

Vitablood, through a Gartner analyst's lens.

Evaluated against category leaders in consumer diagnostics (Function, InsideTracker), clinic OS (Elation, athenaOne), and lab interoperability (Rupa, Redox, Health Gorilla), with Quebec incumbents (Biron, Dynacare) as a quality baseline. Verdict: credible MVP on Vision and UX; materially behind on Ability to Execute.

01 · WHERE WE WIN

The moats we already dig.

Editorial UX & brand density

The BCG-editorial landing, in-app report artifact, and Crimson design system sit ahead of Function and InsideTracker.

Native bilingual FR/EN

Shipped from day one — most US leaders never ship this.

AI persona + mandatory sign-off

Harvard-trained internist + U.S. Olympic nutrition & performance coach with mandatory clinician review — a defensible middle between Function ('doctor's note', no sign-off transparency) and a pure EMR (no plain-language reading).

Quebec vertical focus

Regional incumbents have weak digital UX; DTC leaders have no Quebec footprint.

02 · SCORECARD — 18 PILLARS

Rated at-par / partial / missing.

Pillar	Leader benchmark	Vitablood today	Rating	Gap
Patient acquisition & booking	Function/InsideTracker: multi-panel catalog, upsell, gift, corporate accounts	/book 4-step flow, Stripe stub	Partial	No real payments, no corporate/gift/subscription, no waitlist
Identity & accounts	Passwordless + SSO, MFA, family accounts, HIPAA-grade audit	None — patient hardcoded 'Marie'	Missing	No auth at all
Consent & privacy (Law 25)	Granular consents, revocation log, DPIA, register, breach workflow	Static 'Law 25' copy	Missing	No consent ledger, no DSR flow
Order lifecycle	Rupa/Elation: full state machine, barcodes, chain-of-custody	UI mockups in /clinic	Missing	No persisted state machine, no barcodes scanned in
Lab interoperability	HL7 v2 ORU/OML, FHIR R4, LOINC, Health Gorilla / Redox connectors	CSV/HL7 concept, AI PDF extraction demo	Missing	No HL7 listener, no FHIR, no LOINC

Pillar	Leader benchmark	Vitablood today	Rating	Gap
Longitudinal trends	InsideTracker: per-marker trend, optimal zones, cohort compare	Single ferritin trend mock	Partial	No persisted history, no cohort/normative bands
AI interpretation	Function: 'doctor's note' + Q&A; Thorne: protocols	Harvard/Olympic-coach persona + clinician review	At-par	Competitive on quality; no chat, no protocols
Clinician workflow	Elation: inbox, tasks, e-sign, delegation, cosign	/clinic review queue with AI draft + sign	Partial	No inbox/tasks, no delegation, no audit trail
RAMQ / billing (Quebec)	Local EMRs: RAMQ codes, superbills, private-pay receipts	None	Missing	Fully missing
Analytics	Athena: TAT, no-show, revenue, cohorts, export	/analytics with TAT, savings, utilization on mock data	Partial	Mock only, no drill-through, no export
CRM / lifecycle	HubSpot-style pipelines, email/SMS nurture	/crm Monday-style board on mock leads	Partial	Not wired to real leads or messaging
Notifications	Twilio SMS + transactional email, reminders, no-show recovery	None	Missing	Fully missing
Integrations surface	Redox/Particle/Health Gorilla, Stripe, Twilio, Segment, S3	None wired	Missing	None
Security & compliance	SOC 2 Type II, HIPAA BAA, PIPEDA/Law 25, PHIPA, ISO 27001, pen-test	None documented	Missing	No artifacts
Observability & reliability	SLOs, audit log, PHI access log, tracing	Basic error capture only	Partial	No SLOs, no PHI access log
Mobile	Native or PWA with offline draw kit	Responsive web only	Partial	No PWA, no offline
Accessibility	WCAG 2.2 AA audited	Not audited	Partial	No VPAT
Multi-tenant	Per-clinic branding, roles, data isolation	Single-tenant hard-coded	Missing	No clinic_id, no isolation
Bilingual FR/EN	Required in Quebec	Shipped	At-par	Ahead of US leaders

Four phases. Sequenced.

Phase 00 — Foundations

Prerequisite to any enterprise conversation.

- Enable Lovable Cloud — persist patients, requisitions, results, consents, notes, audit (Postgres + RLS).
- Auth: patient magic-link + clinic SSO, role table (patient, phlebotomist, nurse, clinician, admin, lab_ops).
- Order state machine: requisitioned → booked → drawn → in_transit → received → resulted → drafted → signed → released.
- Append-only PHI access log: who read which record, when, from where.

Phase 01 — Interop & compliance

Unblocks lab partners and B2B sales.

- FHIR R4 data model: Patient, ServiceRequest, Specimen, DiagnosticReport, Observation, Practitioner, Organization.
- LOINC-coded markers; dictionary seed from the sample report.
- HL7 v2 ORU listener (/api/public/hl7/oru) + signature/allowlist for Biron/Dynacare.
- Law 25 consent ledger: versioned, revocable, self-serve /privacy/my-data (access, rectification, portability, erasure).
- Artifact pack: DPIA, register of processing, breach runbook, retention matrix, subprocessors.

Phase 02 — Depth on existing surfaces

Deepen clinician and patient toolkits.

- Longitudinal trends: per-marker history, optimal zones, cohort compare (age/sex).
- Clinician inbox: tasks, delegation, cosign, e-signature with timestamp + IP.
- AI chat on results (RAG over patient history, gated to released results only).
- Notifications: Resend (email) + Twilio (SMS) — confirm, prep, result-ready, no-show.
- Real Stripe payments: Wellness SKUs, receipts, refunds, corporate, gift cards.
- RAMQ billing surface: code capture at sign-off, exportable claim file.

Phase 03 — Scale & differentiation

Before Series A / multi-clinic expansion.

- Multi-tenant: clinic_id everywhere, per-clinic branding/domain, per-clinic KPIs in /analytics.
- PWA + offline draw kit: phlebotomist mobile view, barcode scan.
- Public API + webhooks: orders.created, results.released.
- Observability: SLOs (P95 release / AI draft latency), annual pen-test, SOC 2 Type I → II track.
- WCAG 2.2 AA audit + publish VPAT.

BOARD TAKEAWAY

Where we win: brand, bilingual, clinician-signed AI persona, Quebec focus. Keep investing — it is the moat.

What we must ship: identity, order state machine, FHIR/HL7 interop, Law 25 evidence, real payments/RAMQ, multi-tenant. Without these, hospital-network and corporate-wellness procurement

disqualifies us at RFP screening regardless of UX.