

Router Health

AI-POWERED LOGISTICS FOR AT-HOME CARE

CHALLENGE

As care decentralizes and the population ages, acute care is shifting into the home, but its logistics still run on manual tools that waste clinician time.

APPROACH

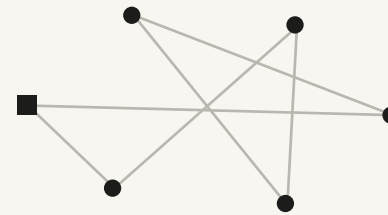
Led 100+ interviews with clinicians, COOs, and presidents; attended conferences in Boston and New Orleans and a field visit in Massachusetts; and through Columbia's Greenhouse Incubator, led three engineers to ship the app and AI dispatch agent.

IMPACT

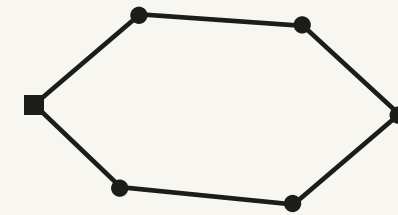
Tested MVP with mid-size mobile imaging operators after modeling out the opportunity. For a mid-size operator, routing and order-readiness fixes could unlock ~\$950K/year in EBITDA (~10x ROI) and ~20% faster turnaround.

ROUTE OPTIMIZATION

MANUAL ROUTING



OPTIMIZED ROUTING



~30% less travel · ~20% faster turnaround

THE OPPORTUNITY — MID-SIZE MOBILE IMAGING OPERATOR

~\$950K

EBITDA uplift / year

~10×

return on investment

+3 vans

of capacity unlocked

RECOGNITION **1st place** — [Startup Columbia pitch competition \(40+ startups\)](#)

1st place — [Lang Center Summer Startup Track](#) \$40K raised

RESOURCES [White paper](#) · [Pitch deck](#)