



## Episode 265

### Leah Houston

Founder | Product Owner, evercred  
Founder | CEO, HPEC

## How Leah Houston Is Using AI to Fix Healthcare’s Broken Credentialing System

In this episode of the [DevReady Podcast](#), host [Anthony Sapountzis](#), CTO and Co-Founder of [Aerion Technologies](#) and [DevReady.AI](#), speaks with [Leah Houston](#), Founder of [evercred](#), about her remarkable journey from emergency medicine to healthtech entrepreneurship. Leah reveals how a case of identity theft and Medicare fraud exposed deep flaws in the medical credentialing system, sparking her mission to build a secure, AI-powered platform that eliminates friction and protects professional identities. Her decade-long medical experience gave her unique insight into the inefficiencies and risks of the existing 4–6-month verification process, inspiring her to leverage technology to transform how doctors manage credentials and compliance.

After discovering that many other doctors faced similar issues, Leah harnessed her Silicon Valley network to design and build [evercred](#), a platform that simplifies credential management and safeguards data integrity. Through an SEC-approved crowdfunding campaign, she raised capital from 600 physician investors, creating a community-driven approach to innovation in healthcare technology. Despite launching during the COVID-19 pandemic, Leah successfully led a distributed team, building [evercred](#) from concept to functional product while learning the fundamentals of software development and startup leadership along the way.

Leah opens up about the hard lessons of her early startup journey, from hiring the wrong technical co-founder to rebuilding an entire product that was poorly architected. Comparing software development to “building a house without blueprints,” she and Anthony discuss the importance of planning, technical accountability, and recognising the difference between genuine full-stack expertise and overconfidence. Today, Leah’s team leverages modern tools like DevSwarm and PostHog, using AI-driven parallel development and analytics to accelerate delivery, ensure scalability, and gain real-time visibility into user experience. She also shares her first-hand experience learning to code through platforms like Cursor and Vercel, deepening her understanding of workflows, prototyping, and product communication.

As [evercred](#) grows, Leah remains focused on aligning technical innovation with business goals. She explains how the platform manages both medical and personal identification data under HIPAA-level compliance, with new features like advanced OCR for credential detection, expiry notifications, and upcoming AI-powered agent automation. Through practical analogies, such as Heinz’s multi-million-dollar investment in designing its iconic ketchup cap, Leah underscores the importance of knowing when to prioritise design, usability, and iteration. The conversation highlights how startups must balance ambition, design precision, and resource constraints while maintaining long-term strategic vision.

Leah also reveals the broader mission behind [evercred](#)—to build a decentralised network of physicians that empowers doctors to collaborate, coordinate care, and receive fair compensation through direct payment engines and AI-enabled autonomy. Her long-term vision is to tackle the inefficiency of healthcare systems where up to 70% of funding is lost to waste and administration. By combining decentralisation, automation, and collective intelligence, Leah aims to redefine how healthcare operates, creating a transparent, efficient, and equitable future where physicians regain control of their data and their profession.

## Topics Covered

- Leah’s transition from medicine to technology
- Identity theft and Medicare fraud experience
- The widespread credentialing problem in healthcare
- Building [evercred](#) and raising physician-led funding
- Early startup and product development challenges
- Learning and leveraging new AI and development tools
- Improving communication between founders and developers
- Launching [evercred](#)’s compliant, AI-driven credentialing platform
- The long-term vision for decentralised, autonomous physician networks

## Important Time Stamps

- From ER to Entrepreneur: How Identity Theft Drove Dr. Leah Houston to Innovate in Healthcare (0:07 – 4:07)
- How 600 Doctors Crowdfunded a Solution to Fix Broken Credentialing (4:08 – 7:27)
- The \$0 Lesson: Why Leah Had to Throw Away Her First Product (7:28 – 14:41)
- How Modern AI Tools Transformed Leah Houston’s Startup Journey (14:42 – 18:29)
- Curiosity, Communication and Code: The Real Lessons Behind Startup Success (18:30 – 20:35)
- What Heinz Ketchup Taught This Founder About Startup Design Priorities (20:36 – 29:05)
- The Future of Medicine is Decentralised: Leah Houston’s Long-Term Vision (29:06 – 32:17)

## Useful Links


[Leah Houston | LinkedIn](#)


[Evercred | LinkedIn](#)

[Evercred | Website](#)

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 YouTube: <https://youtu.be/CLt7FaAzSdI>

 Spotify: <https://open.spotify.com/episode/6rlnCPnDhsDeHPV3XAPPG5?si=e1db6a76aded44d9>

 Apple Podcasts: <https://podcasts.apple.com/us/podcast/how-leah-houston-is-using-ai-to-fix-healthcares-broken/id1497226071?i=1000735250022>