

 **LakeStack health** is a purpose-built **data platform for healthcare** by  **applied**

powered by 

70% of healthcare AI initiatives stall at the data readiness phase.

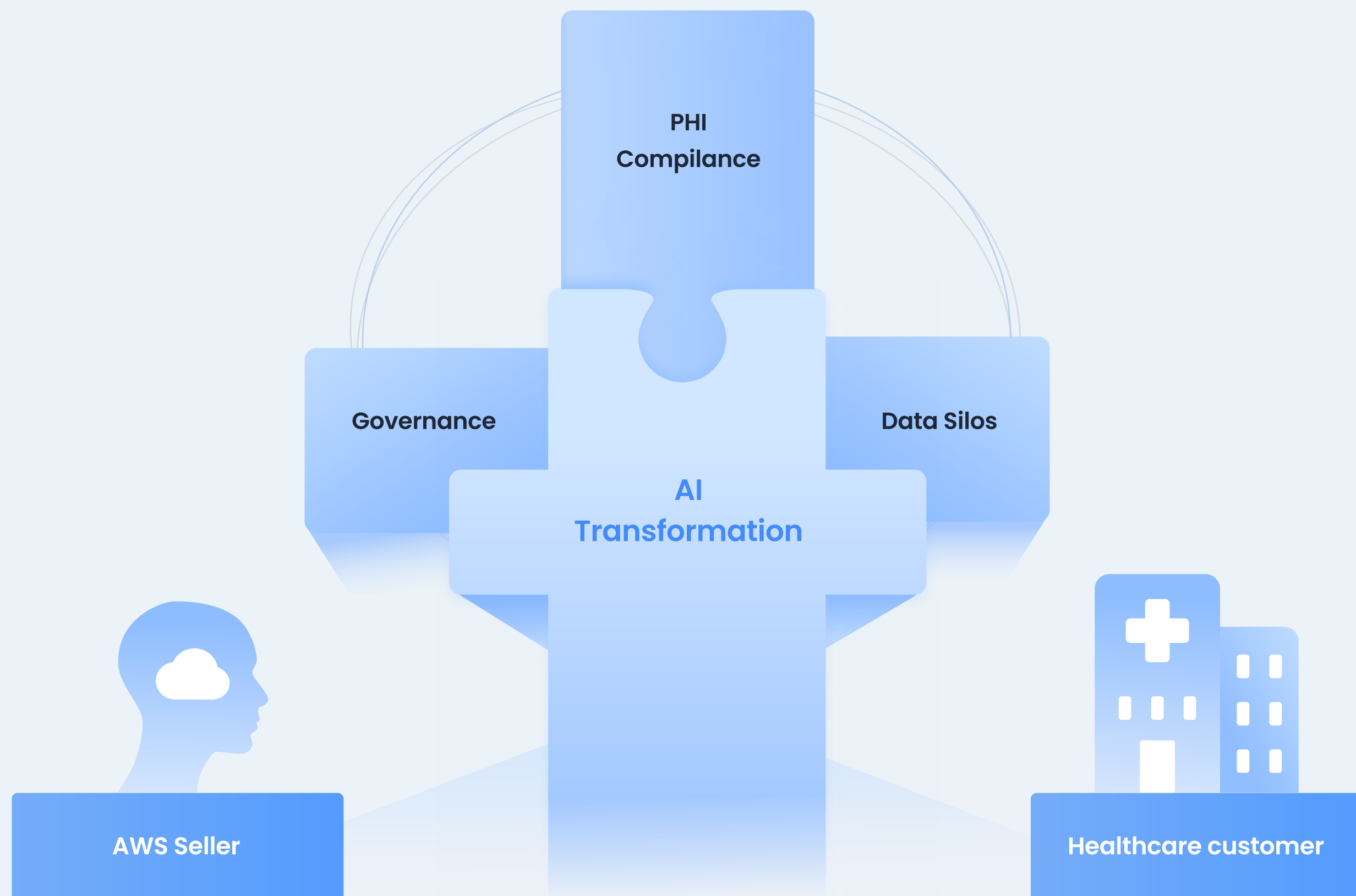
LakeStack Health unifies and governs healthcare data scattered across systems, accelerating AWS adoption and AI readiness.



Innovating and engineering success since 2014



For AWS sellers, the pattern is familiar



Where healthcare deals lose momentum

- 👉 Healthcare customers want AI/GenAI → blocked by data silos, PHI compliance, and governance.
- 👉 AMs/PSMs can't progress to GenAI workloads without a data foundation.
- 👉 AWS customers end up building infra manually → long timelines, slow ARR impact.
- 👉 Pipeline slows, consumption drops, and ARR targets slip

Stalled pipeline, lost credits, customers look elsewhere.

Why waste months building when LakeStack Health comes pre-built.

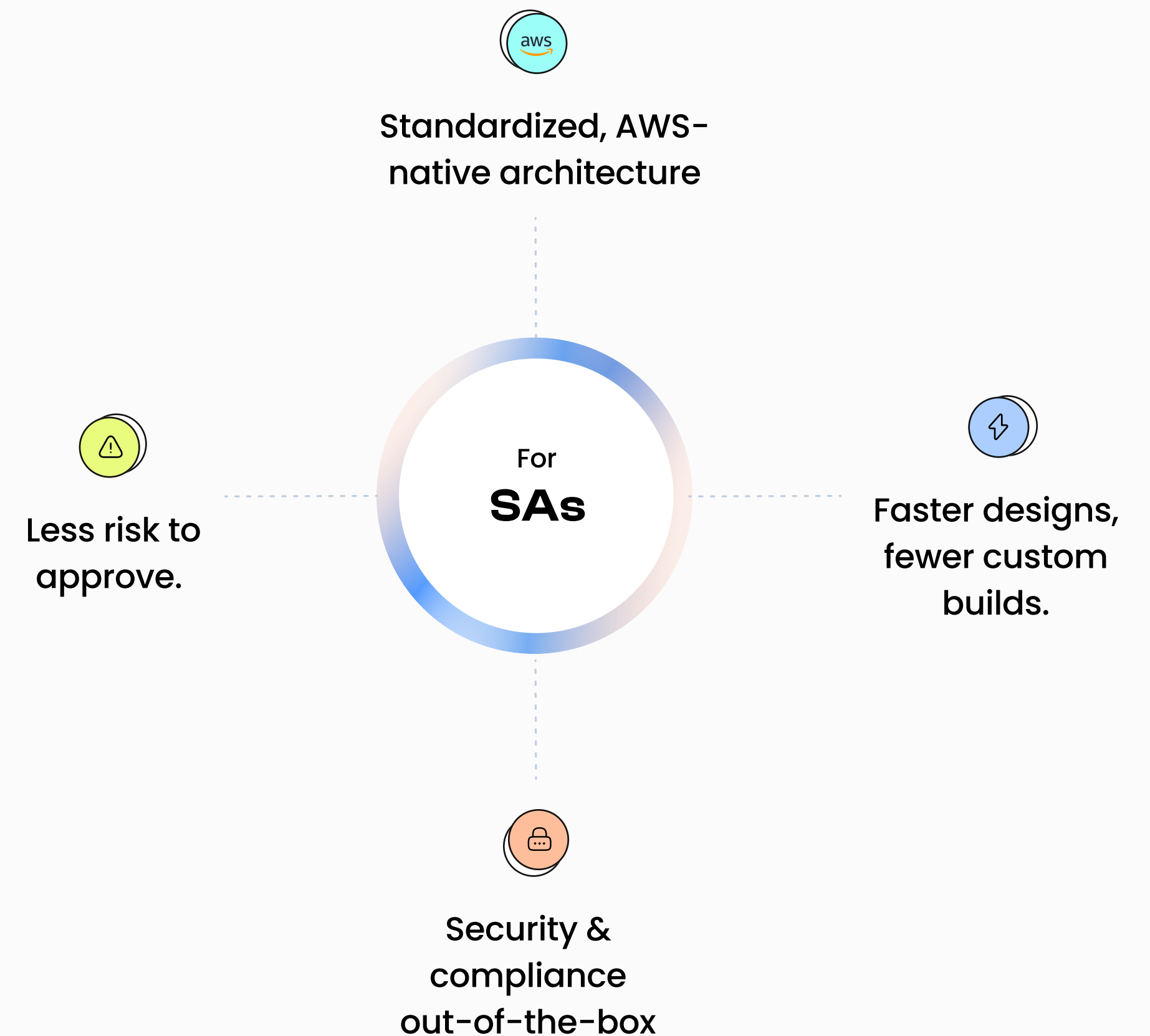
For Healthcare customers

- 👉 AWS-native, no-code data foundation purpose-built for healthcare.
- 👉 Deployed inside the customer's AWS environment in under 2 weeks.
- 👉 Pre-configured connectors for EHR, EMR, FHIR/HL7, claims, devices, and external APIs.
- 👉 HIPAA + HITRUST-aligned by default, no compliance lift required.

For AWS teams

- 👉 Unblocks stalled GenAI conversations, helping customers progress faster from pilots to production.
- 👉 Shortens workload adoption cycles by addressing foundational and compliance challenges early.
- 👉 Accelerates consumption across S3, Glue, Redshift, Bedrock, SageMaker, QuickSight, and IAM.
- 👉 MAP/CEI-funded POCs available to de-risk customer entry and drive immediate ARR impact.

Why AWS Sellers Win



LakeStack Health is built on AWS, not around it

Everyone says they enable healthcare AI.

Others build around AWS



Snowflake → External platform; your data — their control.



Databricks → Engineering-heavy, long setup, low adoption.



DIY → 6–12 month ProServe build, unpredictable delivery.

LakeStack builds with AWS

 LakeStack health



✓ Deployed inside the customer's AWS account

✓ Zero external data movement — full control + compliance.

✓ Pre-built for healthcare: FHIR, PHI governance, anonymization.

✓ Marketplace-listed, MAP/CEI ready.

Outcome: Weeks to AI-ready data, not months of infra build.



AWS sellers gain faster consumption, higher wins.

Year-one value for Healthcare customers

Saved in data engineering overhead

\$350K

Productivity gains via automated no-code

\$300K

Average ROI delivered in the first 12 months

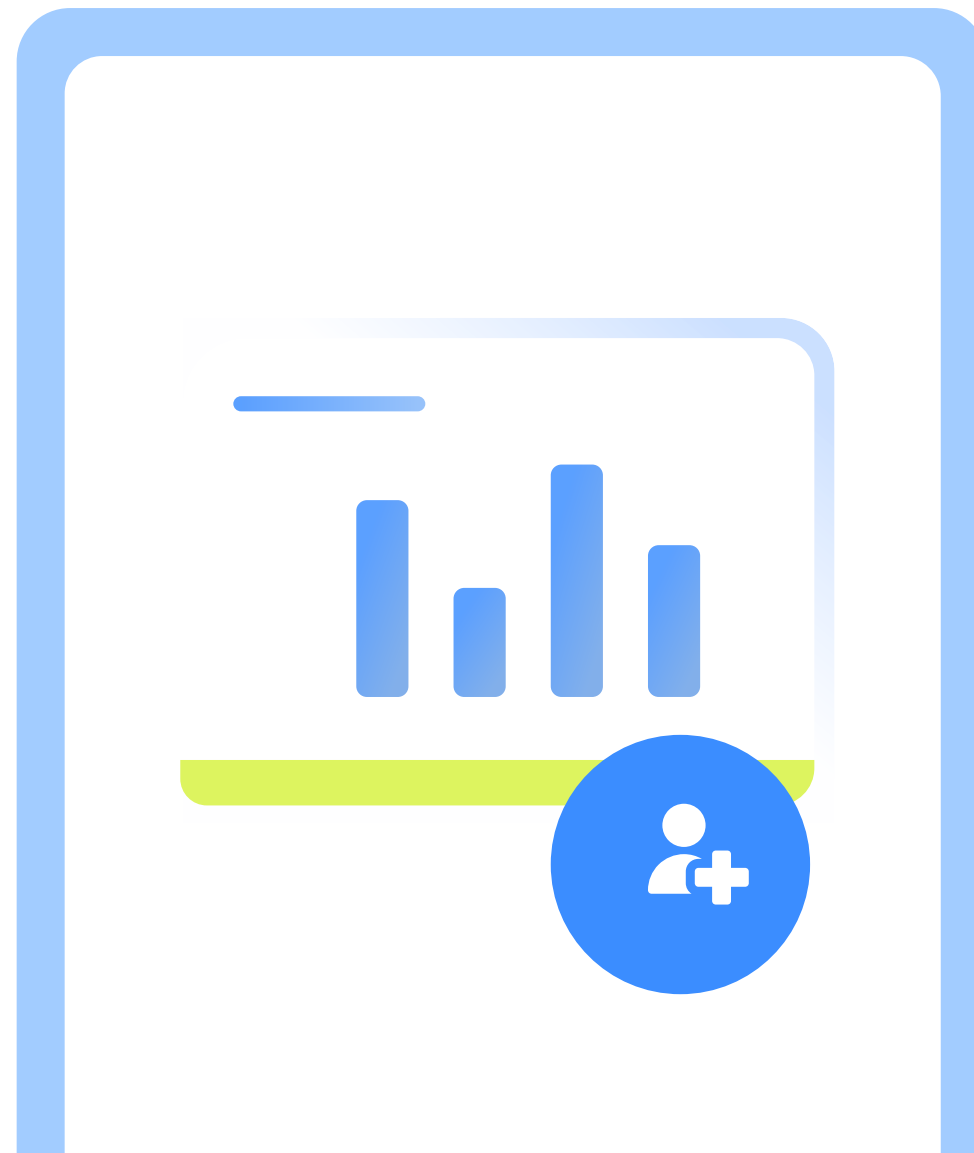
\$700K



How LakeStack Health accelerates AWS adoption

Each healthcare segment maps to a clear AWS attach opportunity → driving faster service adoption and funded workload growth.

Providers



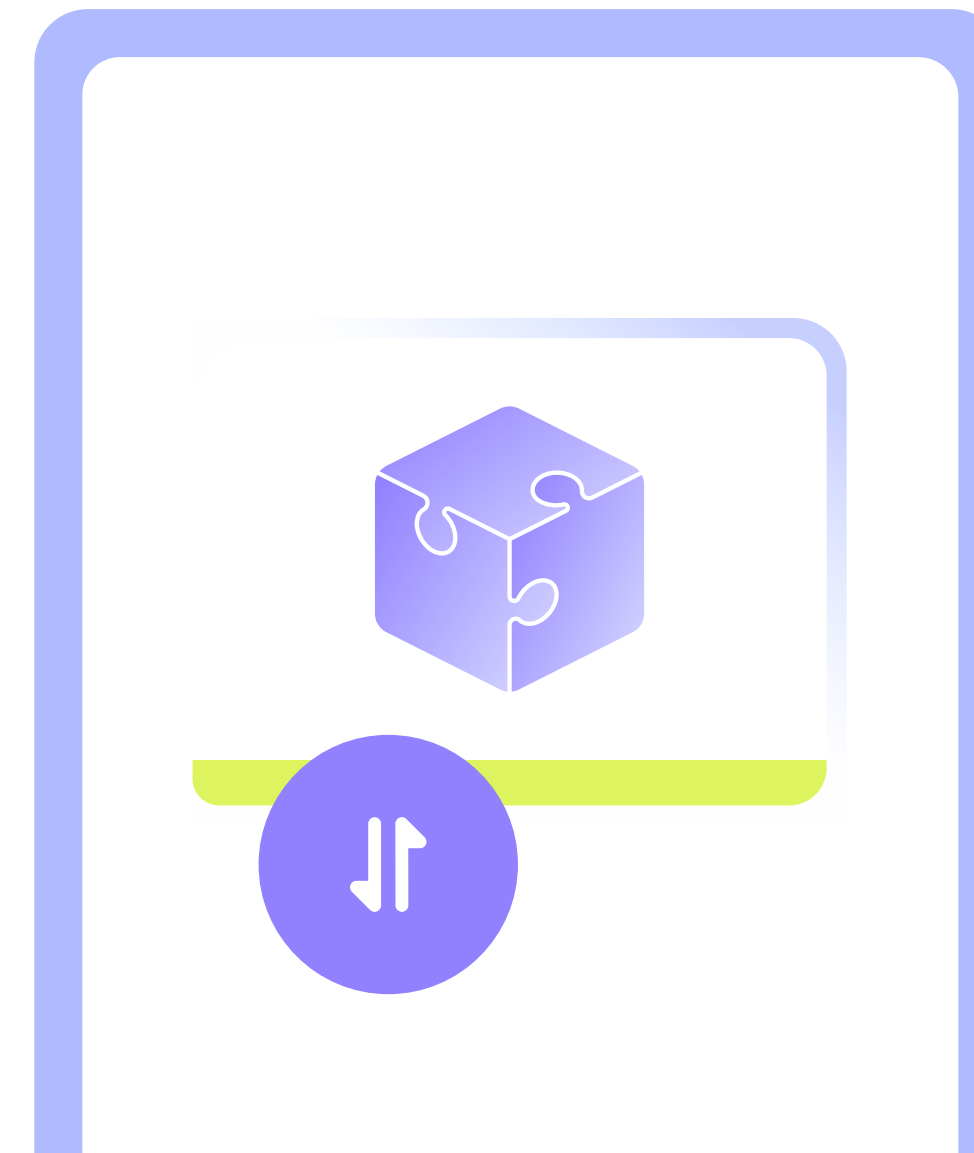
Patient 360 dashboards, EMR/
claims harmonization →
Redshift, Q.

Payors



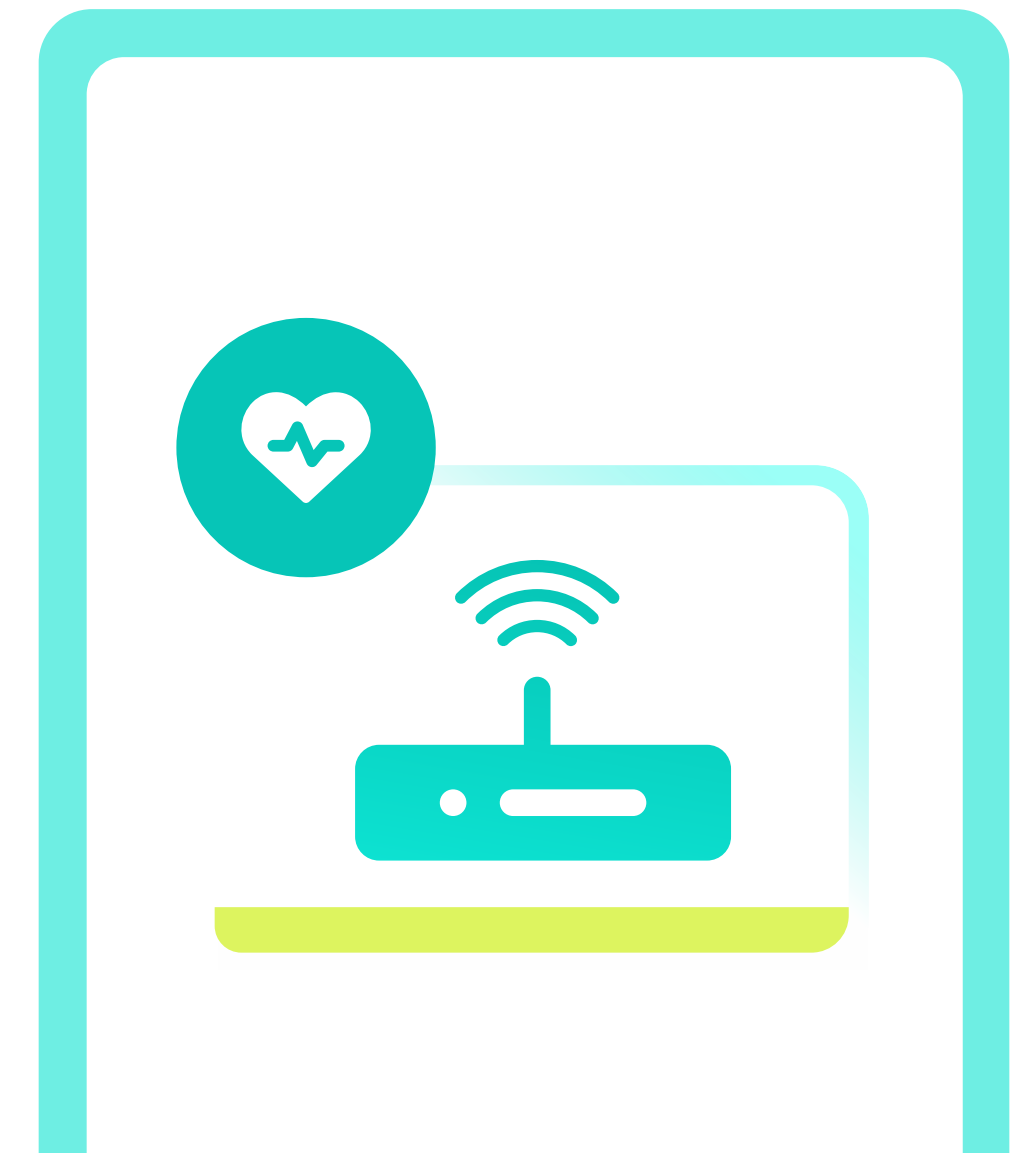
Risk modeling, fraud
detection → Bedrock,
SageMaker.

Life Sciences



Trial + R&D data harmonization
→ SageMaker, S3,
Glue.

MedTech



IoT data ingestion → IoT
Core, S3, Lake
Formation.



Problem Statement

- Building a digital health platform.
- Data scattered across app DBs + 3rd party APIs.
- Wants to add AI-powered patient engagement, but no governed data foundation.



LakeStack Fit

- No-code ingestion of app + partner APIs.
- RBAC + anonymization for PHI compliance
- NLP dashboards for execs + product team



Funding & Consumption

- MAP Jumpstart applied (~\$75K credits).
- POC cost offset → <\$10K out-of-pocket.
- AWS uplift: +\$12K/month (S3, Glue, QuickSight, Bedrock for chatbot).

 Providers

 Payors

 Life Sciences

 MedTech



Problem Statement

- EMR + claims data siloed across legacy infra.
- Needs compliance dashboards + fraud detection.
- Business users are waiting 6+ months for reports from IT.



LakeStack Fit

- Pre-built EMR/FHIR connectors.
- Automated ingestion → governance → PHI anonymization.
- Out-of-the-box dashboards for compliance + fraud insights.



Funding & Consumption

- MAP Phase 2 (~\$150K credits).
- POC deployed in 3 weeks.
- AWS uplift: +\$20K/month (S3, Redshift, QuickSight, Bedrock for fraud detection).

 Providers

 Payors

 Life Sciences

 MedTech



Problem Statement

- Trial data + R&D datasets in siloed systems.
- Analysts exporting CSVs to Excel for months.
- Needs faster trial analysis + AI scenario modeling.



LakeStack Fit

- Data harmonization into the FHIR/HL7 standard.
- Secure trial data spaces with RBAC.
- Bedrock integration for trial scenario modeling.



Funding & Consumption

- MAP adoption accelerator (~\$200K credits).
- Out-of-pocket ~\$25K.
- AWS uplift: +\$35K/month (S3, Glue, SageMaker, Bedrock).

 Providers

 Payors

 Life Sciences

 MedTech



Problem Statement

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Why Applify

Applify is an AWS-native GTM and delivery partner helping sellers accelerate consumption, activate MAP-funded workloads, and convert GenAI interest into measurable AWS growth.

- Deep expertise in Data, AI/ML, and Cloud.
- Recognized for measurable consumption impact.
- Dozens of joint co-sell wins across Cloud, Data, and GenAI workloads
- Marketplace-first GTM for faster procurement and funded POCs.
- Aligned with MAP/CEI/OLA programs to accelerate customer activation.
- Empowers AWS teams to drive faster adoption and deeper consumption.



LakeStack - powered by **Applify**, a recognised AWS Partner featured globally

ThePrint

Business Standard

MORNINGSTAR

FOX8

AMERICAN
EXPRESS

Business Today

Ap

INDIA
TODAY

powered by 

Your fastest path to GenAI-ready healthcare workloads on AWS

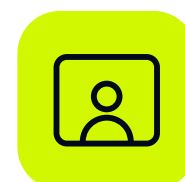
Healthcare organizations have the vision, the data, and the **ambition for AI**. What they lack is the speed to bring it all together. **SAs are losing weeks** untangling PHI governance before workloads can even start? Customers eager to **explore Bedrock pilots** – but their data's trapped in silos? They need **governed, compliant data** that just works, securely, natively, and seamlessly across their AWS stack.

If GenAI conversations keep pausing at “Let’s fix the data first”... → **It’s time for LakeStack Health.**



[Nominate a healthcare customer](#)

Help them launch a funded PoC on AWS.



[Book a joint demo](#)

Show how LakeStack Health drives outcomes.



[Let’s talk opportunities](#)

Align LakeStack Health to your AWS goals.