Customer Spotlight

How Roon is delivering expert medical content at scale with Vimeo AI

Roon is a free digital healthcare platform founded in 2021 with a deeply personal mission: ensuring everyone has access to a trusted guide for health.

The platform, whose name symbolizes "light in darkness," features doctors trained at institutions like Harvard, Stanford, and Johns Hopkins, and provides patients expert video answers to their health questions when navigating life's most challenging moments.

vimeo

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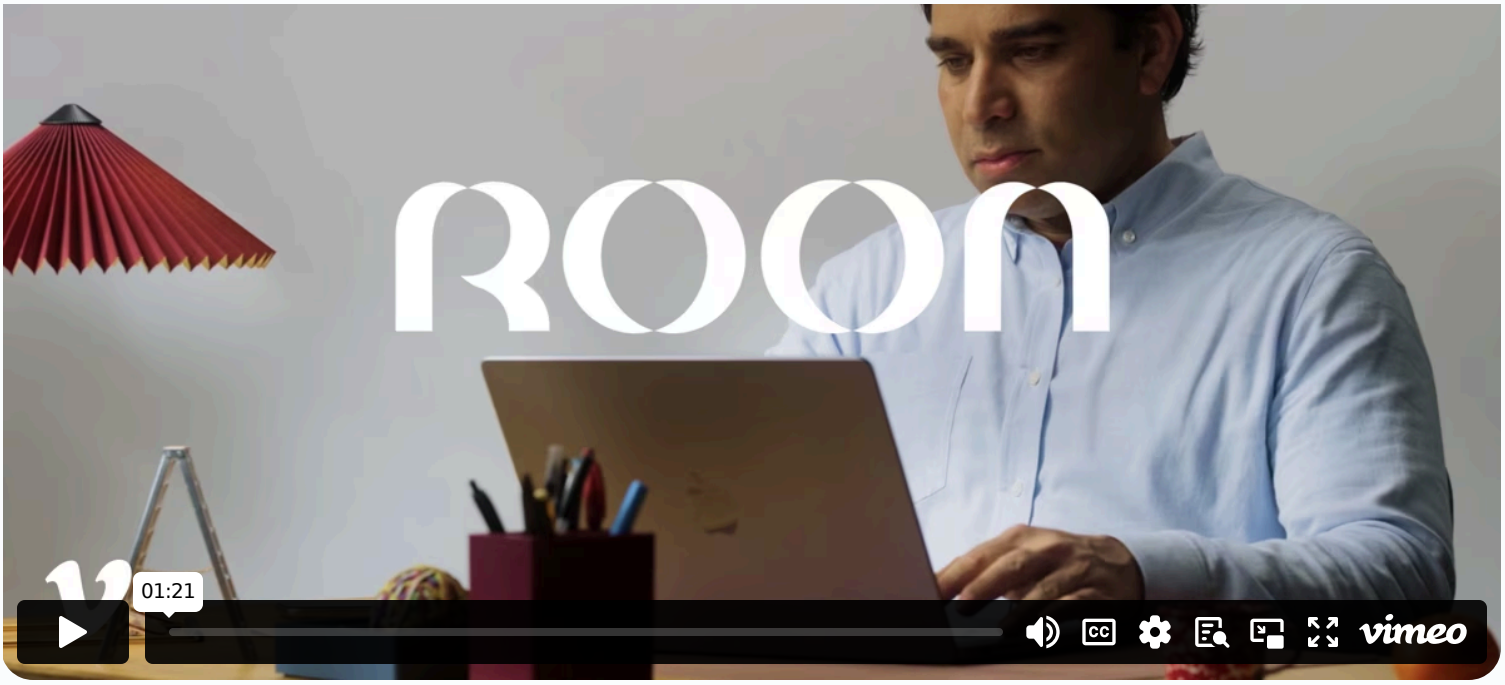

1000+

medical experts

30K

video Q&As

50+

medical specialties

Challenge

When Roon's founders became caregivers for their own parents — one battling ALS, another dementia — they experienced firsthand how overwhelming and untrustworthy the internet can feel during a health crisis. They found themselves turning to Google searches, online

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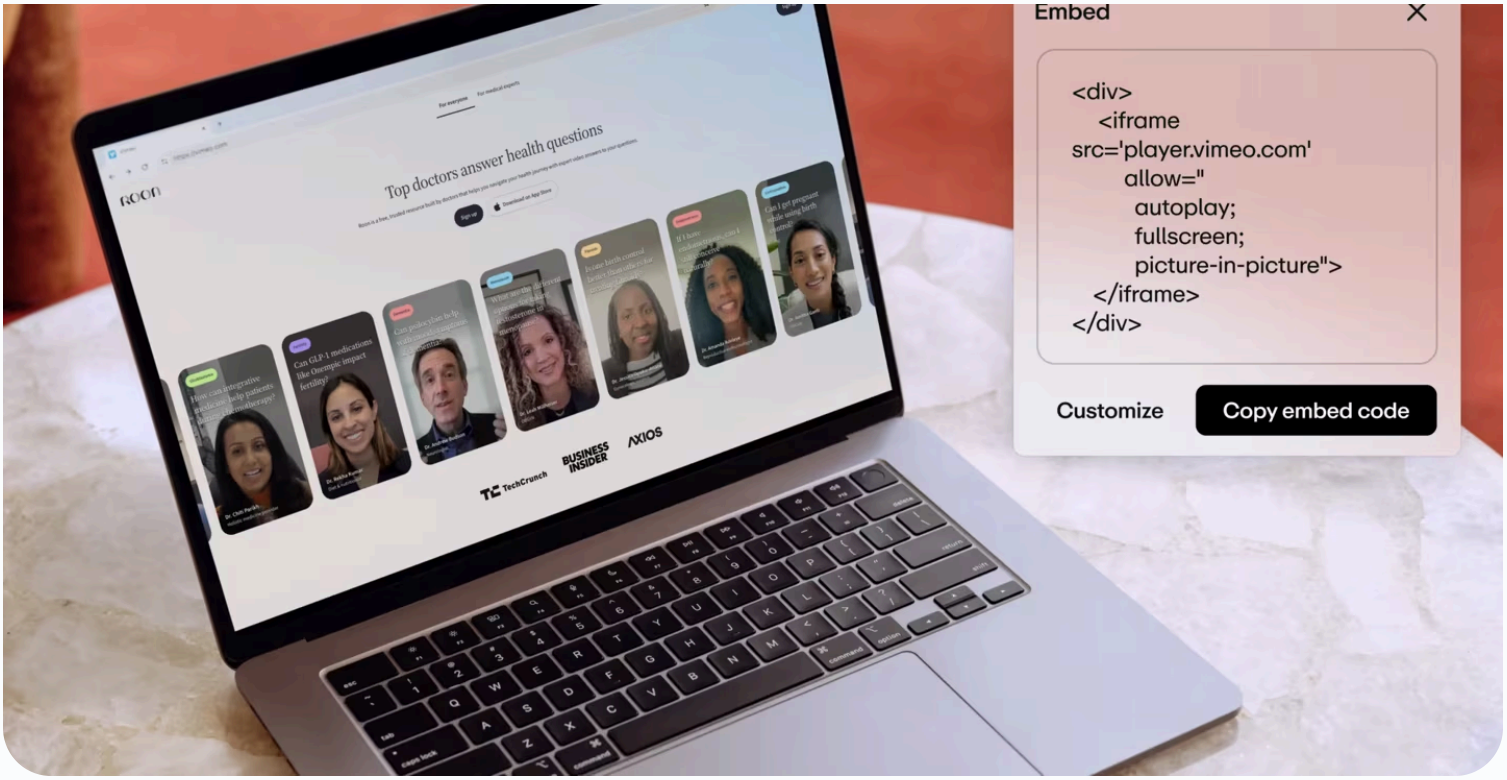
health platform where people could get clear, compassionate answers to their most urgent health questions. But delivering trustworthy, expert-led medical content online and at scale isn't easy, especially in a space that demands privacy, credibility, and emotional sensitivity.

"The thing we want to recreate on Roon is that experience of sitting across from a doctor with an incredible bedside manner," explains CEO Vikram Bhaskaran.

"We've made a big bet on video because we believe, especially in medicine and especially when you are in a crisis, the thing that humans want is the reassurance of a trusted expert," he elaborates. "You want to be able to look someone in the face. Someone you trust, with a Harvard Medical School degree, who's dedicated their life to the craft. And video really allows us to do that."

“Doctors immediately love that we're hosting on Vimeo. They trust the brand.”

Vikram Bhaskaran,
CEO & Co-founder, Roon



Solution

To bring that vision to life, Roon needed infrastructure that could support secure video hosting, streamlined editorial workflows, and AI features like transcription and search. The system had to be nimble enough for a small team but secure enough to support deeply personal health conversations. And above all, it had to feel simple, trustworthy, and human.

Vimeo quickly stood out as the right partner. The platform's strong brand recognition, intuitive interface, and robust security made it a natu

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and patients.

With Vimeo, Roon could manage uploads, editorial workflows, and distribution in one place without the complexity of building and managing custom infrastructure.

“As a startup, we needed a turnkey video platform that had everything we needed, without having to build out a full production and editing team, or worry about storage and security,” says Vikram. “Vimeo had the right reputation, the right toolset, and the right user experience for what we were trying to do.”

Vimeo’s transcription capabilities also played a critical role in scaling Roon’s operations. Auto-generated transcripts made it easier and faster for medically-trained reviewers to verify accuracy and clarity before publishing.

“There are a lot of hard-to-transcribe words in medicine, and we were pretty impressed at how well Vimeo’s transcription works,” notes Vikram.

These transcripts also serve as the foundation for Roon’s AI-powered Q&A system, which pul

Outcome

With Vimeo at the core of its video infrastructure, Roon has been able to scale production quickly while maintaining the level of quality, control, and trust required in a healthcare setting. Instead of building everything from scratch, Roon could focus on empowering doctors to create content and patients to find the answers they need.

But for Roon, it's not just about performance and functionality. It's about trust.

In a world where AI-generated content is becoming the norm, Roon sees Vimeo as a trustworthy, human-centered partner who helps them scale without losing sight of what matters most: real answers, from real doctors, for real people.

“It’s so easy with the AI hype cycle to fall in love with technology for its own sake, but it doesn’t seem like Vimeo is just building cool stuff that’s interesting. There’s a very human approach. It seems high integrity, rooted in trust, and rooted in what is best for consumers. All of those resonate with us.”

Vikram Bhaskaran,
CEO & Co-founder, Roon

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24/7 customer support

Our customer support team is available to help 24/7. Enterprise members also receive dedicated account managers and a guaranteed uptime SLA.

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Product

Product

- Video Player
- Video Hosting
- Video Editor
- Video Maker
- Record
- Live Streaming
- Webinars
- Video Library
- Vimeo AI
- Video Collaboration
- Video Analytics
- Integrations Hub

Features

- Mobile Apps
- Teleprompter
- Video Transcription
- Auto Captions
- Video Trimmer
- Security
- Gif Maker
- Convert Image to Video
- AI Translation

Vimeo for

- Enterprise
- Small Business
- Creative Professionals
- Educators
- Marketers
- Corporate Comms
- Learning and Development
- Healthcare
- Retail
- Financial Services
- Tech

Solutions

- Vimeo Central
- Vimeo Marketing
- Vimeo Streaming

Resources

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- Blog
- Developers
- Guidelines
- Watch
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