

Medspa Platform That Contributed to 10x Client Growth

Moxie helps over 300 independent business owners launch, run, and grow their medspas across the United States.

When reaching out to us, the client's vision was clear: to develop all-in-one software streamlining business management, cutting out inefficiencies and simplifying operations. We were excited to bring our expertise to the table to create a solution that removes the complexity of the legal, operational, and technical aspects of running a medspa. Along the way, we helped grow Moxie's client base nearly 10x and improve platform stability to 99.85%.

SERVICES:

- Web Backend Development
- Web Frontend Development
- QA & Testing
- Monitoring 3rd Party Integrations

TECH STACK:

[Python](#)[Django](#)[PostgreSQL](#)[Hasura](#)

[React](#)[Next.js](#)[TypeScript](#)[Material UI](#)

[QA Wolf](#)[Datadog](#)[Stripe](#)[AWS](#)

[Playwright](#)

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Why bookkeeping?

Keep your business in order and ensure your business runs smoothly with proper bookkeeping practices.

Understanding your business health

Get a clear picture of your financial performance and make data-driven decisions to grow your business.

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How it works?

Our bookkeeping team organizes and categorizes your business transactions. A confirmation has been sent to your email address.

Connect your business accounts

We connect your Stripe, Square, and PayPal data.

the cost of typical Bookkeepers

Traditional practices often result in higher bookkeeping costs billed for your medspa needs.

Goals & challenges

Before reaching out to us, Moxie would recommend its clients use a few applications to manage different aspects of medspa operations. However, juggling multiple tools and accounts proved to be inefficient and time-consuming for both Moxie's staff and clients.

Moxie's vision was clear: to develop an all-in-one solution named "Moxie Suite" that would significantly streamline business management. Initial goals of the project included:

- Building an MVP that would address the most pressing client needs
- Setting a scalable foundation for future growth
- Balancing stability and user-friendly design within strict medspa regulations
- Focusing on stability and an intuitive design to meet user needs

Building Moxie Suite: the all-in-one medspa management platform

When Moxie approached us, we knew the journey would be exciting, yet challenging. In just two months, we successfully delivered the MVP, laying a solid foundation for what would become an all-in-one medspa management platform.

The MVP covered the essentials every medspa needed, including:

- Account creation and data management
- Appointment booking and scheduling
- Pre-appointment patient forms to simplify registration

This is when the first major win came – the MVP enabled Moxie's clients to move away from using multiple disconnected tools. Now, they could manage operations from one unified platform, saving both time and money.

Following the MVP, we started working on key features to expand the platform's functionality:

Introducing an advanced invoicing system

Running a medspa isn't easy, and many of Moxie's clients had to juggle scheduling, treating, and invoicing patients multiple times per hour (often single-handedly). To make billing easier, we built a user-friendly invoicing system that simplifies the process and allows invoices to be generated in just a few clicks.

We started by designing the database models. One tricky requirement was creating a DRAFT invoice state where users could dynamically add products, services, and discounts, with subtotals updating automatically. Once the invoice was saved, the subtotals should remain fixed. Another challenge was navigating the complexities of the U.S. tax system and applying taxes correctly alongside discounts. During this process, we worked closely with Moxie to figure it all out and ensure the invoice system helps businesses stay organized, and offers a clear financial overview in one place.

Integrating Stripe for smooth transactions

To ensure the Moxie platform delivered a smooth and user-friendly payment experience, we integrated Stripe – a leading platform for processing online payments seamlessly and safely.

To meet the specific needs of Moxie's medspa clients, we used Stripe Connect and Custom Accounts, allowing each medspa to operate under its own account, all managed within a parent Moxie account. This configuration wasn't without challenges and required careful consideration, as medspas often have complex legal and corporate structures depending on the US state they operate in.

Finally, to make onboarding easier for medspas, we generated unique links that allowed them to complete the process directly in Stripe. Once everything was in place, we enabled payment collection using card-on-file, buy-now-pay-later, and cash payments, offering clients flexible and convenient options right from the start.

Designing an intuitive booking flow

We focused on creating a smooth, user-friendly patient booking flow that would make appointment scheduling a breeze. For the MVP, we partnered with Timekit, allowing providers to set their working hours, add ad-hoc time blockers, and define special shifts. Based on this information and existing appointments, clients could easily see and book available time slots.

Our backend played a proxy role between the frontend and Timekit API, ensuring everything stayed synchronized and the booking flow worked seamlessly. This solution helped reduce administrative tasks, allowing medspas to focus more on their core services and enhance the experience for both staff and clients.

In 2024, we decided to replace Timekit with a custom-built scheduling system tailored to Moxie's needs. Within two months, we successfully developed an in-house solution that eliminated external bugs and reduced debugging time. This custom system has provided a reliable and scalable foundation for appointment scheduling, helping Moxie save thousands of dollars each month.

Streamlining documentation for medspas

As the platform grew, we collaborated closely with Moxie to design and build a medical documentation feature that would help medspas manage treatment records and stay compliant with US state and federal regulations.

Thanks to this feature, each client's intake and consent forms are tailored to the services they've booked. Patients can securely access their forms via a portal protected by an OTP (one-time password) sent to their phone. They can view and fill out the forms, while providers can review them, add notes, and request additional reviews from Medical Directors for Good Faith Exams (GFE).

This system also extends to photos, diagrams, notes, and other charting information. To ensure scalability, we implemented signed URL uploads, allowing for the parallel upload of unlimited files without overloading the server. Additionally, we added a history tracking feature, enabling providers to see note edits and times. This has not only streamlined the documentation process but also provided a valuable legal backup for medical documents.

Scaling for growth & improving stability

When Moxie saw the growing demand in the medspa industry, its teams jumped in with both feet. In just nine months, the platform experienced 10x growth.

However, with this rapid expansion came the challenge of maintaining efficiency and scalability. The app had become central to the daily operations of hundreds of medspas, and any downtime could severely disrupt client workflows.

To handle the growth, we focused on:

- Optimizing platform performance
- Refining data management
- Simplifying workflows
- Improving stability

Optimizing platform performance

We implemented indexed-based pagination and used virtualization to render only the visible content on the page. We also analyzed our GraphQL queries and the SQL output from Hasura, eventually disabling the JIT compiler for PostgreSQL to improve query performance. Lastly, we introduced a Celery service to asynchronously process background tasks, improving overall system efficiency. All this to ensure the platform could scale effectively while maintaining stability and performance.

Simplifying workflows

As we gathered more feedback from providers, we were able to tailor the app's UX to better suit their needs. We introduced global navigation with shortcut links to the most frequently used views in the app, streamlining everyday workflows. Instead of a long page with all the appointment details, we organized the information into tabs such as overview, client details, charting, GFE, and more.

Refining data management

During the rapid development of the MVP, database design decisions were made quickly without full clarity on how the project or its clients' needs would evolve. However, after a few months of running the platform, we gained a clearer understanding of the direction the project was headed. This allowed us to refactor the database models to ensure better scalability in the future.

As Moxie started introducing reporting features to analyze client data and spot market trends, we also began prioritizing database design, understanding data would be the foundation for all new features.

Improving stability

Finally, to ensure the platform's reliability, we focused on minimizing downtime and improving overall stability. We implemented real-time monitoring with Datadog, which allowed us to quickly identify and resolve performance issues as they arose.

After experiencing several critical connectivity issues with Flyio that caused hours of downtime, we decided to migrate the platform to AWS. This shift dramatically improved the platform's reliability, and since then, we've experienced no downtime due to infrastructure issues.

We also teamed up with QA Wolf to run automated tests alongside manual ones during deployments, taking a proactive approach to catch potential issues before they escalated. For user-reported issues, we simplified the bug-reporting process with Bird Eats Bug, which helped our dev team efficiently track and resolve support tickets.

All of these improvements have given Moxie the stability needed to scale with confidence – the platform has maintained an impressive 99.99% uptime in 2025.

★★★★★

"The team has maintained a high velocity over the course of the project, and has successfully implemented multiple projects with a very high degree of quality. They can be counted on as highly responsive, iterative, and able to deliver work with good velocity and high quality. Projects are implemented and completed on time. The team also excels at working in multiple time zones, including with engineers operating from other countries.

Through their work, the platform has facilitated millions of dollars of revenue for our clients, and has been able to keep pace and growth with them. Every team member is outstanding, with a high degree of technical ability, great communication ability, and good worth ethic and attention to detail. This is true of everyone, from our QA team to design to all of our engineers."

Ryan Burbank

Head of Engineering at Moxie

Results

By building Moxie Suite from the ground up and continually improving its features and stability, we're helping the client stay ahead of the competition in the medspa industry.

In 2024, Moxie focused on further simplifying the legal aspects of running a medspa. Its new Compliance Defender product has become a key market differentiator, and we're proud to be part of this project.

Key results of our cooperation include:

10x

Growth of the client base within a year

~99%

Platform stability

200+

User-reported tickets solved monthly for better support

30→0%

App-related churn rate reduction (within a year)