TEMPLATE

The 30-day launch calendar

Starting points to adapt with your attorney and advisors, not finished legal documents.

- [ ] Day 1. Name one patient group and the problem the service addresses.
- [ ] Day 2. Submit the LegitScript application, or record your decision not to (Chapter 3).
- [ ] Day 3. Send partner contracts to your insurance broker and request quotes for every required coverage.
- [ ] Day 4. Submit processor applications with your full document file.
- [ ] Day 5. Begin entity, tax and license registrations as applicable; register for A2P 10DLC once your EIN is issued.
- [ ] Day 6. Collect the provider group's credentials and state coverage.
- [ ] Day 7. Verify the dispensing and shipping pathway for each launch state.
- [ ] Day 8. Configure treatment programs and price a visit, a renewal and a no-prescription outcome.
- [ ] Day 9. Draw the entities and money flow for counsel, and confirm the structure.
- [ ] Day 10. Name the owner of the chain and assign clinical, support and incident owners.
- [ ] Day 11. Map health data and complete the vendor agreement and BAA review.
- [ ] Day 12. Draft treatment, price and service-area pages from the approved claims list.
- [ ] Day 13. Approve consent, privacy, refund and recurring terms.
- [ ] Day 14. Configure the platform and intake, and test the location check.
- [ ] Day 15. Test the provider queue and the missing-information route.
- [ ] Day 16. Test pharmacy receipt and a failed transmission.

- [ ] Day 17. Verify lab ordering and results ownership if applicable.
- [ ] Day 18. Test shipping updates and a delayed package.
- [ ] Day 19. Configure the CRM, phone routing and scripts, and train agents on clinical boundaries.
- [ ] Day 20. Configure payments, the descriptor, receipts and reminders; test cancellation, refund and dispute handling.
- [ ] Day 21. Run the compliance review of the live site (Chapter 8) and answer any certification questions the same day.
- [ ] Day 22. Audit analytics and advertising data flows.
- [ ] Day 23. Rehearse urgent escalation with support and the clinical team.
- [ ] Day 24. Rehearse a privacy incident and a recall with partners.
- [ ] Day 25. Run the full end-to-end test order on a phone with a fictional patient.
- [ ] Day 26. Reconcile the test order, partner fees and a payout simulation.
- [ ] Day 27. Fix failures and repeat the failed tests.
- [ ] Day 28. Verify certification, underwriting, insurance and texting status, and staffed hours.
- [ ] Day 29. Set a pilot cap, pause criteria and backup contacts.
- [ ] Day 30. Record go, limited go or hold, with evidence and signatures.