

# CASE STUDY

## How Purity Health Built a High-Growth Culture by Doubling Down on NSS Graduates



**NASHVILLE**  **SOFTWARE SCHOOL**



# THE CHALLENGE

## Beyond The “Senior-only” Myth

In the high-stakes world of startups, many fall into the trap of believing that hiring only senior developers will help them reach MVP faster. A common fear is that junior talent requires too much "hand-holding" during such a critical phase.

Rob Bramblett (CEO) and David Andrews (CTO) of Purity Health have been ignoring that myth for years. They didn't just need people who could write code; they needed "smart people to solve hard problems." They needed a team that could grind through the "gritty nature" of a startup without the friction of competing egos.



# A PROVEN STRATEGY

## Across Multiple Ventures

Rob and David first worked with Fletcher Watson (Web Development Cohort 15) and Ripal Patel (Web Development Evening Cohort 8) at a previous startup, Visualize Health. When it came time to launch Purity Health, Rob set out to bring the “band” back together, approaching both David and Fletcher from day one. As soon as the company was on solid footing, they reached back out to Ripal.

Last year, they expanded the team by bringing on junior developer, Drew Goodman (Web Development Cohort 70), straight out of NSS.

NSS has served as their primary source for junior talent across several companies as a part of their talent strategy. What does David love about graduates from NSS?

"[In building their capstones,] they have identified a concern of their own [and] have learned to build it. That shows to me that you have a drive, you have a love for technology that you want to live your life with."

— David Andrews, CTO, Purity Health



# JUNIORS DON'T STAY JUNIORS

## Career Progression



### **Fletcher Watson (Cohort 15)**

A former English teacher in Korea who moved back to Nashville and found his career path through NSS. Since being hired as a junior SQL developer in 2017, he has grown through the ranks to his current role as Chief Product Officer (CPO).



### **Ripal Patel (Evening Cohort 8)**

A former healthcare administrator and stay-at-home mom who used her NSS training to pivot into development. Since joining David's team in 2018, she has grown into a high-intermediate/senior developer over a nearly eight-year tenure.



### **Drew Goodman (Cohort 70)**

Pivoting from a career in finance in 2024, Drew is the latest addition to the team. While still a junior, Drew brought drive and excitement to adopting new technologies like Agentic AI, proving that a fresh infusion of the NSS "learning to learn" mentality was exactly what the team needed.

# THE JUNIOR DEVELOPER ADVANTAGE

## Why It Works

While many employers see "junior" as a risk, the Purity Health team sees it as a competitive advantage. Based on their experience, they've identified three key benefits to hiring from NSS:

### No "Unlearning" Required

Junior developers don't come in with presupposed ideas about how software must be developed. They are ready to adopt your company's specific protocols and institutional knowledge from day one.

### The "Hunger" Factor

NSS grads have made the active, often difficult decision to change their lives. This translates to a drive and "skin in the game" that is rare in the general job market.

### Cultural Continuity

Juniors who are hungry to learn often model the behaviors of leadership more effectively than seniors who are set in their ways. They help bake collaboration into the team's DNA.

"You're tapping into a very large pool of people who are ready for a change, taking themselves seriously and doing something hard, putting skin in the game... you really want to see that kind of level of commitment from people when you're hiring them in a startup."

— Fletcher Watson, CPO,  
Purity Health

At the core, a software developer is a problem solver. While Purity Health has pivoted to using agentic AI tools for development, for a new junior like Drew, the coding syntax is no longer the primary problem to solve. By first learning to use Agentic AI tools to handle the "heavy lifting" of the code, Drew has been able to spend more time learning the industry and the problem domain — developing his "industry intuition" — which helps him anticipate edge cases and understand the "why" behind the software.

# THE METHODOLOGY

## Culture-First Mentorship

Purity Health hasn't just hired grads; they have integrated them into a collaborative environment that values respect and open communication.

### REMOVING THE PRESSURE

Leadership focuses on "removing the pressure and stress" so junior developers aren't afraid to make mistakes or pivot when a better solution is found.

### IDENTIFYING NATURAL APTITUDE

David and Fletcher pay close attention to where a developer's interests lie—whether it's the meticulous nature of database work or the user-centric focus of product design—and align their tasks and guide their career progression accordingly.

### ENCOURAGING QUESTIONS

The team recreates the "ask questions" mentality learned at NSS, using virtual office hours to ensure no junior developer feels isolated while working remotely.

**"Being in a small team was a huge benefit to me when I was hired as a junior developer because there was a lot of learning for me to do. And, being in a small team, we were wearing different hats."**

**— Ripal Patel, Software Developer, Purity Health**

# THE RESULTS

## Stability, Velocity, and The Ability to Pivot

Because the development team at Purity Health was built on a foundation of "learning how to learn," they were able to successfully pivot to a brand-new tech stack for their clinical trials software platform. A key part of this success was the team's decision to integrate Agentic AI into their daily workflow. By combining their core engineering skills with these advanced coding agents, they were able to master unfamiliar frameworks and accelerate their path to production. This approach has allowed a small team to produce a codebase exceeding 100,000 lines. "That's definitely more code than we would have written back in the old days by at least 2 to 3 times," shares Fletcher.

Building a team this way creates a resilient technical team that can weather acquisitions, pivots, and rapid industry shifts. It can grow with your startup as you move past MVP into growth. As Purity Health moves toward fully agentic capabilities, this team will continue to evolve alongside the "moving goalposts" of a high-growth startup.



# THE BOTTOM LINE

## RETENTION

Zero "dread" and high team loyalty. Fletcher and Ripal have grown and moved with leadership from one company to the next.

## ADAPTABILITY

The team successfully mastered a Node and Postgres stack with the help of agentic AI after previously working in C# and SQL Server.

## PRODUCTIVITY

By empowering juniors with the right tools and training, the team now handles 80% of feature building with agentic AI.

## INNOVATION

A culture where a junior developer's idea can be better than the leader's—and the leader is happy to listen.

"That's why I love working in software because it's always changing. You're always gonna have new challenges. You're always going to have new cool things coming out that you have to figure out how to use. And that's exactly why this career has me so engaged."

— Drew Goodman, Software Developer, Purity Health

# HOW CAN YOUR TEAM GROW WITH NSS?

We don't just provide a talent pipeline; we provide a community of lifelong learners. Whether you are looking to hire your first junior developer or upskill your entire engineering team, we are here to help.



**ADD SMART PEOPLE FOR  
HARD PROBLEMS TO YOUR  
TALENT PIPELINE**

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