

Lalit Salunkhe

Products · UX · Vibe Code · AI-Powered Health Platforms · 15+ Years

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Summary

15+ Years · 1M+ Patients Scaled · 2 M&A Exits · Zero to Scale Product Ownership · Clinical AI Depth + UX Fluency

I specialise in translating medical complexity into trust-driven consumer health experiences — across the full spectrum of healthcare AI.

Deeply versed in preventative care program structure (CCM/TCM/APCM), value-based care, oncology care models, DPC membership and growth, mental health assessment platforms, AI-powered clinical workflows, and patient acquisition systems.

From eligibility and enrollment through risk stratification, care plan creation, clinical documentation, and long-term surveillance — I design both the clinical and patient side simultaneously.

I build what I design — **vibe-coding production-complete experiences** in Lovable and Figma Make that compress months of development into weeks.

KEY AI WORK

Ela — AI Growth Engine for DPC · [Careship Health](#)

Designed the complete product experience for Ela — Careship's AI-powered member acquisition, conversion, onboarding and outreach platform for Direct Primary Care practices. Full member lifecycle from first website engagement through 1-click membership purchase, onboarding, and ongoing outreach. Eliminates front desk dependency and reduces DPC membership leakage. Built on Claude Sonnet.

AI-Powered Mental Health Assessment Platform · [Zenara Health](#)

Designed and delivered end-to-end AI assessment flows translating a leading clinical psychologist's 20-year framework into a patient-facing product. Sole UX owner — strategy, research, UX, and vibe-coded production-complete frontend in Lovable. Zero to the first client demo in 8 weeks.

AI Patient Acquisition Agent · [Supercare AI](#)

Incubated, designed and shipped an AI-powered DPC patient acquisition and onboarding agent end-to-end. Reduced patient drop-off 15-20%, returned 7-8 hours per week per clinician.

AI Visit Synthesis & Live Listen · [Fold Health](#)

Designed AI-powered visit synthesis workflows and Live Listen framework — reduced documentation time 30-40%, cut charting time 40%. Shipped across 15 enterprise clients serving 1M+ patients.

AI Charting Product · [Praxify \(Acq. Athena Health \\$65M\)](#)

Co-led AI charting product strategy that became core IP in the \$65M Athena Health acquisition. Voice-augmented, AI-assisted clinical documentation for US ACOs.

AI EHR · [Althea Care \(Parthenon Technologies\)](#)

Defined product vision for iPad-first AI and voice-augmented EHR built for US ACOs — cut charting time 40% and enabled value-based care at scale.

EXPERIENCE

Careship Health 2026 – Present · USA (Remote)

Fractional Director of Product & Design

AI-powered DPC growth engine — member acquisition, conversion, onboarding and outreach automation.

- Designed Ela end-to-end – AI agent engaging website visitors and callers 24x7, builds trust and converts to paying members
- Designed complete member lifecycle – first engagement through 1-click membership purchase, onboarding, and outreach automation
- Reduced DPC membership leakage – eliminated front desk dependency, automated follow-ups, callbacks, and outreach

Zenara Health 2025 – 2026 · USA (Remote)

Fractional Director of Product & Design

AI-powered mental health assessment platform built on a leading clinical psychologist's 20-year framework.

- Zero to product demo in 8 weeks – sole UX owner, strategy through frontend execution
- Vibe-coded production-complete experience in Lovable – eliminated frontend engineer dependency
- Designed foundational product architecture working with clinical leadership and mental health specialists

Supercare AI May – Nov 2025 · USA (Remote)

Fractional Director of Product & Design

Next-gen AI care automation – AI Agents of Care.

- Shipped AI membership engine – 15-20% drop-off reduction, returned 7-8 hrs/week per clinician
- Defined AI agent strategy – owned workflow architecture and care delivery product decisions

Fold Health Sep 2022 – May 2025 · USA (Remote)

Platform Product & UX Director

Care team-first DPC suite – 0 to 1M patients · 15 enterprise clients · 3 years.

- Scaled 0 to 1M patients – set product vision driving growth across 15 enterprise clients in 3 years
- Live Listen & Synthesis framework – 30-40% faster care plans, 40% quicker documentation
- Platform consolidation – reduced context switching 30%, improved chart accuracy 15%, 3x care coordination

Radix Health (Acq. by Relatient) Mar 2020 – Aug 2022 · USA (Remote)

UX Director

Patient access and scheduling platform – hundreds of US health systems.

- Defined patient access strategy – self-scheduling architecture adopted by hundreds of US health systems
- Drove matching rule engine logic balancing clinical accuracy with usability at scale

CaringCo Nov 2018 – Sep 2019 · Australia (Remote)

UX Director

Healthcare claims and billing platform for Australian market.

- Led full claims and billing platform overhaul for Australian healthcare market
- Reduced rejection rates and streamlined provider workflows

Parthenon Technologies (Althea Care) Aug 2017 – Aug 2018 · Los Angeles, CA

UX Director

iPad-first AI and voice-augmented EHR for US ACOs.

- Defined product vision for iPad-first AI and voice-augmented EHR built for US ACOs
- Cut charting time 40% and enabled value-based care at scale

Praxify (Acq. by Athena Health – \$65M) 2014 – 2016 · USA

Head of Design

AI charting product – core IP in \$65M acquisition.

- Co-led AI charting product strategy that became core IP in the \$65M Athena Health acquisition

2007 – 2014 · Sr. UX Designer / Engineer · Tech Mahindra · iGate Patni · Infosys

CORE COMPETENCIES

- Product Leadership – Strategy · Roadmap · OKR · Stakeholder alignment · Sprint planning
- Hands-on Execution – Prototype and validate independently · Design systems · Reduces team dependency
- AI & Emerging Tech – AI product design · Vibe coding (Lovable / Figma Make) · Conversational AI · Agentic delivery
- Research – JTBD · User interviews · Journey mapping · Affinity mapping · Market research
- Tools – Figma · Lovable · Figma Make · Framer · Miro · FigJam · Lookback · HotJar

KEY WINS

0 to 1M patients (Fold Health) · \$65M acquisition IP (Praxify → Athena) · Zero to client demo 8 weeks (Zenara) · 40% charting time reduction · 15-20% drop-off reduction (Supercare) · 3x care coordination improvement · 7-8 hrs/week returned per clinician · 2x+ medication adherence

EDUCATION

B.E. Electronics & Telecom · PVPIT College · 2007