



## Emerging Company Spotlight

# AmplifyMD Virtual Care Platform 2025

Enhancing Telemedicine Delivery Through Integrated Clinical and Technology Solutions



## AmplifyMD Virtual Care Platform 2025 Enhancing Telemedicine Delivery Through Integrated Clinical and Technology Solutions

### Why This Spotlight?

The healthcare industry struggles with fragmented telemedicine solutions that complicate seamless clinical and technological operations, hindering the efficient delivery of acute and emergent care. Also, integrating telemedicine platforms with existing EHRs poses significant technical challenges. AmplifyMD aims to address these issues by providing a unified clinical and technology platform, promising robust integration and comprehensive support. This report examines the experience of healthcare organization using AmplifyMD's platform to evaluate the impact on healthcare delivery.

### What Does Virtual Care Platform Do? (a customer explains)

"AmplifyMD is a true, collaborative clinical partner. Their system enables our organization to effectively and efficiently deliver telemedicine, specifically specialty care, throughout the organization. The platform allows us to bypass the technical hurdles of multiple VPNs, usernames, and accounts and allows for a seamless user experience that is enhanced by not having to directly interface things with the native EHRs within our organization." —Director

### Bottom Line

Respondents view AmplifyMD as a reliable and integrated telemedicine solution that significantly enhances care quality through seamless EHR integration and specialist access. They appreciate its cost-efficiency, its simplicity, and the exceptional responsiveness of support services. Users value the platform's effectiveness in supporting care delivery. They also commend the vendor's partnership and implementation guidance. Some respondents suggest adding more advanced features and improving certain functionalities, though overall feedback about AmplifyMD is very positive.

### # of Customers Interviewed by KLAS

3 individuals from 3 organizations (AmplifyMD shared a list of 4 unique organizations; the list represents 100% of the total customers that were eligible for inclusion in this study at the time of research)

### Top Reasons Selected

Integrated solution, flexible pricing, ease of use, quality of support, EHR integration

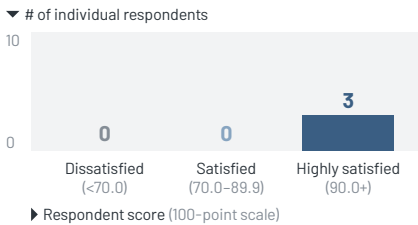
### Survey Respondents—by Organization Type



## AmplifyMD Virtual Care Platform Customer Experience: An Initial Look

### Distribution of Overall Performance Score

Based on individual respondents, not unique organizations



### Key Performance Indicators

Supports integration goals	Product has needed functionality	Executive involvement	Likely to recommend	
A+** (n=3)	A** (n=3)	A+** (n=3)	A+** (n=3)	
Software grading scale (1-9 scale)				
A+ = 8.55-9.0	B+ = 7.65-7.91	C+ = 6.75-7.01	D+ = 5.85-6.11	F = <5.22
A = 8.19-8.54	B = 7.29-7.64	C = 6.39-6.74	D = 5.49-5.84	
A- = 7.92-8.18	B- = 7.02-7.28	C- = 6.12-6.38	D- = 5.22-5.48	

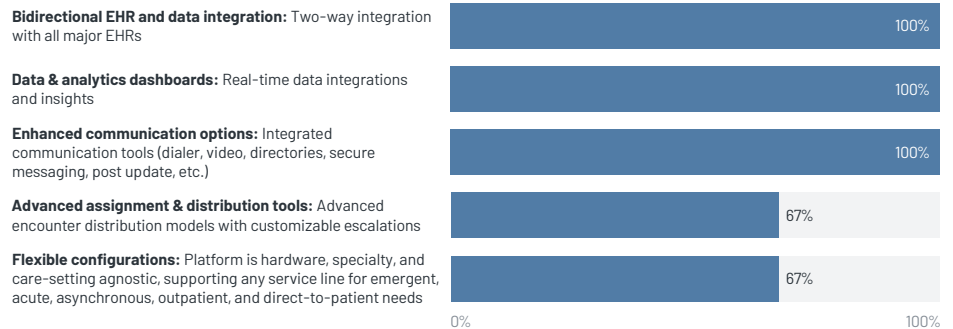
\*\*Emerging data



### Outcomes Expected by Customers

- Achieved
- Unexpected outcome
- Pending
- Not achieved
- Ability to deliver care efficiently and safely
- Cost-efficient services
- Improved quality for specialty patient cases
- Reduced time to patient care




### Adoption of Key Functionality Percentage of interviewed organizations using functionality (n=3)





### Time to See Outcomes



## Strengths

Pricing		<p>"We wanted to achieve cost efficient, quick, and clinically excellent services, and AmplifyMD's system can do all of those things. AmplifyMD's key strengths are their pricing, their simplicity, and their responsiveness." —Executive</p>
Ability to partner		<p>"AmplifyMD is a vendor, but we do not have a traditional vendor relationship because they are such a collaborative partner. . . . The vendor has provided outstanding, nontraditional vendor services, and we are truly thankful for that experience. Anything that has come up has been resolved and turned into a nonissue. I am still blown away by our experience. It is unlike the experience with any other vendor I have worked with in my career." —Director</p>
Responsiveness		<p>"AmplifyMD's executive support has been phenomenal. We rolled the product out, and our implementation was great. Also, whenever there is an upgrade, the vendor has someone on standby in case there is an issue. AmplifyMD's product support has been exceptional. If there is ever a question, they are Johnny-on-the-spot at all levels of the organization. We might extend how we use AmplifyMD's system." —Executive</p>

## Opportunities

Add features to the platform		<p>"AmplifyMD could always add features to their platform. It is a good platform, but there are a lot of enterprise telemedicine platforms, so it isn't as magnificent as some of the higher-end systems out there." —Executive</p>
Prioritize rollout of the professional fee billing initiative		<p>"We would like AmplifyMD to prioritize the rollout of their professional fee billing initiative. They are rolling that out, and it has been a little slower than we would have liked compared to other vendors' rollouts." —Executive</p>

## Points to Ponder

### What Does a Customer Need to Do to Be Successful with This Solution?




#### Customers explain

- **Let AmplifyMD drive the implementation process:** "Just let AmplifyMD drive the process because AmplifyMD has good operational and technical people who can help organizations figure out the best ways to do things. Sometimes hospitals like to dictate in certain ways, but they should still have the vendor leverage the platform and provide guidance." —Executive
- **Maintain regular and transparent communication with the vendor:** "Have regular communication with the vendor. . . . I would advise the customer to have transparent communication with the vendor because one of the strengths of AmplifyMD is that they are very agile and responsive to anything that comes up." —Director
- **Don't hesitate to implement the solution:** "I would tell someone considering AmplifyMD's product to not be scared and to just implement the solution." —Executive

#### AmplifyMD explains

- Embrace integration for maximum efficiency: While we meet every health system where they are in terms of their virtual care needs and capabilities, those who are open to the full benefits of integration will gain the most from our technology.
- Seek a strategic partnership, not just a vendor: Organizations that view virtual care as a long-term strategy and seek a true partner for program development will gain the most value from our approach.
- Engage in active collaboration: Staying engaged and providing regular feedback helps organizations benefit from our responsiveness and rapid feature development.
- Stay agile while planning for scale: We encourage our partners to approach programs with an agile mindset while planning for scale to avoid decisions that may limit long-term growth and efficiency.

### Other Relevant Commentary

-  "AmplifyMD is the only vendor we work with that has both their clinical solution and their technology solution. They offer those as a single package. That is why we continue to use them. AmplifyMD has a flexible pricing model that works for our different needs, and their offerings can really work across our varying facility types to deliver the care that is needed." —Executive
-  "The product pulls all the information out of our EHR, presents it to us, and sends it back not as a PDF, which is how this used to be done, but as if we are in our EHR. That is amazing. For the physician and nursing end users, everything has been seamless with the product. The physician experience has been A+ for sure." —Director
-  "AmplifyMD Virtual Care Platform certainly filled huge gaps for us in terms of appropriate care and care quality because it allowed us to speak to our specialists to get a second opinion. That was really important for us, especially for emergent cardiac cases. The vendor has really stepped up for us, and I can't speak more highly of them. We have been extremely thrilled with their platform, and many times, when there is a connectivity issue when using the product, it doesn't have anything to do with AmplifyMD's application." —Executive

# AmplifyMD: Company Profile at a Glance

## Founders

Anand Nathan, Meena Mallipeddi

## Year founded

2018

## Headquarters

Los Gatos, CA

## Key competitors

Andor Health, Amwell, Caregility, eVisit, KeyCare, Teladoc Health (InTouch Health)

## Number of Virtual Care Platform customers

5 (an additional 22 use the vendor's virtual physician services, which leverage the virtual care platform but are a separate offering)

## Number of employees

45

## Funding

\$23M Series A led by F-Prime Capital, Forerunner Ventures, and Greylock

## Revenue model

AmplifyMD operates on a subscription-based SaaS model, with pricing structured around locations, service lines, and encounter volumes. Our customers can leverage the platform with their own provider network, access AmplifyMD's network of specialists through a services contract, or adopt a hybrid approach that blends both. Our model is flexible, and every program experiences a clear and measurable ROI.

## Target customer

Hospitals and health systems of all sizes, large physician practices, health technology companies, and other medical facilities



## Healthcare Executive Interview

**Anand Nathan,**  
Co-founder and Chief Product Officer

### What is your background?

Anand Nathan is the co-founder and Chief Product Officer of AmplifyMD, where he is focused on leveraging technology to solve some of healthcare's most complex challenges. Before founding AmplifyMD, he spent six years at LinkedIn, driving corporate development and strategy. With a background in biomedical engineering and economics, Anand has long been passionate about the intersection of technology and healthcare—believing that intelligent, scalable solutions can drive both better outcomes and greater efficiency.

### Why was AmplifyMD started?

Early in my career, I witnessed how technology and data could transform industries—driving efficiency, connectivity, and intelligence at an unprecedented scale. At the same time, I became acutely aware of the deep inefficiencies in the US healthcare system—spending twice as much as other countries while achieving half the results. It was clear that technology needed to be better leveraged in healthcare to address these challenges and unlock the full potential of telehealth. In 2018, Meena Mallipeddi and I launched AmplifyMD with a vision to make virtual care more efficient, scalable, and accessible—applying the same transformative principles that revolutionized other sectors to help deliver better outcomes.

### What is AmplifyMD's biggest differentiator?

AmplifyMD's biggest differentiator is how we use data and intelligent automation to orchestrate virtual care workflows, eliminating the fragmentation that burdens both remote and onsite teams. Our platform centralizes complex processes—optimizing consult assignments, surfacing real-time clinical insights, and reducing administrative tasks for bedside staff—so providers can focus on patient care instead of admin work. We improve efficiency across the entire care process by streamlining documentation, automating coordination, and minimizing reliance on call centers. AmplifyMD doesn't just enable virtual care—we transform how hospitals operate, maximizing their workforce and improving patient outcomes at scale.

## Solution Technical Specifications Information provided by AmplifyMD

### Cloud environment

AWS

### Development platform

NodeJS

### Database environment

PostgreSQL

### Mobile application environment

Native mobile applications for iOS/Android devices in Apple App Store and Google Play Store

### Security platform

SOC 2

### Confidentiality

HIPAA Compliance

### Data encryption

AES-256

### Integration approach

HL7v2, FHIR, custom EHR APIs, SFTP

### HITRUST certification

No

### AI

Yes

# Report Information

## Sample Sizes

Unless otherwise noted, sample sizes displayed throughout this report (e.g., n=6) represent the total number of *unique customer organizations* that responded to a particular question. Some respondents choose not to answer all questions, meaning the sample size may change from question to question.

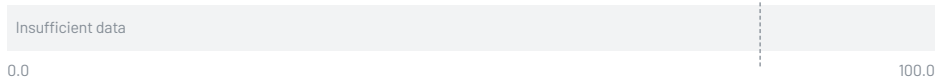
Sample sizes of 15+ unique organizations are considered fully rated. When the sample size is 6–14, the data is considered limited and marked with an asterisk (\*). If the sample size is 3–5, the data is considered emerging and marked with a double asterisk (\*\*); no overall performance score is shown for emerging data. No data of any kind is shown for questions with a sample size of less than 3. Note that data marked as limited or emerging has the potential to change significantly as additional surveys are collected.

## AmplifyMD Virtual Care Platform Performance Overview

All standard software performance indicators

Overall performance score (100-point scale)

2025 Best in KLAS market average for Virtual Care Platforms (Non-EHR): **81.3**



Culture		
Keeps all promises Percentage of respondents who answered yes	(n=3)	100%**
Proactive service (1–9 scale)	(n=3)	A+**
Product works as promoted (1–9 scale)	(n=3)	A+**
Loyalty		
Forecasted satisfaction (1–9 scale)	(n=3)	A+**
Likely to recommend (1–9 scale)	(n=3)	A+**
Overall satisfaction (1–9 scale)	(n=3)	A+**
Part of long-term plans Percentage of respondents who answered yes	(n=3)	100%**
Would you buy again Percentage of respondents who answered yes	(n=3)	100%**
Operations		
Ease of use (1–9 scale)	(n=3)	A-**
Quality of implementation (1–9 scale)	(n=3)	A+**
Quality of training (1–9 scale)	(n=3)	A+**

Product		
Delivery of new technology (1–9 scale)	(n=3)	A+**
Overall product quality (1–9 scale)	(n=3)	A+**
Product has needed functionality (1–9 scale)	(n=3)	A**
Supports integration goals (1–9 scale)	(n=3)	A+**
Relationship		
Executive involvement (1–9 scale)	(n=3)	A+**
Quality of phone/web support (1–9 scale)	(n=3)	A+**
Value		
Avoids charging for every little thing Percentage of respondents who answered yes	(n=3)	100%**
Drives tangible outcomes (1–9 scale)	(n=3)	A**
Money's worth (1–9 scale)	(n=3)	A+**

Software grading scale (1–9 scale)				
A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11	F = <5.22
A = 8.19–8.54	B = 7.29–7.64	C = 6.39–6.74	D = 5.49–5.84	
A- = 7.92–8.18	B- = 7.02–7.28	C- = 6.12–6.38	D- = 5.22–5.48	

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## Reader Responsibility

KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS' best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to [engage.klasresearch.com/why-klas](https://engage.klasresearch.com/why-klas).

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## Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.



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## Our Mission

Improving the world's healthcare through collaboration, insights, and transparency.

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