystem Fits Together

- Heroship is the parent company, hyper-focused on helping mission-driven operators scale.
- Promise Pharmacy handles personalized medication. Heroship is the technology and services layer. Wizdoc is the 50-state provider network.

Where You Are Today

- You work with 150+ providers actively and email a list of roughly 26,000. Most of your business comes through referrals because you have a reputation for being transparent and siding with providers over companies.
- You operate mainly as a business consultant to providers, with a knack for spotting the next product early and riding the wave. Right now a lot of that time goes to helping providers navigate the messy peptide space.
- You have a provider business partner (based in Beverly Hills) who you would launch a telemedicine brand with first.
- Your guiding principle: least friction possible. You move toward the path of least resistance and the most transparent partner in the room.

What You Are Looking For (Two Tracks)

- Track 1, launch your own: Stand up a telemedicine brand with your provider business partner. You are roughly 90% there on moving forward with this.
- Track 2, monetize your network: A clean way to bring Heroship to your broader provider base and get compensated, ideally as recurring "mailbox money," with Heroship copilot-ing the doctors you onboard.
- You confirmed many of your providers can put $50K toward the build and $150K+ toward marketing without issue.

What We Walked Through

- The Heroship model. Everything needed to launch and scale a telemedicine business under one roof: website, programmatic SEO, CRM, EHR, payments, provider network, pharmacy fulfillment, patient portal, and marketplace.
- Live brands at scale. Shed, TrimRx (~$2M/day), EverlifeMD (~$1M/day), and Eden all run on this infrastructure.
- Programmatic SEO. On our own Promise build we saw roughly a 70% lift in clicks and went from booking 15 to 20 appointments a week to around 90, driven by tens of thousands of location and service pages (roughly 50,000) that rank organically and lower blended acquisition cost.
- WizloPay triple-redundant payments. If processor one declines, it routes to two, then three, lifting approvals by roughly 20 to 30% and removing the Stripe and PayPal shutoff risk that hits non-compliant brands.
- Wizdoc 50-state coverage. Promise covers 42 states directly; across 30 partner pharmacies the platform reaches any state, with overflow handled automatically so there is no disruption to you or the patient. (This answered your California and Texas question.)
- Marketplace and catalog. 660+ products covering GLPs, ED, hair restoration (finasteride, minoxidil), hormone therapy, NAD, wellness packages, and more. Roughly 98% of what a patient would ever need is already built in.
- Patient portal and AI. Device and app sync (heading toward 200 integrations), order and shipping tracking, provider messaging, and the WYSI AI bot trained on 28,000 encounters. The system reads patient signals (sleep, energy) and surfaces upsell recommendations automatically.
- Compliance posture. HIPAA, SOC 2, and LegitScript. A clean, compliant alternative to the gray-market research route that puts providers at real risk.
- LegitScript fast-track. Roughly five to six weeks through our partnership versus three to five months on your own, run in parallel so you launch ad-ready.

Questions You Raised

- State coverage (California, Texas): answered. 42 states under Promise, any state via the 30-pharmacy network.
- Outside-sourced products and supplements, lab testing, or bracing: possible to integrate, but it has to clear a volume and compliance bar since it moves into gray area. In practice the existing 660+ catalog covers nearly everything.
- Is marketing inside the $50K to $60K build: yes, the programmatic SEO build is baked into the initial investment. Ongoing paid ads, SEO, and website management are post-launch add-ons.
- Monthly operating cost: roughly $5K to $7K/month depending on the client and post-launch scope, replacing a $10K to $20K/month SaaS and vendor stack.
- Gray-market vs. compliant profitability: providers in business generally avoid the gray market because of the risk. Compliance plus FDA enforcement pressure is the easiest entry point for the conversation.

2. Why This Is The Game-Changer

You said it best on the call: you want the least friction possible. That is exactly the problem Heroship was built to solve. Most operators trying to enter telemedicine spend six months to a year piecing together a website, a provider network, a CRM, an EHR, payments, and a pharmacy, learning compliance rules (503A, 503B) as they go, and ending up with fragmented systems that do not talk to each other.

One Roof, One Point Of Accountability

Heroship consolidates a $10K to $20K/month SaaS and vendor stack into one platform. When something breaks, our in-house team of 100 developers usually catches and fixes it before it ever reaches you or your provider. No vendors pointing fingers while a doctor sits stuck in the middle paying a dev team to diagnose a broken patient journey.

You Own Everything

Every build is white-labeled and headless under your brand (or your provider's brand). The data, the systems, the branding, all of it is owned 100% by the operator. We typically recommend doctors spin up a separate LLC for the telemedicine arm to keep it clean.

Programmatic SEO Almost Nobody Is Doing

Instead of a traditional site with 50 product pages, the build generates roughly 50,000 location and service pages that rank organically. On our own Promise build, appointment bookings jumped from 15 to 20 a week to around 90. One nurse practitioner we built for covers the entire state of Florida and pulls steady business with zero ad spend. These are the highest-quality leads because patients find you on Google, which sidesteps the poor lead quality your providers complain about from Facebook and TikTok agencies.

Payments That Survive At Scale

WizloPay's triple-redundant orchestration lifts approvals roughly 20 to 30% and keeps compliant brands off high-risk rails, away from the Stripe and PayPal shutoffs and frozen funds that crush non-compliant operators. For a provider doing real volume, that approval lift alone can outpay the platform cost.

A Real Profit Engine, Not Just A Storefront

A standalone $200 to $300/mo GLP leaves little gross profit once product and acquisition costs are in. The marketplace reads connected-device data and surfaces upsells automatically (peptides, NAD, B12, supplements, hair, skin), while operators pre-sell 3, 6, 9, and 12-month packages. That is how the math turns from red in month one to healthy margin fast.

The Compliance Tailwind

With major peptide changes landing next month and FDA enforcement increasing, the compliant route is becoming the only viable route for serious providers. You are positioned to be the transparent guide who moves your network from gray-market risk into a compliant, profitable platform at exactly the right moment.

3. Scope of Work

Objective

Two parallel objectives. First, launch a fully compliant, conversion-focused telemedicine brand with your provider business partner, live in five to six weeks. Second, structure a partnership that lets you bring Heroship to your wider provider network and earn on it.

Problem to Solution

Where Operators Are Without Heroship	What Heroship Delivers
Piecing together a website, provider network, CRM, EHR, payments, and pharmacy	One consolidated platform replacing a $10K to $20K/mo stack
6 to 12 months to launch if built in-house	Five to six weeks to a live, fully tested launch
High-risk payment coding, frozen funds, Stripe/PayPal shutoffs	WizloPay triple-redundant processing, ~20 to 30% approval lift
No provider network or compliance oversight	Wizdoc 50-state network plus 30-pharmacy fulfillment, HIPAA/SOC 2/LegitScript
Thin margins on a standalone $200 to $300/mo GLP	AI marketplace upsells plus pre-sold multi-month packages
Gray-market product risk	Fully compliant catalog of 660+ products, ~98% of patient need covered
LegitScript queue of 3 to 5 months	Fast-tracked to ~5 to 6 weeks, run in parallel with the build

Track 1: Launch Build (You + Your Provider Partner)

- 100% white-labeled, headless website under your brand, conversion-focused with programmatic SEO baked in (roughly 50,000 location and service pages).
- Full branding if needed: design, logos, color schemes, and brand guides. We typically recommend a separate LLC for the telemedicine arm.
- CRM, automation, and workflow: refill reminders, renewal and upgrade prompts, shipment alerts, and sync vs. async routing, all automated.
- Telehealth platform with state-aware logic. Async states route straight to clinical decision-making; sync states route to a compliant provider video encounter.
- WizloPay triple-redundant payment processing with high-approval, compliant rails.
- Wizdoc 50-state provider network plus 30-pharmacy fulfillment, with automatic overflow routing.
- LegitScript certification fast-tracked in parallel so you launch ad-ready.
- Patient portal and marketplace: device and app sync, order tracking, provider messaging, WYSI AI support (28,000 encounters), and automated, data-driven upsell recommendations.
- Self-serve onboarding: cherry-pick your product catalog and choose your pricing tier; the system builds out the storefront, pricing, and fulfillment automatically.

Track 2: Partnership / Network Monetization (Proposed)

Structured so it is mailbox money for you, with the least possible lift. Final terms to be confirmed together, but the shape we discussed:

- A partnership or JV agreement where you earn a percentage of the upfront build on accounts you bring, plus a recurring percentage on the back end.
- Heroship co-pilots the providers you onboard, so you make the introduction and we handle the heavy lift of build, launch, and support.
- Best-fit targets are your funded key accounts: established providers looking for new income streams who can comfortably cover the build plus marketing.
- As we roll out a lighter, more self-serve affiliate model, the entry point drops and this becomes a no-brainer for a much wider slice of your network.
- Option to combine both tracks: onboard providers while we help stand up your own telehealth brand in parallel.

Launch Timeline (5 to 6 Weeks)

Stage	What Happens
Setup	Business configuration, wireframing, self-assessment and intake build. LegitScript and branding kick off in parallel.
Build	Website, programmatic SEO, CRM and automation, payments, provider network, and pharmacy integration assembled.
Train	You and your partner trained on the platform and owner-side back end.
Test	Full end-to-end test including a live payment to confirm the whole patient journey works.
Launch	Brand goes live, fully certified and compliant.

Post-Launch Add-Ons (Optional)

- Paid ads lifecycle management.
- Ongoing SEO and content program.
- Website and landing page management.

4. Investment

Item	Investment	Type
Launch build (full end-to-end platform + programmatic SEO)	$50,000 to $60,000	One-time (5 to 6 weeks to launch)
Platform / operating fee	$5,000 to $7,000 / month	Recurring (replaces $10K to $20K/mo stack)
Provider encounter fee	$25 to $45 per encounter	Per encounter ($25 GLP, $45 hormones/controlled)
Payment processing	2.99% + 1% transaction	~4% all-in, no product or margin cut

No product cost cuts. No margin taken. Many competitors charge per product and take a chunk of your margin, which is what kills scale. Heroship takes none of that. Standard pricing applies, with volume-discounted rates above 5K in volume.

Why We Work With Funded Operators

The build suits operators with roughly $250K to $500K liquid, leaving room for ad spend and inventory on top of the build. You confirmed your key-account providers can put $50K toward the build and $150K+ toward marketing without issue, which makes them ideal candidates for Track 2.

Note: pricing here is guidance scoped to this opportunity and not for public distribution.

What's Needed To Start

- Green light on the Track 1 build with your provider partner so we can hold a slot ahead of the July peptide changes.
- A shortlist of your best-fit key accounts for Track 2 so we can shape the partnership economics around real numbers.
- Branding direction (or confirmation assets are ready) and your initial catalog and pricing-tier preference.

5. Proof

Heroship is not theory. We run our own telemedicine brand at roughly $10M/year on this exact infrastructure, and we own Promise Pharmacy. We learned all of this through our own trials and tribulations, then packaged it so operators do not have to.

Live Brands Running On This Infrastructure

Brand	Site
TrimRx (~$2M/day)	https://trimrx.com
EverlifeMD (~$1M/day)	https://everlifemd.com
Shed (fastest-growing)	https://tryshed.com
Eden	https://eden.health

Real-World Results

- Promise Pharmacy: roughly a 70% lift in clicks after launching programmatic SEO, with weekly bookings climbing from 15 to 20 to around 90.
- A Florida nurse practitioner covering the entire state pulls steady business through programmatic SEO alone, with no ad spend.
- A high-volume Atlanta provider moved most of his in-house patient base to telemedicine, freeing his 10,000 sq ft office while patients gained convenience.

6. Next Step

Here is the simple, low-friction path forward:

1. Review this with your business partner and give us the green light on the Track 1 build so we can lock a slot ahead of July.
2. Send over a shortlist of your best-fit key accounts so we can shape the Track 2 partnership economics around real numbers.
3. Kick off setup, branding, and LegitScript in parallel and get your brand live in five to six weeks.

I will also send over the Promise pricing sheet and the full product pricing sheet so you have everything on the catalog side. Happy to meet in person and break bread when you are out by Newport, and to bring your Beverly Hills partner into the next conversation.

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