



CareSignal

HARVARD HEALTH SYSTEMS INNOVATION LAB 2026

CareSignal

AI ambient scribe
for domiciliary care

caresignal-hsil.web.app

There is a chronic shortage of carers for adult social care (c.59k unfilled posts in the UK) and is only getting worse



59k

Vacant carer posts across UK home care



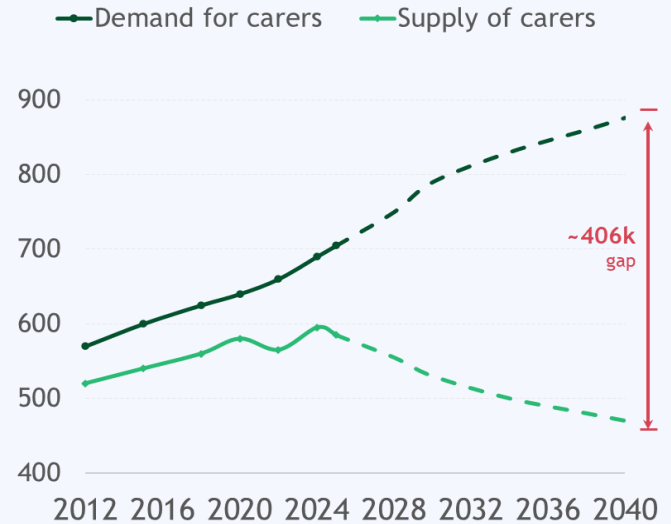
2M

Over-65s not receiving care they need



~ 10%

Homecare vacancy rate — c.3x the UK average



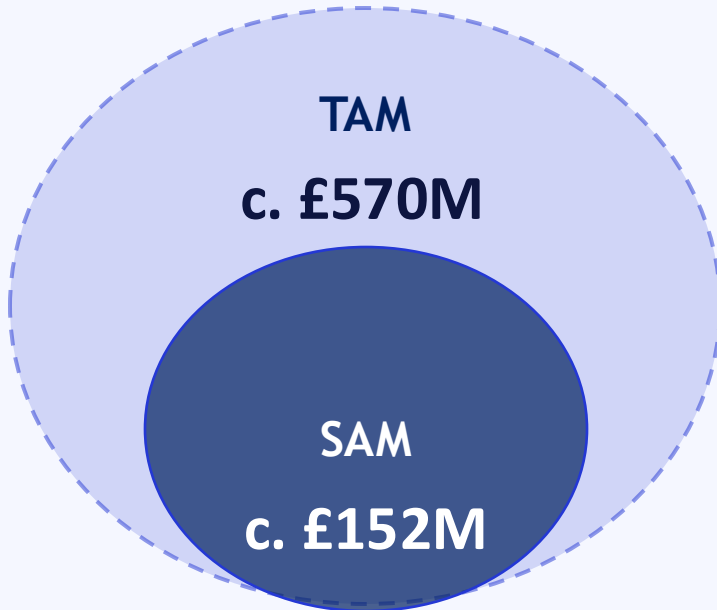
The screenshot shows a Gmail interface with a browser window at the top. The browser tabs include 'Upcoming visit:', 'Google Calendar', 'Inbox - Faith O...', 'faith-ogun/Care...', 'ChatGPT', 'Claude', 'CareSignal Gap...', and 'HSIL Hackathon'. The address bar shows the Gmail URL. The left sidebar contains navigation options for Mail, Chat, and Meet, along with a list of labels such as 'Account Details', 'DevPost', 'Dispatch and Orders', 'Education', 'HPAT', 'Online Learning', 'PhD', 'FutureMe Letters', 'GitHub', 'Government', 'Gym', 'Hackathons', 'Health', and 'Housing'. The main content area displays an email from 'CareSignal <onboarding@resend.dev>' with the subject 'Upcoming visit: Mrs. Dorothy Thompson at 09:00'. The email body features the CareSignal logo, a 'PRE-VISIT REMINDER' header, and an 'UPCOMING VISIT' section for 'Mrs. Dorothy Thompson' at '09:00 today'. Below this is an 'AI BRIEF SUMMARY' section with a text box containing the note: 'Low fluid intake noted on last 2 visits (320ml, 280ml). Slight unsteadiness when moving from armchair to kitchen.' At the bottom of the email content, there is a link that says 'Open CareSignal to review the full pre-visit brief'. The Gmail interface at the bottom shows 'Reply' and 'Forward' buttons, and a 'Stop Screen Recording' notification is visible at the very bottom.

CareSignal turns the biggest pain points in domiciliary care into automated, audit-ready workflows



Sizeable SAM of c.£150M annually in UK domiciliary care

ESTIMATED SIZE OF MARKET (2025)



Total Addressable Market (TAM)

All care visits across the UK

Care hours delivered per year (all UK settings)	~570M hrs
Average visit length	30 mins
Implied visits per year	= ~1.14B
Price per visit	£0.50

Serviceable Addressable Market (SAM)

Domiciliary care visits in England, digitally-ready providers

Domiciliary care hours delivered per year (England)	~190M hrs
Providers already on a DSCR	80%
Implied visits per year	= ~304M
Price per visit	£0.50

Revenue model is on a per-visit basis while the product sits as an interoperable layer across current note storage platforms

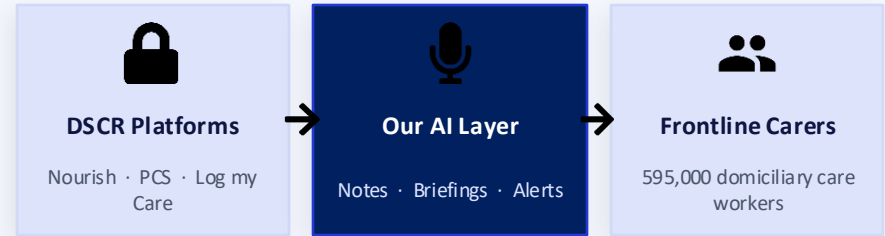
PRODUCT

- Ambient AI layer on top of existing care platforms
- Auto-generates care notes, pre-visit briefings, and escalation alerts
- Built for care context — ADLs, mood, nutrition, personal history
- Zero behaviour change: carer just cares as normal

REVENUE MODEL

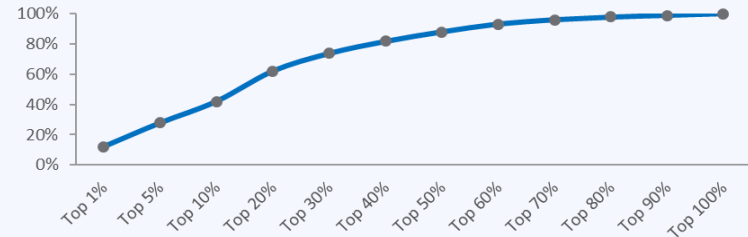
- **£0.50 per visit documented**
- Upsell: premium intelligence — briefings, alerts, analytics
- Long-term: outcomes-based contracts with ICBs

VALUE CHAIN



TARGET CUSTOMER: c.12k care agencies in England

Cumulative % of UK carers by agency size



Commercialise through partnerships with tech platforms and selling direct to agencies

PHASE 1: Build relationships

PHASE 2: Prove locally

PHASE 3: Enterprise scale

DSCR PLATFORM PARTNERSHIPS

Build integrations with 3 DSCR platforms

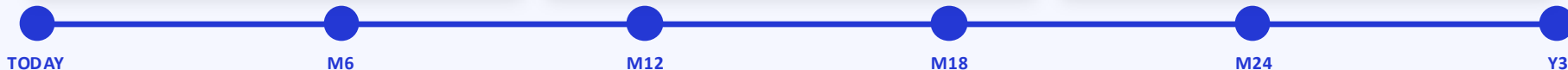
Nourish · PCS · Log my Care

Launch in DSCR app marketplaces

Featured add-on for providers

DSCR Assured Supplier status achieved

Unlocks gov-funded adoption



AGENCY ACQUISITION & SCALING

Direct sales to 10–15 pilot agencies

30-day free trial → convert

Expand within accounts + carer pull-through

Carers move agencies, bring the tool

ICB & commissioner contracts begin

Outcomes-based revenue unlocked

£0.50 / VISIT

5 agencies

20 agencies

60 agencies

120 agencies

250 agencies

~£200K ARR

~£800K ARR

~£2.4M ARR

~£4.8M ARR

~£10M ARR

Existing solutions either support documentation or automate it, but none do both in domiciliary care

Company	Category	Ambient Scribe	Dom Care	UK Market	Price Model
CareSignal	Ambient AI Scribe for Dom Care	YES	YES	YES	Usage Per Visit
PASS (everyLIFE)	EHR for Dom Care	NO	YES	YES	Base Fee + Per user/month
Birdie	EHR for Dom Care	NO	YES	YES	Base Fee + Per unit/month
Nuance DAX	Ambient AI Scribe	YES	NO	Limited	Enterprise
Abridge	Ambient AI Scribe	YES	NO	NO (USA)	Health system/enterprise
Nabla Copilot	Ambient AI Scribe	YES	NO	Limited	Per clinician/month
Dragon Medical	Speech recognition	Partial	NO	YES	Per user/subscription



Ask

ROUTE 1 — LOCAL AGENCIES



3 Pilot Agencies

Across London, Loughborough and Dublin
Free 90-day trial in exchange for data rights
and a letter of intent

ROUTE 2 — TECH PLATFORMS



Platform Introduction

An introduction to the partnerships team at
Birdie, PASS or Access Care

Funding Ask: **£122,000** to build and pilot CareSignal with 10 agencies

Our Team



Ella

Product & Business Strategy

- BSc Biomedical Science (1st)
- Domiciliary Care Worker
- Femtech Co-founder



Victorious

Clinical Lead

- Cambridge Medical Student
- BA Pharmacology



Faith

AI / ML Engineer

- PhD Deep Learning (Institut Curie)
- Google DeepMind Hackathon Winner
- €150k+ Research Funding



Ritvij

Clinical & Business Lead

- BCG consultant
- Doctor



Yash

AI / ML Engineer & Clinical Lead

- Medical Student, Edinburgh
- IBSc Biomedical Engineering, Imperial
- Ex-intern LIHE

Appendix

Additional supporting materials available on request.



Cost of Pilot Breakdown

Item	Est. Cost
Software build (as before)	£48,000
Hardware design + prototyping (NRE costs)	£15,000
PCB design + firmware development	£12,000
CE/FCC certification	£8,000
440 pilot devices (unit cost ~£45 avg)	£20,000
Device logistics + replacement stock	£3,000
Contingency (15%)	£15,900
Total	~£122,000