



# V.K. Vinod Sreekumar

## The Man Behind PracticeSuite, a Platform Powering 10% of U.S. Healthcare

Shweta Singh | The CEO Magazine

Most successful entrepreneurs can trace their journey back to a single pain point that forced them to question the status quo. For V. K. Vinod Sreekumar, it was a health crisis that brought him face-to-face with the fractured, paper-heavy processes of the healthcare system. Endless hospital visits, piles of medical records, and repeated tests due to poor coordination led him to one question: Why couldn't healthcare be efficient?

He eventually took a bold leap in 2004, leaving his stable job at Juniper Networks to pursue his vision for a healthcare tech startup. The result was "eClinics," a patient portal ahead of its time aimed at digitising doctor-patient interactions. The healthcare industry, however, wasn't quite ready. But Vinod didn't give up; instead, he pivoted and met the market where it was. Today, that early vision has evolved into PracticeSuite—a cloud-based platform built specifically for private medical practices. With a footprint across the U.S., India, and Costa Rica, and a growing team of over 300 professionals, PracticeSuite now supports over 25,000 providers across 360+ specialties.

### The Making of an Entrepreneur

From a young age, Vinod explored ventures like plumbing, construction, and coconut wholesale, driven by a need to support his mother and create something of his own. From working a full-time job while pursuing a master's in economics to earning a computer diploma and starting his career in software training and programming, resilience was second nature to Vinod.

Entrepreneurship is a lonely path, and for Vinod, the odds were stacked high. With no background in healthcare, no mentors, and no industry connections, he entered an



**V.K. Vinod Sreekumar**  
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industry many warned him against—especially given the failures of well-funded giants before him. Unable to raise outside capital, he sold his stocks and second home, took on consulting work to stay afloat and poured everything into the business. He made mistakes, adapted and learnt consistently, and by 2011, PracticeSuite had become a profitable company.

### PracticeSuite: End-to-End Practice Management

PracticeSuite serves privately held ambulatory care practices—large outpatient centres and clinics across the United States. As the name suggests, it offers a complete software

suite designed to address every operational and clinical need of a medical practice. The platform supports the full patient journey: from the time a patient searches online for a doctor, views provider profiles and reviews, books an appointment, and walks into the clinic, to the clinical visit, diagnostics, prescriptions, referrals, and follow-ups.

On the administrative end, PracticeSuite manages everything from virtual check-ins, e-paperwork, and e-payments to claim submissions, denial management, and collections. In essence, it is an end-to-end solution that handles the entire workflow—clinical and financial—until the last dollar is collected.

What makes PracticeSuite stand out is its cost-effective, all-in-one platform that is modular and customisable. Practices only pay for what they need, while gaining tools that help them stay compliant, improve collaboration, and engage with patients. With strong cloud capabilities and security, PracticeSuite lifts the technology burden off medical practices, allowing them to focus on what truly matters— patient care.

### Redefining Success

Over the past 20 years, Vinod has built three profitable companies, fostered cultures where people thrive, and delivered exceptional customer experiences—all without relying on institutional capital, even while competing with firms backed by over \$200 million.

But what brings him the most fulfilment is seeing "PracticeSuite" listed as a skill on someone's résumé. "Knowing that our product helped someone get a job, support their family, and build their future—that's impact," shares Vinod.

His journey has also been a lesson in humility. "Success teaches nothing," says Vinod. "If it goes to your head, it can unravel you. The real takeaway is realising it wasn't just you—it was something done through you." He believes that failure, not success, has been his greatest teacher. His advice? Don't wait to relish success—enjoy the journey. Because success is always a moving target.

Today, PracticeSuite touches 10% of the U.S. population through the clinics it supports and ranks among the top five cloud platforms for ambulatory care practices. Quietly but steadily, it's transforming how healthcare operates.

### A Culture Built on Integrity and People

PracticeSuite's success lies in a simple belief: people matter most. Vinod believes that customers don't just buy products; they buy into the people behind them.

This belief has shaped a culture where integrity, empowerment, and customer-centricity are non-negotiables. Team members are encouraged to be themselves, speak up, do what's right, and keep the customer at the centre of every decision.

Despite being a hands-on leader, Vinod surrounds himself with individuals who bring greater depth, expertise, and perspective and learns from them. He shares,

*"In building a team, I often quote Lincoln's 'Team of Rivals' as a hallmark of how conflicting personalities work towards a common goal by subordinating individual interests and differences."*

The workforce landscape has changed drastically, especially after COVID. While PracticeSuite didn't match inflated salary expectations, it retained its core team. Some team members have stayed since the beginning. Although monetary benefits are a primary driver, working at PracticeSuite is beyond a typical job.

The company culture is one where employees are encouraged to be themselves, voice opinions, and contribute to decision-making. "We've named production servers after key team members to honour their contributions," Vinod says. At PracticeSuite, people don't just work—they belong. And that, Vinod believes, is what creates value far beyond the employer-employee relationship.

### Staying Ahead of the Curve

At PracticeSuite, staying ahead of industry trends is a core value. Despite leading the company, Vinod remains closely connected with product, engineering, and customers to understand their evolving needs like regulatory changes and complex reimbursements. Their approach is simple: they guide clients towards solutions they haven't thought of yet.

Looking ahead, PracticeSuite is focused on AI, not to replace people but to complement them. They are using AI



to solve real-world challenges like reimbursement disputes. A key initiative under development is Paid.MD, which combines AI with human intelligence to disrupt traditional claims processing. As the industry continues to evolve, PracticeSuite is focused on delivering an Amazon-like experience even before a patient sees a doctor, right from online reviews and appointment booking to check-ins, ensuring every touchpoint is seamless with a patient-first mindset.

### A Vision Beyond Business

Vinod sees the world heading into a period of deep socio-economic imbalance. “In chasing a better life, many have missed life itself,” he says. “The relentless pursuit of wealth has come at the cost of connection.” A fast-paced, information-overloaded world has left many feeling disconnected, with loneliness and fractured communities, unfulfilling relationships, lack of faith, and void possessions becoming common.

He sees the widening gap between the wealthy and the common man as a threat not just to economies, but to hope itself. In response, he’s building two parallel initiatives: Urja Foundation, focused on emotional well-being and restoring human connection, and Equilibrium Capital, which aims to bring economic opportunity and dignity back to the common man.

### Leadership Mantra

As Vinod reflects on his journey, his advice to aspiring entrepreneurs is clear and grounded in lived experience. “Entrepreneurship is often glorified, tied to wealth and success, and idolising figures like Bill Gates or Jeff Bezos. But following in their footsteps won’t make you them,” he says. “*Entrepreneurship isn’t about emulating others; it’s*

*about becoming the best version of yourself. Whether that means being a painter, a singer, or a shoe repairer, it’s about taking your inner drive towards whatever you aspire to—not just chasing riches.*”

He never looked up to famous success stories or tried to replicate them. “*The only path worth walking is the one true to you. This journey is long, lonely, and often exhausting. And success? It’s a moving target. You hit a million, and suddenly ten million becomes the new goal. Cherish the journey; don’t wait for the success. Success can be long, may never happen or happen in a different form. Entrepreneurship is a journey and not a milestone.*”

Speaking of his own industry, he admits, “*Healthcare is one of the most complex sectors to build a business in. If I had known then what I know now, I might have reconsidered. But I stayed because I wanted to make a difference. And while I may not have transformed healthcare as I once envisioned, today over 25,000 physicians use our system to care for nearly 10% of the U.S. population. That is a milestone. And the journey continues...*”

### In Closing

Vinod closes with a note of thanks: “*I’m grateful to The CEO Magazine for giving me the space to share my journey. I hope it renews the perspective of those just starting out. My message to aspiring entrepreneurs and young leaders: the most important lessons come from your own journey. Challenges, setbacks, resilience, and healing shape your perspective and guide you toward success. The most meaningful lessons are born from your own lived experiences. Wishing you all the best—keep following your path with authenticity and courage.*”