

Care training that cares back.

AI-powered simulations to build the human skills that matter most in health & social care.

Carefully gives every care worker a safe space to practise, improve, and shine — turning essential care skills into engaging, game-like challenges you can complete without ever leaving the rota.

[\[Try Carefully\] – See the difference in just weeks.](#)

[\[Watch a Demo\] – See how it works.](#)

Most care training doesn't prepare you for real life.

- Generic – One-size-fits-all e-learning that skips the hard stuff.
- Passive – No practice, no feedback, no growth.
- Incomplete – Only 29% of care staff get dementia-specific training, despite dementia being a majority of the workload.
- Culturally Unprepared – International recruits face challenges with local language and expectations, risking misunderstandings and higher turnover.

From tick-box training to real human skill.

Carefully's browser-based AI roleplay lets staff:

- Practise realistic care conversations with AI "residents" or "relatives" in safe, repeatable simulations.
- Improve through instant, targeted feedback on empathy, clarity, and judgement.
- Adapt to language, role, and cultural context for every learner.

Why It Works

- Bite-sized & mobile-first – 10–15 min sessions, anywhere, anytime.
- Evidence-ready – Audit trails aligned to CQC domains.
- Fast coverage – Quickly close skills gaps, including dementia care coverage.
- Measured progress – Dashboards on skill growth, empathy, and decision-making.

Who It's For

- Care groups & providers – Multi-site operators with CQC audit pressure.
- Local authorities & ICS – Training at scale for diverse workforces.
- Recruiters – Behavioural assessments to hire people ready for day one.

The difference we're working towards

- Higher skills assessment pass rates
- Stronger empathy and communication scores
- Faster time-to-competence for new and existing staff
- Fewer complaints and incidents through more confident care

Ready to close the care skills gap?

Let's get every care worker confident, competent, and compassionate.

[***\[Try Carefully\] | \[Watch a Demo\]***](#)