

Steady leadership and delivery in a hypergrowth, highly uncertain environment

testdouble®
Case Study



The Client

gifthealth⁹⁰

Environment: Direct to patient digital pharmacy at scale

Location: Columbus, OH | gifthealth.com

Engagement: Trusted senior development, product management, and technical leadership capacity

The Mission

Tools & Techniques: AWS, Terraform, Ruby, Rails, PostgreSQL

Impact Areas: DevOps, sustainable growth, team building, enabling scale

Enabling hyper-scale growth

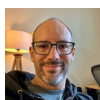
Gifthealth faced a defining moment in late 2024. They had secured the opportunity to fulfill direct-to-patient weight loss medication orders for an important client—a partnership that would transform their business overnight. But hyper-scale growth brings hyper-scale challenges.

Starting with a single Test Double agent and ramping up to 19, Gifthealth needed software engineering expertise that could both execute immediately and help them scale their team sustainably.

The Team



Brian Hughes
Agent 00135



Dan Barber
Agent 00203



Dan Thompson
Agent 0010



David Coutu
Agent 00184



Derek Croft
Agent 00190



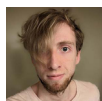
Jamie Phelps
Agent 0051



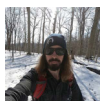
Kenneth Bogner
Agent 0094



Kevin Truong
Agent 0076



Matthew MacClean
Agent 00187



Matthew O'Donnell
Agent 00153



Mike Bowman
Agent 00198



Patrick Brown
Agent 00152



Robin Schwartz
Agent 00159



S Frost
Agent 00182



Shawn Leitner
Agent 00173



Sheridan Roberts
Agent 00151

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The Fix

Triad of product, design, engineering to support sustainable growth

The CTO knew Test Double from previous work and reached out to tackle critical DevOps needs to enable scale. The pressure was immense: grow too slowly and lose opportunities that demand scale, grow too fast and risk sustainability and maintainability.

As needs evolved throughout the year, we brought in specialized expertise: full-stack senior software consultants, product consultants, and data engineers—all working together from concept through delivery to deftly navigate the hypergrowth stage.

Our team dove in and took things off the CTO's plate—freeing him up to focus on higher-level strategy while Test Double handled immediate product engineering needs. When an external disaster meant possibly lost shipments, our consultants dove into triage the situation and identified solutions so Gifthealth could ensure patients received medications and understood delays. We then went further and created a repeatable process should unforeseen circumstances ever develop again in the future.

The environment demanded flexibility, so we met the team where they were, and scaled our embedded consultant team as needed. We coached and mentored the growing Gifthealth team while building features, establishing processes, and jumping in during a critical crisis. Along the way we co-created an end-to-end user journey and advised on the product operating model, helping leadership understand mid-term to long-term needs to enable scaling alongside customer value.

The Results

Sustained hypergrowth enabled by stable, scalable systems and processes

Test Double's embedded consultants helped the team think through what the organization needed at each phase of growth on people, roles, product operating model stage. Our experience meant the CTO could anticipate challenges, and the collaborative approach meant Gifthealth was ready to scale with confidence, and will continue to do so sustainably for years to come.



11x growth in order volume
from 15,147 orders per week to
172,177 orders per week



Co-created the user journey
Strategic product guidance ensured
every feature delivered customer
value while supporting scale



Trust in high-stakes leadership
Trusted advisors in a growing
partnership built on consistent
delivery and strategic insight

Make the scary stuff boring

testdouble.com | hello@testdouble.com