

Remedy Meds expands nationwide care and slashes response times from 4 days to 1 hour with Front

INDUSTRY
HEALTHCARE

COMPANY SIZE
501 - 1,000

When it comes to health, one size never fits all. One of the fastest-growing healthcare platforms in the U.S., Remedy Meds bridges that gap by pairing Americans with licensed clinicians, evidence-based care protocols, and trusted pharmacy partners to deliver personalized programs across metabolic, hormonal, and mental health.

Following their recent acquisition of Thirty Madison, the company is expanding their hands-on, high-touch model into new areas of care, including men's and women's health, hormone therapy, dermatology, and mental wellness. The goal is to make personalized, ongoing treatment accessible across every major category of everyday health.

As Remedy Meds scales its services, Front powers the patient experience behind the scenes. Over 300 team members across support and operations use Front daily to handle email, phone, SMS, and chat – combining AI-driven efficiency with a human touch to deliver fast, empathetic care at scale.



When growth hit, we had two choices: lose control or build systems that helped us stay personal at scale. Front was the answer.

- KOFI FRIMPONG, VICE PRESIDENT OF CUSTOMER EXPERIENCE AND RETENTION AT REMEDY MEDS

Managing explosive growth with limited systems

When Remedy Meds went viral at launch, thousands of patient messages flooded in overnight, all routed through Gmail. With no formal ticketing system or visibility, conversations were missed, response times stretched to days, and collaboration across teams was nearly impossible.

“At one point, we were getting 3,000 emails a day, and managing all that through Gmail was chaos,” says Kofi Frimpong, Vice President of Customer Experience and Retention.

The team needed a scalable infrastructure that could handle patient demand without breaking under volume.

Preserving a high-touch experience at scale

Remedy Meds built their brand on proactive, personal care: greeting new patients immediately, following up on every concern, and ensuring every interaction felt human. But as the company grew, maintaining that premium experience became harder.

Without streamlined handoffs or automation, new patients sometimes waited days for responses, and cancellations or reschedules risked slipping through the cracks. The team needed a way to uphold the same level of empathy and responsiveness for thousands of patients as they had for hundreds.

“Imagine you check out and two minutes later someone from Remedy calls to welcome you – that’s the experience we want every patient to feel,” says Kofi. “But back then, it just wasn’t possible with the tools we had.”

Scaling support and visibility across a fast-growing team

As Remedy Meds expanded to more than 300 customer experience and operations staff worldwide, managing workflows and accountability became increasingly complex. With disconnected tools and no unified reporting, managers lacked insight into SLAs, agent performance, and patient trends.

Volume peaked at nearly 3,000 daily tickets and 2,800 calls, leaving conversations fragmented and agents duplicating work. Remedy Meds needed a central hub to unify teams, tools, and data – and bring structure to their hypergrowth.



Front gave us the structure we needed without losing the human touch.

- KOFI FRIMPONG, VICE PRESIDENT OF CUSTOMER EXPERIENCE AND RETENTION AT REMEDY MEDS

Creating a premium, proactive patient experience

From sign-up to follow-up, every stage of the Remedy Meds patient journey now runs through Front. Dedicated teams manage each step: the Welcome Team greets new patients within minutes of checkout; Rescheduling and Payments teams coordinate appointments and billing; and a Saves Team personally reaches out when a patient cancels.

“Everything lives in Front: comments, history, handoffs,” says Kofi. “If a patient has an issue, I can see the full context immediately. That’s been huge for training and accountability.”

Using tags, rules, and automated routing in Front, each message reaches the right inbox instantly, no manual forwarding or CC’ing required. Agents collaborate via internal comments to share updates and resolve patient needs faster.

Streamlining operations and improving quality through AI

Remedy Meds uses Front’s [Smart QA](#) and [AI Compose](#) to maintain consistency and quality across a fast-growing support team, including BPO partners. Smart QA automates quality reviews and provides insights for coaching, while AI Compose helps agents write clear, empathetic responses that match the Remedy Meds voice.

“The first AI feature we used rewrote emails for tone and clarity – and it was so well written that sometimes patients were like, ‘There’s no way a human wrote this,’” says Kofi. “But it still sounded human. It helped our BPO agents match our brand voice perfectly.”

With these tools, managers can monitor productivity, identify training opportunities, and ensure patients always receive polished, human-sounding communication.



When you scale from 10 to 90 email agents, you need a way to maintain quality. Front’s Smart QA has been a game changer. It helps us coach better and spot trends before they become issues.

- KOFI FRIMPONG, VICE PRESIDENT OF CUSTOMER EXPERIENCE AND RETENTION AT REMEDY MEDS

Driving efficiency and visibility at scale

Front has become the central command center for Remedy Meds’ 300+ CX and operations staff. Automations handle assignment, routing, and escalations; analytics track SLAs and agent performance in real time.

Using Front’s [workload report](#) and [workforce management](#), the team identified peak volume hours and adjusted staffing accordingly. They also integrated tools like Talkdesk (for phone and SMS) and OpenLoop (for provider coordination) directly into Front, ensuring visibility across every channel and partner.

The result is faster responses, fewer handoffs, and measurable operational gains.

“Whether it’s a pharmacy update, a reschedule, or a billing issue, it all flows into Front,” Kofi says. “Our agents don’t have to chase information across five tools anymore.”

Scaling with speed and empathy

Before Front, patients waited three to four days for replies. Today, Remedy Meds replies to every message in about an hour on average.

“Front gave us the structure we needed without losing the human touch,” Kofi says. “We can scale fast, stay efficient, and still make every patient feel cared for.”

99%

Reduction in response times

40%

Reduction in support volume