The Future of AI in Home Care

What's Now and Next

June 2025

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EXECUTIVE SUMMARY

The home care industry is facing a crisis. Driven by demographic shifts, longer life expectancy, and rising rates of chronic illness and cognitive decline, the demand for in-home personal care and home health care is surging. This will accelerate as the baby boomers age into their later years – in January, the oldest of the 76 million baby boomers will turn 80. At the same time, the care industries will face a critical shortage of all categories of care delivery, with millions of additional workers needed over the next decade. Against this backdrop, AI technology has emerged to help older adults in multiple ways. In a 2023 report, The Future of AI and Older Adults, AI was already able to produce insights about a person's health needs and offer a chatbot to help with post-hospital care. In a subsequent 2023 report, AI and the Future of Care Work, it was apparent that AI could help generate an appropriate care plan and that an 'AI Caregiver' role was emerging to supplement in-person care delivery. In the 2024 report, The Future of AI in Senior Living and Care, AI was being used to analyze hospital discharge information to compare patient needs to nursing home capacity.

Today there are many more initiatives and new possibilities for addressing multiple aspects of both private duty home care and home health operations, including assistance with recruiting and onboarding workers, using data to create and update care-related documents, and introducing AI agents that can be assigned to complete specific tasks. As current industry leaders note, AI tech is playing a role in care oversight and enabling the creating of hybrid models – an increasingly likely combination of in-person care supplemented with AI.
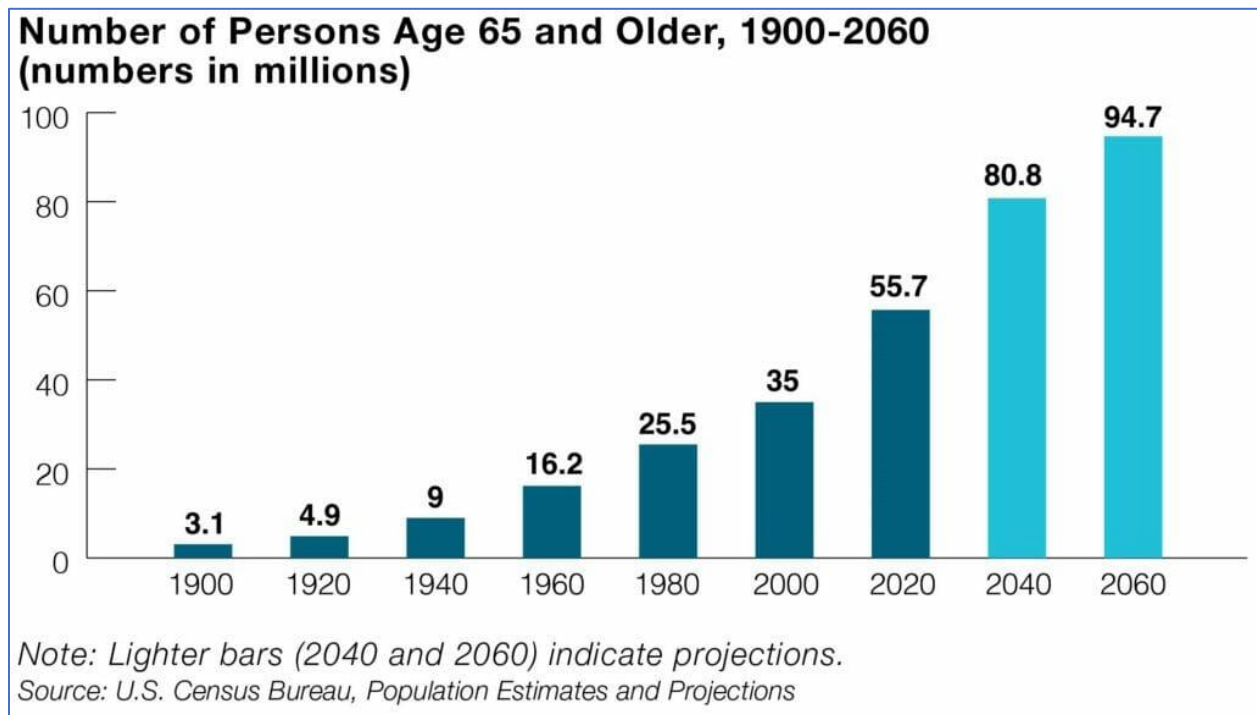
WHO SHOULD READ THIS REPORT?

- **Professional home and health care companies**
- **Senior living and nursing home companies**
- **Technology firms that serve private duty home care and home health care**
- **Technology platform providers and resellers**
- **Telecommunication carriers and network service providers**
- **Social services and non-profits with focus on older adults**
- **Healthcare professionals**
- **Investors and funds that focus on the senior care categories**
- **Pharma and med tech companies**

ACKNOWLEDGEMENTS

# LIFE EXPECTANCY DRIVES HOME CARE INDUSTRY GROWTH

Population change is driving home care demand growth. For older adults, living longer is increasingly likely (**see Figure 1**) are increasingly common among the oldest. As physical capabilities decline, the likelihood is that the older age groups will need some level of care. Since 43% of women aged 75 live alone, it begs the question of how they will continue to function in their next decades if care needs emerge. Will their families take responsibility and provide direct care – or will they need assistance from care services (see **Figure 2**)?

Number of Persons Age 65 and Older, 1900-2060 (numbers in millions)

Note: Lighter bars (2040 and 2060) indicate projections.
Source: U.S. Census Bureau, Population Estimates and Projections

Figure 1 Population projections of the 65+ to 2060

The 85+ population growth will be an increasing care challenge. According to the US Census population estimate, there are 6.4 million individuals aged 85+ in the US, of whom 63% are female. By 2040, it is expected that there will be 13.7 million aged 85+ and 19 million by 2050 (see **Figure 2**). As the population ages, the demand for services will correspondingly grow. This population growth will create demand for all models offering care services (see **Figure 3**).
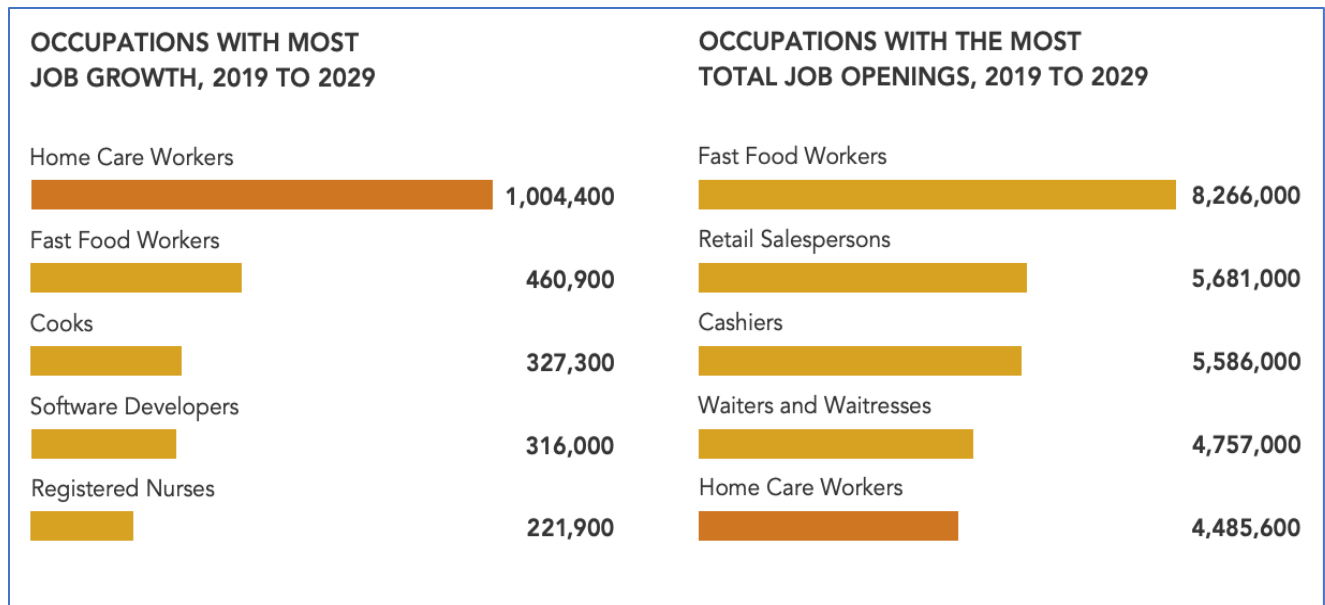
Figure 2 Projected growth in share of population aged 85+ 2025-2030   Source: KFF 2025
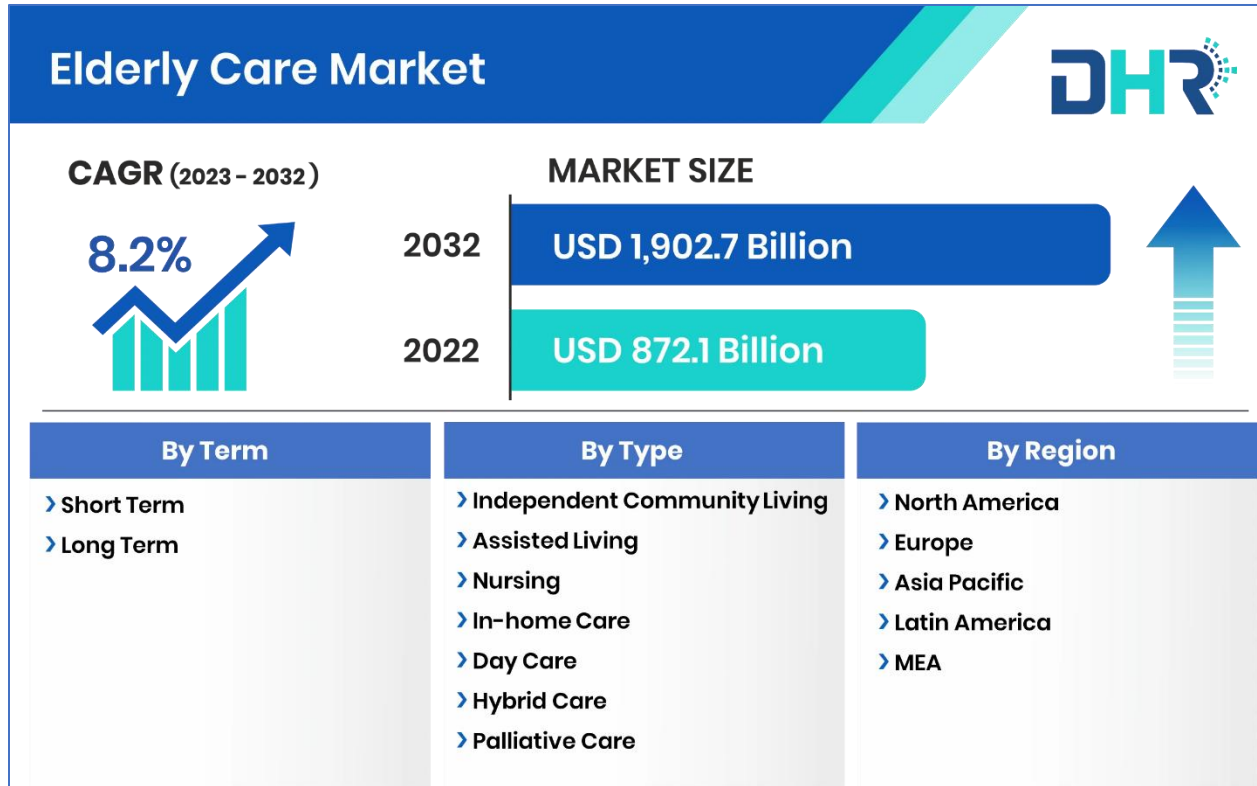
Figure 3 Multiple models for delivering care to older adults   Source: Data Horizon Research

Lifespan versus health span – a worrisome difference of 12.4 years in the US. While many older adults may live longer, well into their 80's, they may be living with chronic diseases such as diabetes, heart disease and cancer. That difference, known as health span, may be as much as 12.4 years in the US, the worst globally, according to a 2024 Mayo Clinic global study.

Population aging and aging health needs put home care on an 'industry collision course.' According to Margaret Haynes, CEO **of RightAtHome**: 'Through-the-roof demand for care is colliding with insufficient supply' The number of home care jobs is expected to average 718,000 openings each year, resulting from workers who move to different occupations or retire. The 10-year outlook is growing at 1 million jobs per year, making home care the largest single occupation, according to BLS, in April 2025, with more than 4 million workers. The industry is challenged by a number of factors, including recruiting, retention, and scheduling – and is seeking to use technology in each of these areas.

OCCUPATIONS WITH MOST JOB GROWTH, 2019 TO 2029

Occupation	Growth
Home Care Workers	1,004,400
Fast Food Workers	460,900
Cooks	327,300
Software Developers	316,000
Registered Nurses	221,900

OCCUPATIONS WITH THE MOST TOTAL JOB OPENINGS, 2019 TO 2029

Occupation	Openings
Fast Food Workers	8,266,000
Retail Salespersons	5,681,000
Cashiers	5,586,000
Waiters and Waitresses	4,757,000
Home Care Workers	4,485,600

Figure 4 Projected Job Growth, Job Openings   Source: Bureau Labor Statistics April, 2025

Future staffing demand will force industry to rethink care strategies. According to BLS, the industry will need 4.5 million care workers by 2029 to meet the demands of older adults. According to an Argentum staffing report, in 2025 alone, another 347,000 caregivers are needed for memory care. The home care and senior living industries draw from the same population of prospective workers. Home care and home health care demand will drive 21% job growth by 2033, but 59% of agencies will experience shortages.

"We need a sentient score for matching the person to a care requirement. Families don't know what they need. Machine learning could aggregate from the best caregiver matches, empowering families to have the right tools to ask the right questions." – Kasondra McCormick, formerly from **Perfect Companion**

Turnover can be addressed through targeted training and pooling demand. The turnover rate in home care has risen 12% in the last two years to 79.2% industry-wide, according to a Home Care Pulse survey. Job-hopping has traditionally been one way to get a pay increase. The transportation issue is another constraint – some firms are beginning to think about pooling demand based on location. To help, the caregiver workforce of the future will need just-in-time training – offered before they walk through the door. Guidance will show information about the care recipient and suggest solutions to help mitigate problems the worker may encounter.

"Can we use AI as a companion for an intake agent? What about having a document up on the intake screen to outline care needs? The caller mentioned cognitive decline – ask whether they are using any of the available tools to assist with care." – Shadi Gholizadeh, **The Key**

Hybrid home care models are emerging – combining in-person care with technology.
Consider Always Best Care, for example. According to the company, "rather than spending time on tasks that technology can handle efficiently, caregivers can focus on meaningful human interactions, complex care procedures, and activities that enhance quality of life." Hybrid home care will increasingly utilize telehealth and multiple tools for 24x7 remote monitoring, including AI and robotics, plus smart home technology, according to CareVoyant's Home Healthcare Trends in 2025 (see **Figure 5**).

"AI will be used in emergency preparedness, helping people to anticipate problems. During the California fires, for example, there were numerous older adults that urgently needed help in finding housing. AI agents could help people find connections." – David Lindeman, **CITRIS Health**
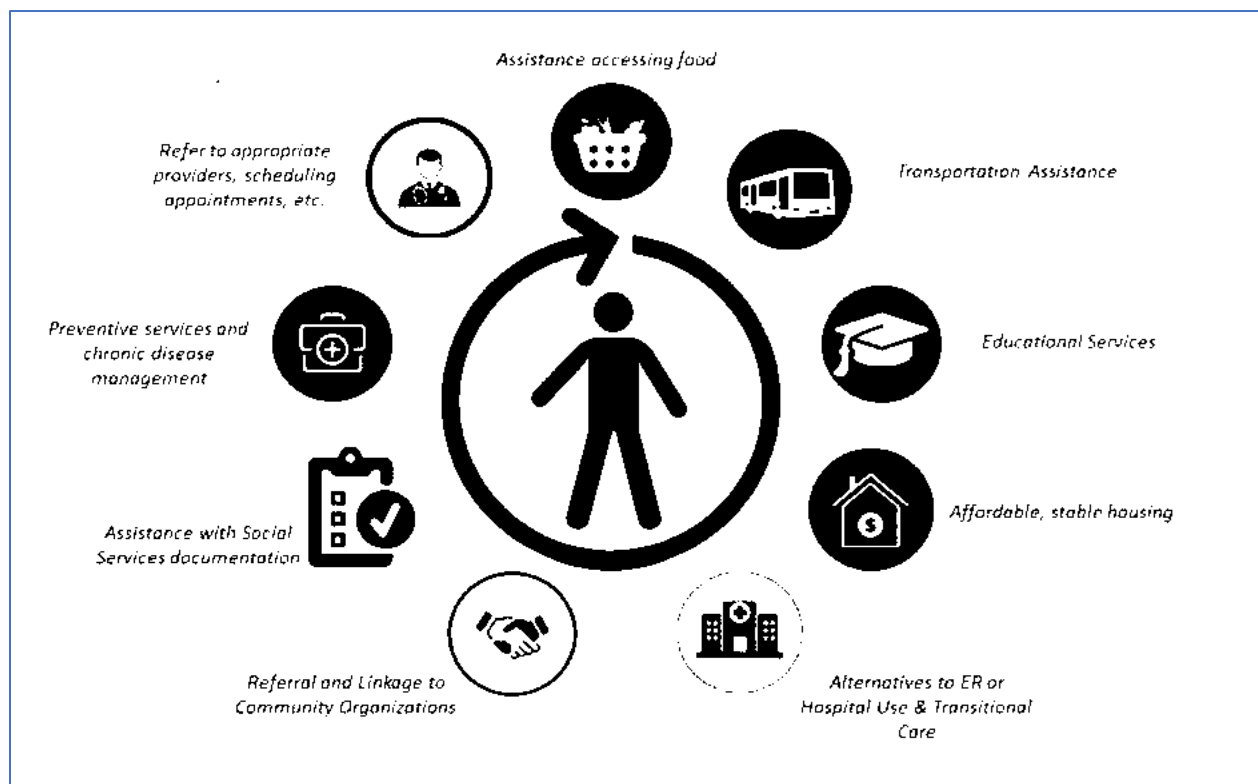

Figure 5 Care organizations provide multiple services Source: **Vanderheyden's** *HEALTH HOME CARE MANAGEMENT*

AI IS NOW IN EVERY INDUSTRY, INCLUDING HOME CARE

Consider the Gartner Hype Cycle for AI. Not surprisingly, AI is beginning to touch and/or power nearly all business software categories – approaching a peak of 'inflated expectations' as Gartner puts it, driving experimentation and/or deployments within the next few years. (see **Figure 6**). The potential is beginning to be realized in categories that matter to the care industries.
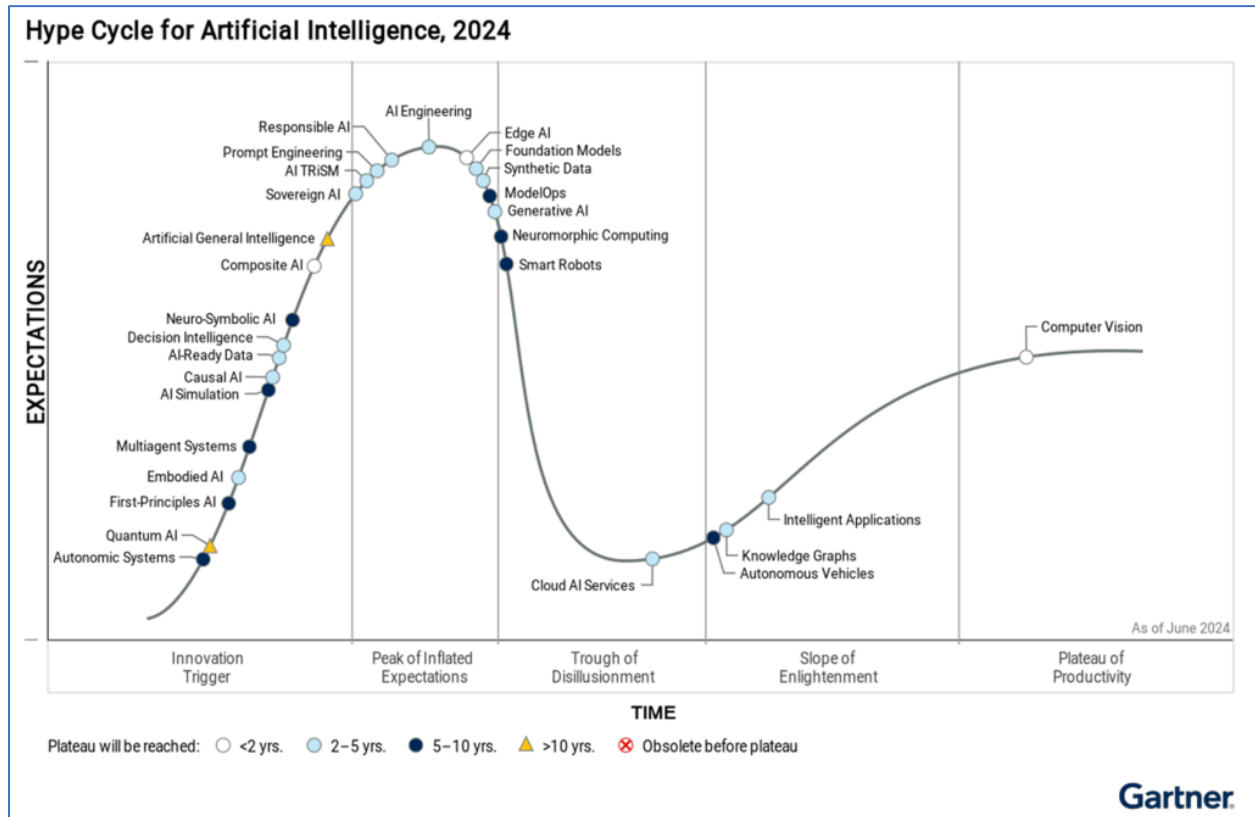
Figure 6 Hype Cycle for Artificial Intelligence 2024   Source: Gartner

Executives see the possibilities for AI in care delivery. Home care has seemed to be an inefficient industry. Unlike senior living and nursing homes, the ratio of worker to care recipient is 1:1. Hands-on work has been preceded and followed by paper-based documents and tracking tools. However, it is increasingly likely that home care companies will move quickly past current 'AI Year One' as labor-saving benefits become evident. Some home care organizations are running pilot projects of AI-enabled tools, doing implementations, or are already deployed.

"There are peak times when staff is overwhelmed during the start of care. The first real return is using AI to extract and auto-populate information for them to validate – some of our clients report a 60-70% reduction in time for staffers completing medication profiles when admitting new patients." – Amy Shellhart, **WellSky**

AI platforms are needed to recruit, schedule and engage caregivers. Automated scheduling tools are increasingly being considered, along with a suite of services, all powered by AI, focused on understanding the life cycle of care work and the characteristics of in-home visits.

"Caregivers can raise their hand to the agency to identify how they want to work, including off-hour and burst capacity scheduling. When you use automated shift scheduling – it can help promote caregivers and help them build their schedules." – Matt McGinty, **CareConnect**

Electronic scribes will listen and take notes. The healthcare industry has been using AI medical scribes for the past few years. One organization noted that its deployment was their most readily adopted technology, ever. For example, The Permanente Medical Group rolled out scribe technology, offering it to 10,000 physicians at 21 locations in Northern California. It was adopted by 3,442 physicians who used it in 303,266 patient encounters during a 10-week period. These products can also be used in home and home health care, freeing a caregiver to focus on the care. But the notes can also be used after the visit to suggest improvement to training of caregivers – and suggest where to focus care moving forward (See **Figure 7**).
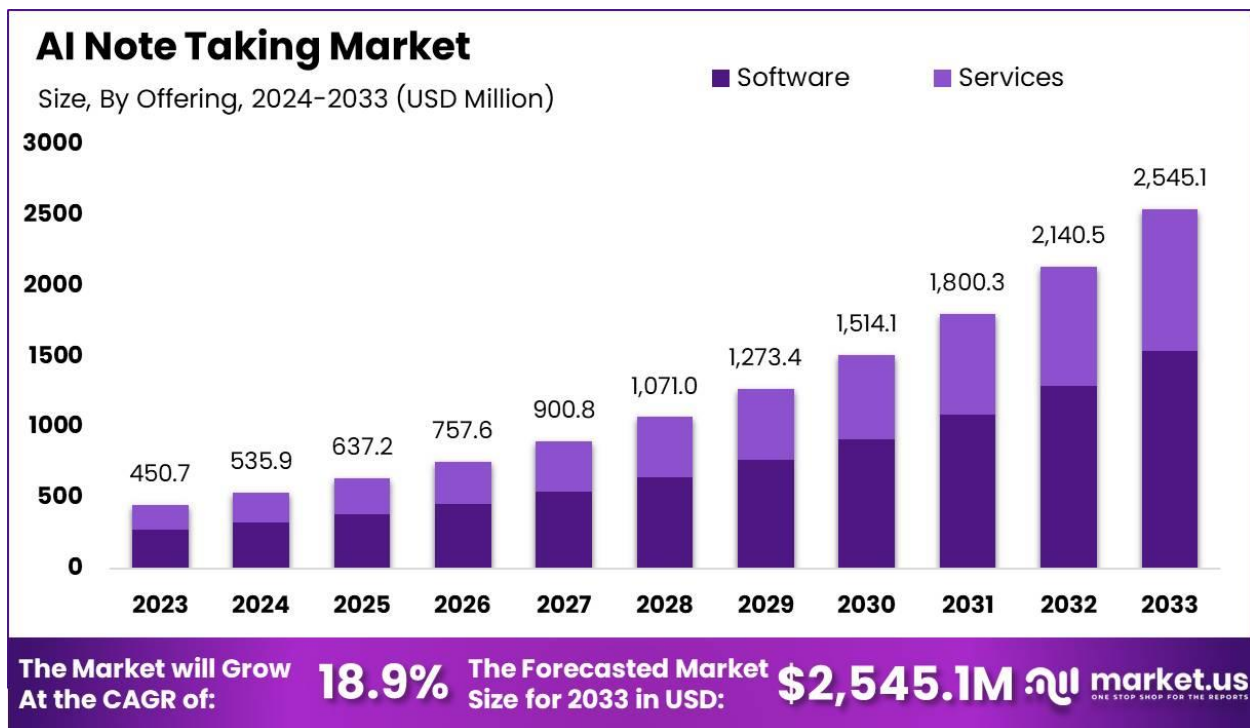
Figure 7 AI Note Taking Market Size through 2033   Source: Market.us

Firms see a more holistic, even hybrid, service offering beyond visits. In an industry built on billable hours, there is a limit to what can be charged, whether families pay privately or the government reimburses. But some agencies already see an opportunity to differentiate offerings with additional services that incorporate technology and improve care and generate revenue.

"We are offering a 'Cared-4' program that augments the aide in the home with remote monitoring, wellness calls, and drop-shipping meals to the home, which is particularly useful for diabetic care recipients." – Alan Wilson, **Home Helpers Home Care**

Data about care is becoming the backbone of home care best practice. In the past, the home care worker kept a book in the home for record keeping, bringing it in periodically to get paid. Today, organizations can use captured information about the home care situation, including photos of the environment, listening to sounds representing activity levels, or combining data with information aggregated from other clients or individual care recipient history.

"Home care is in the home for 8 hours a day – but the system is there for 24 hours, tracking air quality, activity level, battery life, combining with previous patient issues, enabling prediction two weeks out." – Lasse Hamre, Evan Schwartz, **Aloe Care**

AI Agents help with home care tasks, including staying awake on an overnight shift. Today, AI software is available to transcribe calls and give feedback to franchise owners and care workers on how the care can be improved. In some small home apartments, the home care worker is with the care recipient overnight and at risk of falling asleep – for example, an AI agent can interact with the caregiver on a pre-defined timely basis. If there is no response, software can contact the supervisor.

"Our AI doesn't just transcribe, it analyzes, discovering potential follow-up actions. It never drops the ball." – Jeff Salter, **EnkiScribe**

AI can help provide automatic check-ins or assist with generating care plans. There are organizations today that are using AI such as **Cairns.ai** to blend ambient sensing with call center oversight, interacting with the care recipient in a way that sounds human. In addition, it is increasingly likely that care plans will be generated or updated from pre-existing data about a care recipient, such as a health record, saving data entry time.

"AI can interpret data from sensors to reduce risk, lower expense, and facilitate documentation, allowing clinical staff to practice at the top of their license and deliver care where it's needed the most." – Michael Skaff, **Sequoia Senior Living**

AI tools are listening in on intake and assessment calls, helping to coach workers. Today AI is already in use helping with in-home assessments. Using a process to 'Record, transcribe, and coach' home care aides, the software offers prompting with additional questions – as well as automatically drafting a care plan. Using software from **Aloe Care**, it is feasible to distinguish between one voice and other people in the room, labeling the voices and generating questions that could help feed a medication list (see **Figure 8**).

"We are starting to transform how home care is managed at the operational level - using AI to build care plans, optimize caregiver schedules, and proactively identify clinical escalations in the home. Applying these efficiency savings towards caregiver wages will be a game-changer for hiring." – Nukul Bhasin, **Viv Technologies**
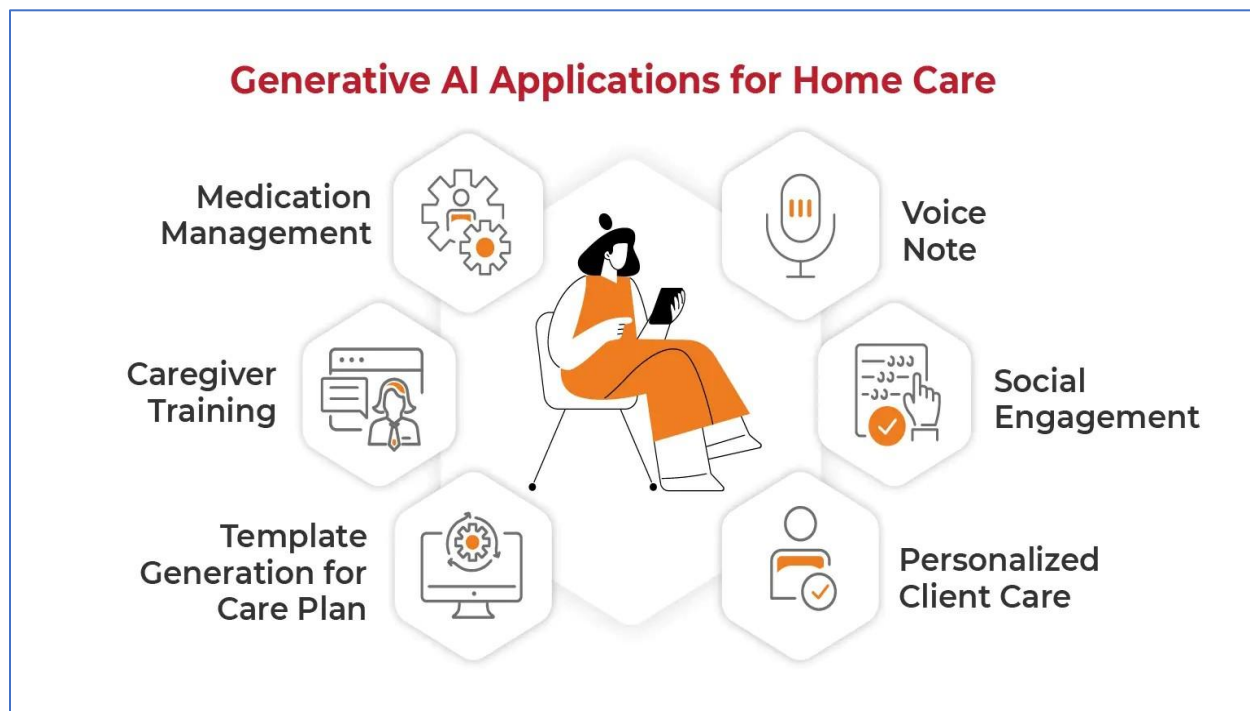
Figure 8 Generative AI Applications in Home Care (2024)   Source: [Automation Edge](#)

WHAT IS THE FUTURE OF AI IN HOME CARE?

Improvement opportunities for AI in Home Care and Home Health Care can be roughly divided into categories of business operations and care delivery. In both cases, the objectives derive from the need to optimize in the face of worker shortages, business competition pressures, client expectations and emerging technology capabilities.

"One of the biggest pain points in home care is the urgent need because someone calls off at the last minute. AI can help with advanced caregiver matching and potentially solve or greatly assist the scheduling team with a real time solution." – Greg McCarthy, **AgeTech Advisor**

Care business operations will be optimized

AI's operational potential will continue to grow. AI technology will be used to make home care and home healthcare operations more efficient and more effective. Uses will span the full set of inside processes from recruitment to onboarding to training and scheduling, as well as performing most record keeping tasks. As AI voice generation improves, information for prospective clients will be AI-generated – delivered online or by voice agents (see **Figure 9**).

"The biggest issue today is getting the right staff – finding these people, using AI to onboard them, and using an AI agent to schedule them, answering their questions after they begin work." – Anu Shukla, **Botco.ai**

Manual recordkeeping will be replaced by AI agents. Interviewees described the continued presence of manual recordkeeping in some home (and home health) settings, recording the visit in an in-home book and re-entering the information at the office. Similarly, a home visit from a nurse who takes notes to enter later. Instead, moving forward, a new caregiver goes into the home and asks the AI agent to summarize the last 10 visits and where best to help.

"Soon it will be feasible to summarize training videos and offer a suggestion, for example, when the care recipient exhibits aggressive behavior." – Ramzi Abdine, **Comfort Keepers**

Front door chatbots -- AI voice or online agents – will be used by referral sources. [Front-door chatbots](#) are increasingly being used in healthcare, but there are those, for example from **Botco.ai**, that support initial contact through a home care website or call center. These could be people looking for care, but the right chatbot also supports inquiries about job opportunities. Depending on the inquiry content, a caller can be referred to the geographically correct agency with the on-staff capabilities that are needed.

"We are using AI-enabled tools for recruiting. I am also excited about the use of voice agents for referral sources – a VA hospital working with multiple locations can get a phone number which refers them to the right office according to the prospect's address, improving the experience for both referral sources and our offices" – Bailey Paxton, **Right at Home**

Wellness calls conducted between visits will be mined for predictive analytics. Collecting voice samples for each call enables data from the call to serve multiple purposes. For example, capturing OASIS notes for Medicare with a payment tool Corpay One (previously Roger.ai) also enables review of these notes that can also be fed into WellSky's Home Health Care Insights predictive analytics.

"Everything that is not care delivery will be handled by AI, including back office, scheduling and bookkeeping. Looking at 30,000 home care agencies – they can eliminate 20% or more of their costs, which should be passed back to the market, enabling higher pay for caregivers." – Jeremy Hamel, **Homecare Club**

Pre-care – **the use of technology and services prior to actual in-home care delivery.** Prior to the actual need for home care, which usually requires a sign-up for a minimum number of hours, concerned families can use in-home technology like ambient sensors, providing a form of 'pre-care, overseen by a clinician.' This could include check-ins from a nurse but could also include requests for help with the laundry or help with a bath that could be supported through local services.

"We think people want to care for their loved ones at home no matter what. Our motion sensing enables us to detect whether a person living on their own is wandering or getting up at night – is that a symptom of something else?" – Steven Ferguson, **LifeGuard Health**

CARE BUSINESS OPERATIONS	From	To
Record keeping	**Manual logs, data entry**	**Voice-enabled**
Training	**Viewing trainers, videos**	**Summarized training, real-time suggestions**
Marketing, Referrals	**Phone calls**	**Chatbots**
Nurse note-taking	**After hours EMR entry**	**AI-provided recent visit summary**
Future risk prediction	**Limited, manual**	**Signs of decline, such as falls, UTIs, dehydration**

Figure 9   The Future of AI in Home Care Business Operations

"In the future, caregivers will receive real-time insights—flags when something seems off, suggestions for how to better engage a particular client, and feedback that helps them grow in their roles." – Jesse Walters, **Hillendale Home Care**

Care delivery, 24 hours of care oversight, personalized

Changes are underway in many aspects of care oversight and delivery. Soon more of the manual processes in use will be replaced with AI-provided assists and assistants (See **Figure 10 and 11**):

Remote monitoring and wellness check-ins will supplement in-person visits. Telehealth software enables remote monitoring of acute and chronic conditions in the home. Software today can be capturing notes to submit claims to Medicare via an ambient recording -- but also listening for other circumstances in the home when an aide isn't present. For example, devices from **Sensi.ai** can be plugged in to multiple room outlets and pick up sounds that indicate an individual is on the floor, alerting a practitioner to take urgent action.

"Our system assesses 24/7—detecting over 100 critical insights, from early signs of pneumonia and UTIs to care resistance, cognitive changes, and emergency events like falls." – Romi Gubes, **Sensi.ai**

Behavior in the home will be used as a vital sign. Built on data collected from in-home sensors, tools today can combine movement information into a "digital twin" with other personal information (such as health profiles or medication lists) and enable prompt reaction to worrisome changes in behavior, enabling a vital sign about wellbeing.

"A digital twin created from our behavioral dataset makes hidden 'vital signs' - signals of cognitive decline, treatment efficacy, and health concerns - digitally accessible to healthcare, caregivers, and AI agents." Rob Blatt**, envoyatHome**

Use of safety and prevention sensing technologies will grow. One third of life is spent in bed – but how functional are older adults once they leave bed? The healthcare system does not reimburse tech used for safety or prevention, but with so many older adults living alone, tech increasingly will matter to help keep them safe. Today it is possible to detect if a family member got out of bed, took medicine, turned off the stove, or interacted with other people.

"Technology can track the evolution of the fabric of your home – it can have a personality, understanding who you are, and can tell if something is off." – David Moss, **Care Daily**

AI agents will respond in the language of the staffer or caller. Language barriers between home care workers, care recipients and families can be a constraint on the availability and quality of care provided, for example, impairing their comprehension, decreasing adherence rates, and diminishing satisfaction. But tech today can already eliminate a language impediment to care.

"CareBestie's AI call agent features multilingual support and memory-training conversations — ideal for engaging non-English-speaking clients and care staff." – Daniel Haven, **CareBestie**

Figure 10 The phases of a person's day   Source: Care Daily

AI agents (or chatbots) will be friendly, have names, and be engaged. Experiments have shown that AI chatbots can exhibit empathy, particularly in healthcare settings – where empathy for the patient may be lacking when questions are answered. In home care conversations, the chatbot can also have a name – where Alan sounds like Alan or Clare can become a friend of the care recipient. Within the next few years, humanoid robots may have evolved to the point where they become cost-effective and useful in delivering care in the home. In addition, Nvidia and Foxconn are piloting an in-hospital robot that to help address a global nursing shortage.

"People can already use Large Language Models (LLMs) in their phones that can see and reason, helping with reading labels, explaining MRI reports, helping with taxes and finances. These will eventually extend to many in-home care tasks." – Amy Stapleton, **Opus Research**

Wearables will play a role in home care operations and delivery. As the older adult population continues its adoption of smart wearables, care plans will incorporate use of smart watches, as well as communicating with care recipients and families as well as workers via text message.

"Honor currently is in the process of launching functionality to bring data/events in from wearables to provide monitoring and care even when we don't have a Care Pro in the home." – Priti Kaur, **JoinHonor**

Conversational AI will play a bigger role with care recipients over time. Too much of the time, voice technologies are simply responding to a request, rather than retaining context of the question and making follow-up suggestions. Just the way smartphones and smart watches are in growing use by older adults, tools like ChatGPT, now with memory of previous chats, will help older adults who have follow-up questions about their as discussed in a previous chat.

"Companies could use Alexa to notify about change, such as announcing the arrival of a new caregiver. Today the doorbell rings and the care recipient says: "Who are you?" Soon Alexa Show or other device could send a timely picture of who is on the way." – Ginna Baik, **AOL/Yahaoo**

CARE DELIVERY	From	To
Coverage	8 hour shifts	24-hour oversight
Training	Viewing trainers, videos	Summarized training, make real-time suggestions
Marketing, Referrals	Phone calls	AI agents will offer timely follow-up
Nurse note-taking	After hours EMR entry	AI recent visit summary
Analyzing emotion and opinion in digital response	None	AI sentiment analysis
Using online conversational memory	None	Remembering previous discussions over time

Figure 11 Future of AI tools in Care Delivery

People/Organizations That Provided Insights for Report

Ginna Baik	AOL-Yahoo
Anu Shukla	Botco.ai
Daniel Haven	CareBestie
Matt McGinty	Care Connect
David Moss	Care Daily
David Lindeman	CITRIS Health
Ramzi Abdine	Comfort Keepers
Alon Yizhak	EnkiScribe
Rob Blatt	envoyatHome
Evan Schwartz,	
Lasse Hamre	Aloe Care
Kosondra McCormick	Formerly Perfect Companion
Jesse Walters	Hillendale Home Care
Alan Wilson	Home Helpers Homecare
Preeti Kaur	Honor Care
Steven Ferguson	Lifeguard
Amy Stapleton	Opus Research
Bailey Paxton	Right at Home
Romi Gubes	Sensi.ai
Greg McCarthy	Former Home Care operator
Jeremy Hamel	Homecare Club
Shadi Gholizadeh	TheKey
Nukul Bhasin	Viv Technologies
Amy Shellhart	WellSky

Previous research on AI:

Future of AI and Older Adults 2023

Future of AI and Care Work, 2023

Future of AI in Senior Living and Care, 2024

Articles about AI In Home Care

Three Applications for AI in Home Care – Preeti Kauer, Honor

https://www.forbes.com/councils/forbesbusinesscouncil/people/joanekobena/ - Joan Ekobena – CEO of Homecare Solutions DBA as Visiting Angels

https://www.forbes.com/councils/forbesbusinesscouncil/2023/08/28/ai-vs-the-human-touch-what-the-new-technology-means-for-home-care-businesses/ - Josh Ashby

https://behavioralhealthnews.org/ai-and-home-care-navigating-challenges-and-embracing-innovation-to-meet-growing-needs/ - Josh Klein

https://www.forbes.com/sites/forbesbusinesscouncil/2023/06/02/the-coming-ai-revolution-in-home-care/?sh=c951dd22508f - Josh Klein

Predicting Care Needs – Waterlily https://www.mcknightsseniorliving.com/news/san-francisco-startup-using-ai-to-predict-long-term-care-needs-secures-7m-in-seed-round/ - Kathleen Steel Gaivin

The rise of hybrid home care models https://www.apnnews.com/senior-care-in-america-is-moving-towards-a-hybrid-home-care-methodology/

RightAtHome CEO Warns of Collision Course
https://homehealthcarenews.com/2025/05/right-at-home-ceo-warns-of-industry-collision-course-aims-to-double-weekly-care-volume/ - Margaret Haynes

About the Author: Laurie M. Orlov, a tech industry veteran, writer, speaker, elder care advocate, is the founder of Aging and Health Technology Watch -- market research, trends, blogs and reports that provide thought leadership, analysis and guidance about health and aging-related technologies and services that enable boomers and seniors to sustain and improve their quality of life. In her previous career, Laurie spent many years in the technology industry, including 9 years at analyst firm Forrester Research. She has spoken regularly and delivered keynote speeches at forums, industry consortia, conferences, and symposia, most recently on the business of technology for boomers and seniors. She advises large organizations as well as non-profits and entrepreneurs about trends and opportunities in the age-related technology market. Her perspectives have been quoted in the Wall Street Journal, the New York Times, Vox, Senior Housing News, CNN Health, AARP Bulletin and Consumer Reports. She has a graduate certificate in Geriatric Care Management from the University of Florida and a BA in Music from the University of Rochester. Laurie has provided testimony about technology at a Senate Aging Committee hearing and has consulted for AARP. Advisory clients have included AARP, AOL, Argentum, Bose, Calix, CDW, Microsoft, Novartis, and Philips. Her reports include**: Market Overview Technology for Aging 2025, The Future of AI in Senior Living and Care, The User Experience Needs An Upgrade 2024, The Future of AI and Older and Older Adults 2023, The Future of Care Work and Older Adults 2023, The Future of Sensors and Older Adults 2022, Beyond DIY: The Future of Smart Homes and Older Adults 2021,** and **The Future of Wearables and Older Adults 2021**. Laurie has been named one of the **Women Leaders in Voice, Top 50 Influencers in Aging by Next Avenue** and one of the **Women leading global innovation on AgeTech.**