

Evoke Health Streamlines Contract Execution with SignWell

CUSTOMER STORY

With Varsha Chaugai. Founder, Evoke Health



CUSTOMER STORY

ORGANIZATIONAL SITUATION:

BENEFITS:

COMPANY NAME:

Evoke Health

INDUSTRY:

Health Tech / Long-Term Care

COUNTRY/REGION:

Canada

COMPANY SIZE:

Small, bootstrapped startup

Evoke Health is a Canadian health tech company founded by Varsha Chaugai that provides a patient portal for long-term care homes. The company helps families stay informed about their loved ones in care facilities by offering access to medical records, medication updates, and seamless communication with caregivers.

ORGANIZATIONAL SITUATION

As a bootstrapped startup, Evoke Health operates with a lean team, prioritizing efficiency and cost-effectiveness in all aspects of its business. Managing contracts for customer agreements, partnerships, and hiring was essential but infrequent. They needed a simple, affordable e-signature solution that aligned with their digital-first approach without adding unnecessary complexity or costs.

SOLUTION:

Evoke Health chose SignWell as its e-signature provider due to its straightforward user interface, cost-effective pricing, and ease of use. The platform allowed them to send and sign contracts digitally without the high fees or complex workflows associated with larger providers like DocuSign. With SignWell's intuitive design and step-by-step guidance, Evoke Health could execute contracts quickly and efficiently while keeping operational costs low.

COMPANY OVERVIEW

Evoke Health, founded by Varsha Chaugai, is a bootstrapped health tech company based in Canada. The company provides a patient portal for long-term care homes, enabling families to stay connected with their loved ones in care facilities. Evoke Health's platform digitizes all clinical communication between the homes and families, including medication consent, care plans, and secure messaging. By digitizing these interactions, Evoke Health reduces administrative burdens, enhances transparency, and improves the overall quality of patient care.

As a startup focused on efficiency and affordability, Evoke Health needed an e-signature solution that was cost-effective, easy to use, and seamlessly integrated with its digital-first approach.

CHALLENGES WITH PREVIOUS SOLUTIONS

Before switching to SignWell, Evoke Health experimented with DocuSign, utilizing its free trials to manage contract execution. While DocuSign provided the necessary functionality, it introduced two significant challenges that made it unsuitable for Evoke Health's needs.

The first challenge was high costs that did not align with the company's usage volume. Evoke Health required e-signatures for only a few monthly contracts, and paying for a costly subscription did not make financial sense. Varsha explained, **"If I signed contracts daily, I might consider paying \$50 a month. But I only need three or four e-signatures monthly, so it didn't make sense at this stage."** DocuSign's pricing structure was excessive for a bootstrapped company focused on managing resources efficiently for their limited but essential contract execution needs.

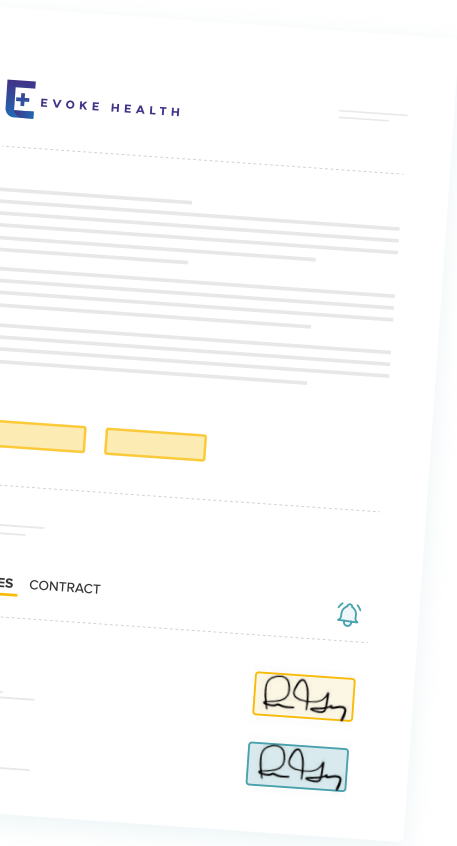
The second issue was an overly complex user interface that made the process more cumbersome than necessary. While feature-rich, major e-signature platforms felt bloated with unnecessary elements that did not contribute to the core task of obtaining signatures. **"Bells and whistles aren't needed to get a simple signature,"** Varsha noted. **"SignWell's layout was so much cleaner, more intuitive, and easy to follow."** Rather than navigating many options, Evoke Health needed a straightforward solution to execute contracts quickly and efficiently.

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With a lean team focused on growing its business, Evoke Health required an affordable and intuitive e-signature solution that would fit seamlessly into its existing workflow.

TRANSITION TO SIGNWELL

Evoke Health adopted SignWell to manage customer agreements and internal contracts, and the transition was immediate and seamless. Unlike their experience with DocuSign, where the interface required more effort to navigate, SignWell's guided step-by-step process allowed Varsha and her team to start using the platform without any training or technical setup. Varsha found SignWell's interface particularly well-designed to meet her needs. **"I liked how SignWell provided step-by-step guidance when sending a contract,"** she said. **"DocuSign puts everything on one page, which made it difficult to follow. With SignWell, I always knew what my next step was."** The clear and structured workflow significantly improved her ability to manage contracts efficiently, without the distractions of unnecessary features.

In addition to its intuitive design, SignWell's affordability made it an ideal choice for Evoke Health. The pricing model aligned with their usage patterns, ensuring they could access all the essential features without paying for capabilities they did not need. **"We believe in digital communication,"** Varsha emphasized. **"We would never send contracts as PDF attachments. It has to be a seamless, digital-first experience—and SignWell fits that vision perfectly."**

RESULTS WITH SIGNWELL

Since adopting SignWell, Evoke Health has streamlined its contract execution process, saving time and money while improving overall efficiency.

The most immediate benefit was the significant reduction in costs without sacrificing functionality. By switching to SignWell, Evoke Health eliminated unnecessary subscription fees while maintaining access to all the required core e-signature features. Rather than paying for a high-end enterprise solution that far exceeded their needs, they found a platform that fit their growth stage.

RESULTS WITH SIGNWELL CONT.

Beyond cost savings, SignWell's simple and efficient workflow improved the contract execution process. Unlike other e-signature providers, which required users to navigate multiple steps on a single cluttered page, SignWell's structured guidance made it much easier to follow. **"I liked how the pop-up instructions guided me through each step,"** Varsha said. **"DocuSign put too much information in one place—SignWell just made sense."** This straightforward design helped minimize errors and made sending and signing documents a more intuitive experience.

Another key advantage of SignWell was its alignment with Evoke Health's broader digitization mission. As a company dedicated to reducing administrative inefficiencies in long-term care homes, Evoke Health wanted an e-signature platform supporting its digital communication vision. With SignWell, they could ensure that all agreements were executed electronically without reverting to outdated processes like printing, scanning, or mailing physical documents.

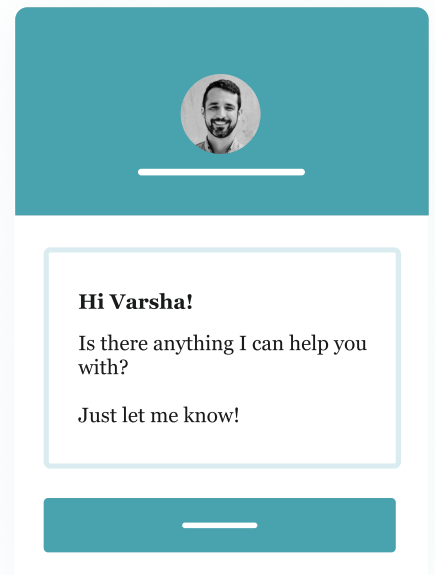
LOOKING AHEAD: FUTURE USE CASES FOR SIGNWELL

As Evoke Health continues to expand, Varsha anticipates increasing its use of SignWell for additional contract types. While it currently uses the platform primarily for customer agreements, it plans to extend its use to employee contracts, vendor agreements, and other internal documents.

"We're bootstrapped, so hiring employees and managing contracts efficiently is important for us," Varsha explained. **"As we grow, I see us using SignWell for all types of agreements—not just customer contracts but also employment paperwork and other legal documents."**

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WHY EVOKE HEALTH CHOSE SIGNWELL OVER DOCUSIGN

Varsha's experience with both platforms highlighted the key differences that made SignWell the right choice for Evoke Health.

DocuSign's pricing model was too expensive for Evoke Health's needs, whereas SignWell was affordable without sacrificing essential features. Additionally, DocuSign's complex interface made contract execution unnecessarily time-consuming. In contrast, SignWell's intuitive workflow guided users through each step, reducing friction in the signing process.

"I love that SignWell is straightforward—no fluff, no unnecessary features. It just works," Varsha said. This simplicity made it easy for Evoke Health to execute contracts quickly and without frustration, aligning perfectly with their focus on efficiency.

HOW SIGNWELL BECAME EVOKE HEALTH'S GO-TO E-SIGNATURE SOLUTION

For Varsha Chaugai and Evoke Health, SignWell provided the perfect balance of affordability, ease of use, and functionality. It eliminated unnecessary costs, simplified the signing process, and aligned with their mission of modernizing long-term care communication.

With SignWell, Evoke Health found a platform that was not only cost-effective but also intuitive and efficient, making contract execution seamless for a small but growing startup. **"It's very easy to use,"** Varsha concluded. **"You don't need technical support. It's straightforward, intuitive, and does exactly what you need it to do."**

As Evoke Health expands, SignWell remains a critical part of its workflow, ensuring that contract execution is simple, efficient, and fully aligned with its digital-first approach to healthcare.

For more information
call or visit:

signwell.com