

Senior Home Care Platform for Canada

ConsidraCare is a senior care service for providing and managing caregivers to families with seniors requiring full-time in-home care. ConsidraCare wanted to provide affordable caregiving options to seniors within their homes across Ontario. ConsidraCare wanted to recruit caregivers in the area as well. The services were needed on mobile and web platforms.



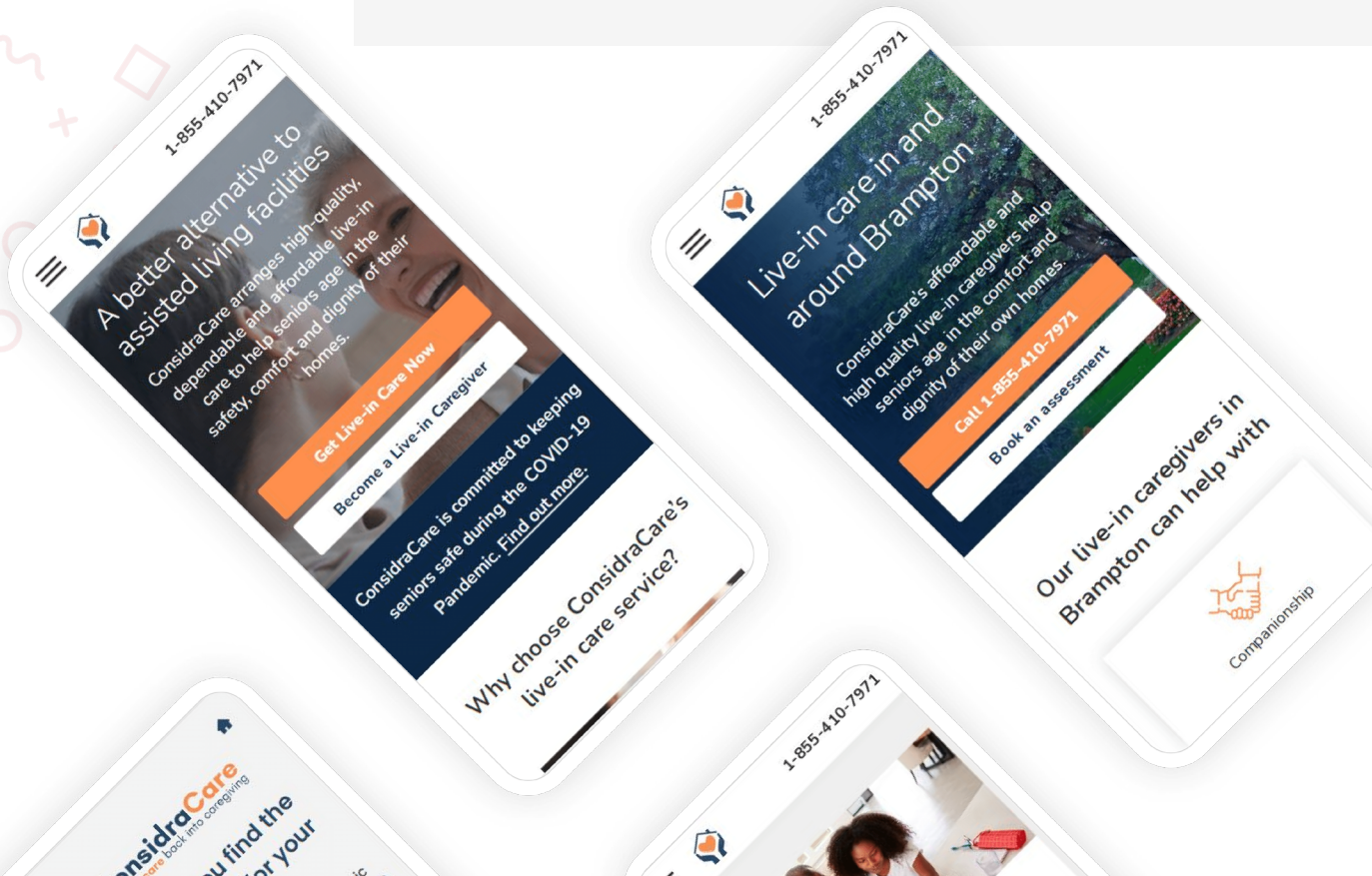
Highlights

- AI-powered care plans
- Scalable Architecture
- Mobile Apps and Web Platform for caregivers and clients
- User-friendly interface

Challenge

Canada has a lot of assisted living facilities or hourly caregiving agencies which are very costly. However, families have reservations about sending their senior loved ones to senior care homes as seniors do not want to leave familiar surroundings and care homes do not provide personalized care. There was no reliable service available that provided individual caregivers that could live-in with the senior and provide care. It was also very difficult for families to locate, screen, interview, hire and manage good quality caregivers.

The client wanted to solve these challenges by building a digital platform to recruit, match, deploy and manage live-in caregivers for seniors. Mashkraft was contacted by the client to develop a platform consisting of a website, portals and apps for hiring, matching and managing live-in caregivers.



Solution

The client wanted a cost-efficient and easy-to-navigate application and portals for the recruitment and placement of caregivers with seniors. The client required agile methodology and had script cybersecurity and privacy requirements as the solution needed to be GDPR and HIPAA compliant.

The developmental team had to build four components for the project:

- A Client Portal
- A Caregiver Portal
- Caregiver Apps (Android and IOS)
- A Command Center to manage everything

Mashkraft used Ionic and Laravel frameworks for making web and mobile applications. Weekly sprints were done to take in feedback from the client and make quick changes. A basic Artificial Intelligence engine was developed to automatically generate care plans based on client conditions.

The MVP was developed within 3 months and the platform was launched commercially within 6 months targeting all major cities across Ontario.

Mashkraft also helped the client with content writing and Search Engine Optimization to build organic traffic.

The Result

The client was able to hit the ground running and onboarded their first client and interviewed over 200 caregivers through the platform within the first month of launch. A support team was put in place by Mashkraft to further refine the platform and help the client with any pivots. In future, the client is also planning on turning the platform into a SaaS application which it can provide to other agencies providing home care to seniors.

The Benefits

- High Traffic Generation
- Seamless Recruitment of caregivers
- Seamless Placement of Caregivers with families
- People friendly app and web module designs

