

Scaling Trusted, Sustainable Care

Ideas for AWWA Health & Senior Care

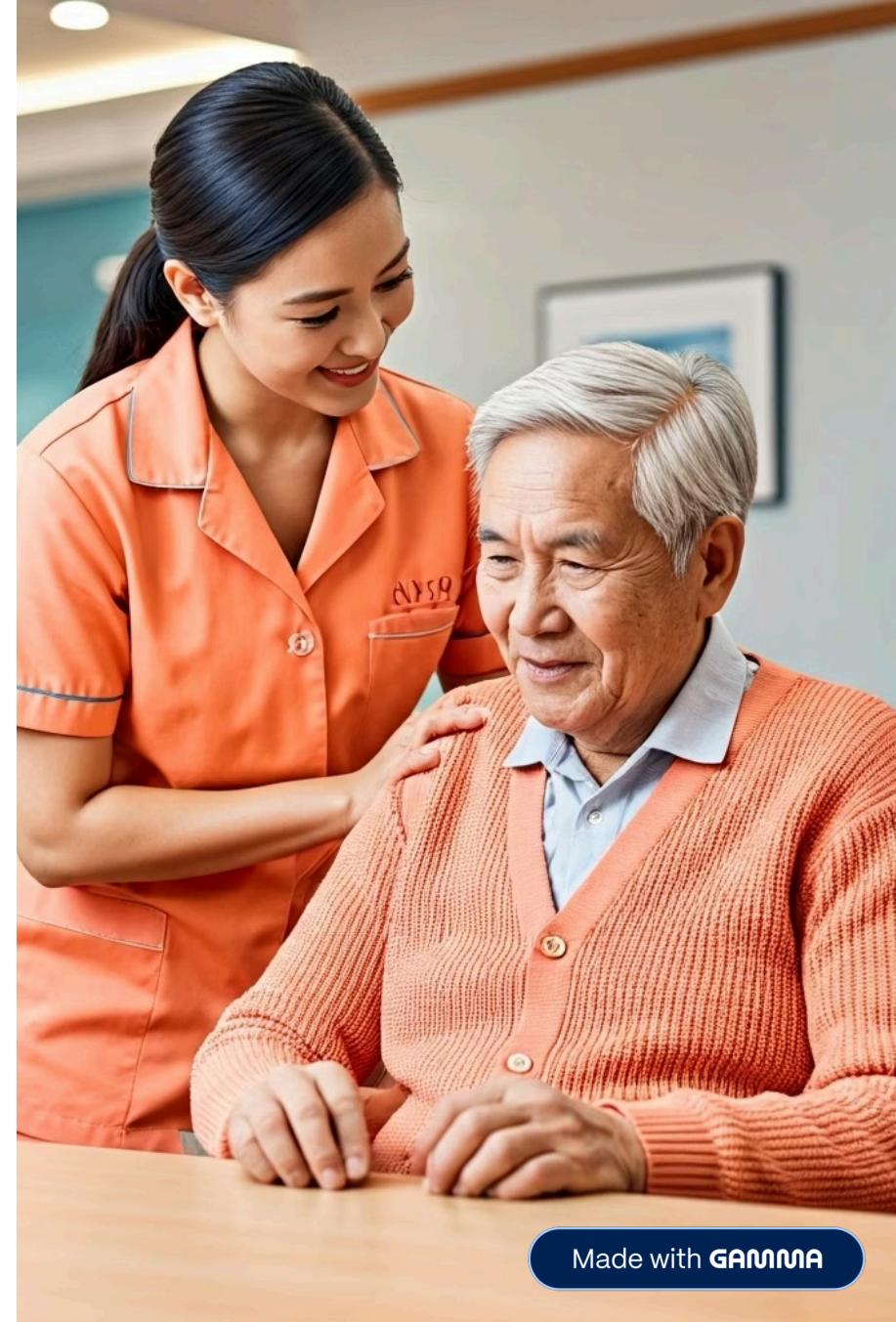
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Inspired by quiet systems that protect dignity — from daily rides to daily care. Built for stability. Designed for dignity. Sustained by trust.

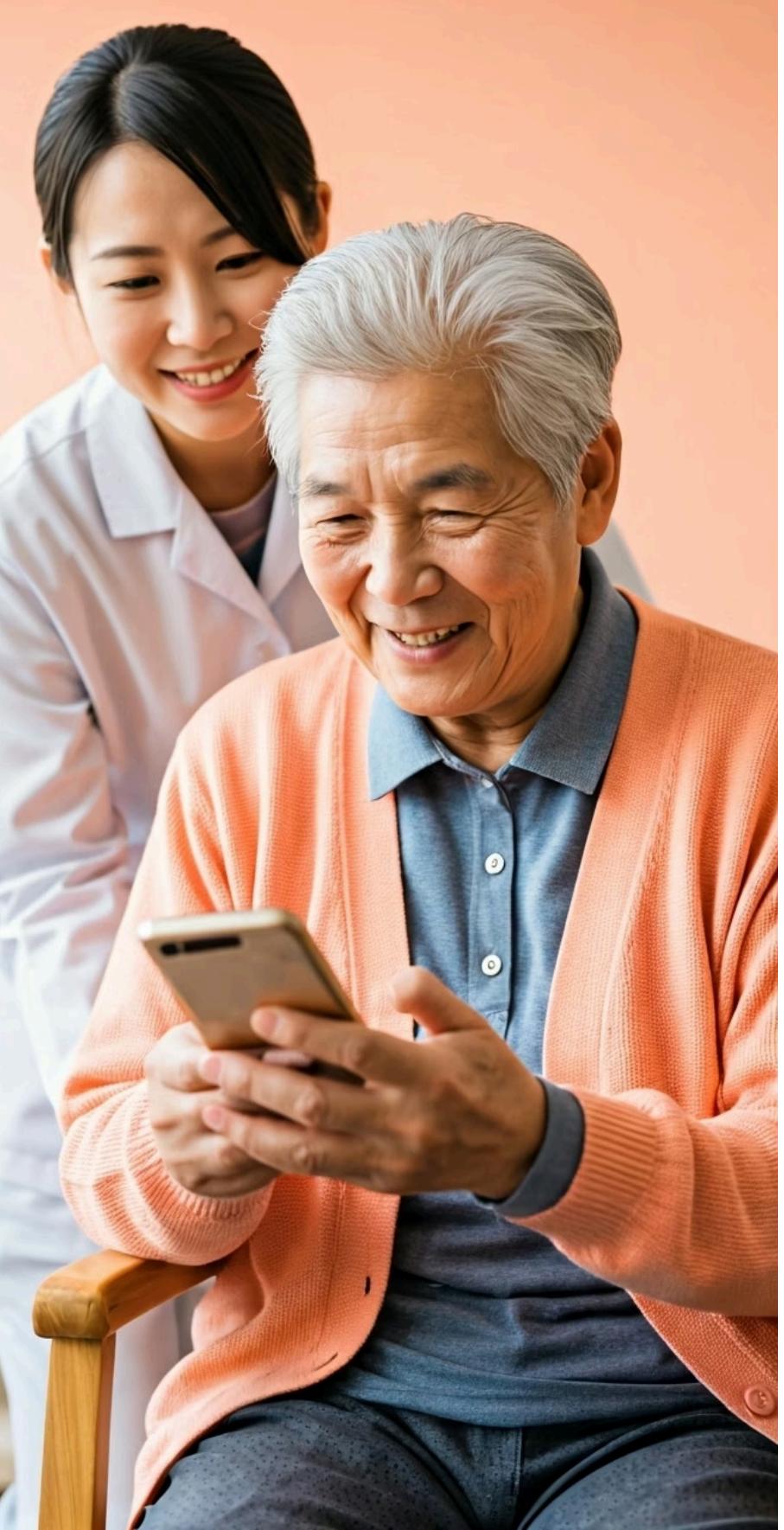


Why I'm Here

Care systems need more than solutions. They need people who see what matters.

I bring **structure, empathy, and execution** to environments where trust is earned quietly, every day.

- **15+ years** building **public-impact** platforms where reliability and trust are non-negotiable
- Specialize in delivery under **policy constraint, trust-first product design, and emotionally resilient** team systems
- HSC's mission resonates not just professionally, but personally
- The slides that follow show how I can help **scale** what already works, **strengthen** what quietly breaks, and **build** systems that help seniors, caregivers, and staff feel seen and supported



USP 1 – Insight: Digitizing Daily Care in a Way That Feels Human

Tech has reached the back office, but not the seniors we care for

Digitization at HSC is progressing, but it hasn't yet reached the everyday experiences of seniors and caregivers.

Current Challenges

- Seniors still rely on whiteboards, printouts, and staff reminders
- Mood is observed, not expressed
- Caregivers wait for updates they hope will come
- Feedback loops are verbal, inconsistent, and easily lost

"Most of our seniors don't need an app, but they do need a way to be seen, heard, and remembered."

When people can't participate in their own care, trust erodes quietly.
Emotional design is what turns participation into partnership.



USP 1 – Solutions: Digitizing to Scale Emotional Support

Quiet tech that supports connection, confidence, and emotional insight



Hero Idea: Voice & Tap Feedback Kiosks

- Seniors log mood with a tap or voice note

Changes, or even silence, can gently surface early signs of disengagement or mood shifts



Companion Tools

- Buddy Program: Volunteers guide seniors weekly through familiar, gentle routines
- Tiered Confidence Model: Paper → Kiosk → SMS builds confidence without pressure
- Hybrid Care Diaries: Weekly journals, when skipped or emotionally different, reinforce early signals



Benefits

Together, these tools help staff notice both disconnection and growth, without needing clinical escalation



Purpose

Digitization here isn't about speed, it's about presence. A quiet system that notices rhythms of connection, withdrawal, and everything in between.



USP 2 – Insight: Policy-Aligned Delivery That Doesn't Strain People

Smooth delivery isn't just about efficiency. It's about trust

HSC must meet MOH and AIC standards, but the systems behind those outcomes often strain under real-world conditions.

Current Challenges

- Staff juggle delivery across sites, roles, and approvals
- KPI dashboards show performance but lack emotional or operational context
- Delayed insights make early course correction hard
- Compliance risks become burnout when teams aren't heard

"People don't burn out from the workload. They burn out when systems don't respond to what they're feeling."

Without rhythm, transparency, and shared ownership, policy compliance becomes stress, not structure.



USP 2 – Solutions: Structuring Delivery That Feels Sustainable

Systems that meet compliance without exhausting the people who keep them going



Hero Idea: Rolling Delivery Rhythm

- Cross-site 4-week OKRs and team check-ins

Brings steady pacing and shared reflection to delivery



Companion Tools

- Guardrails: Compliance triggers flag early trends (e.g., dips, delays)
- Playbooks: Playbooks guide smooth handoffs and onboarding
- Insight Layer: Builds on existing QR/staff check-ins to surface daily friction



Benefits

Together, these tools give staff rhythm, visibility, and agency, without adding pressure



Purpose

Policy is non-negotiable. These systems help teams meet it with confidence, not exhaustion.

A photograph showing three healthcare professionals in orange scrubs working at a light-colored wooden table. In the foreground, a man and a woman are seated, focused on papers and documents on the table. A third person, also in scrubs, stands behind them, looking down at the work. There are coffee cups and a small blue folder on the table.

USP 3 – Insight: Retention Requires More Than Training

People don't just need skills. They need to feel safe, supported, and seen

Burnout in care isn't just physical. It's relational and emotional.

Current Challenges

- Emotional labor is invisible, yet constant
- Growth paths are unclear for non-clinical strengths
- Leadership often emerges by default, not design
- Team culture varies. Support is informal at best

"People stay in care work when they feel seen, trusted, and held, not just trained."

Without emotional structure, even strong teams fray quietly over time.



USP 3 – Solutions: Building Emotional Infrastructure Into Teams

Support, reflect, and grow together, not alone



Hero Idea: Emotional Load Logging (Pilot-ready)

- Quick end-of-day tap-ins (😊 😐 😔)

Tracks emotional strain gently and early



Companion Tools

- Decompress Circles: Peer-led reflection sessions for emotional safety
- Drills: Practice scenarios for future leaders to handle relational stress
- Wellbeing Advocates: Peer-nominated wellbeing champions surface quiet burnout trends



Benefits

Together, these tools normalize reflection, grow empathy, and build retention culture



Purpose

Retention isn't just about compensation. It's about connection. These systems protect the people who protect everyone else.

How This Reflects My Product Practice

What this case shows:

- 1 Designing **quiet systems that protect dignity** — by surfacing mood, burnout signals, and relational strain early.
- 2 Working with care teams, not around them — **co-defining solutions** that reinforce trust instead of adding pressure.
- 3 Operating within **real-world policy and funding constraints**, using rhythm-based delivery and capability uplift.
- 4 Treating **emotional labour** as part of the product system — not an invisible cost.

This is how I build digital systems:

Calmly, gently, and with deep respect for the people they hold — especially in care environments where trust is earned quietly, every day.

 Explore more case studies: [Visit Sena's Portfolio](#)

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