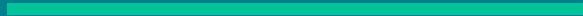# CarePath Health

The Market Opportunity

1M+
Maryland Seniors

16% of population, growing to 20%+

43%
Disability Rate

Among seniors 75+ years old

3,900
RN Vacancies

50% increase from prior year

Key Insight:
In-home care costs ~$42,000/year vs. nursing homes at $146,000 — creating massive demand for cost-effective home care solutions while nurse shortages drive facilities to pay premium rates for agency staffing.

The Problem We're Solving

For Families & Seniors

- Need affordable alternatives to $146K/year nursing homes
- Lack transparency & tech in traditional agencies
- Inconsistent caregiver quality and reliability
- Want real-time updates and family portals

For Healthcare Facilities

- Critical nurse shortages (3,900 RN vacancies)
- Paying premium rates ($120+/hr) for travel nurses
- Need reliable per-diem and contract staffing
- Seeking quality over lowest-cost agencies

Our Dual-Service Model

In-Home Care Services

- Personal care for seniors/disabled
- W-2 employees (MD compliance)
- Bill rate: $30-45/hour
- 40-45% gross margin target

Private pay & Medicaid waiver programs

Healthcare Staffing

- RNs, LPNs, CNAs to facilities
- Per-diem, contract, temp-to-perm
- RN bill rate: $70-90/hour
- 25-30% gross margin (volume play)

1099 contractors boost margins ~8%

Technology Role

Where I hope to use tech to create competitive advantage

🎯 Client-Facing Technology

Family portals • Real-time visit tracking • Mobile apps for caregivers • Telehealth integration

⚙️ Operations Management

Scheduling optimization • Billing automation • Credential tracking • Performance dashboards

📊 Data & Analytics

Margin tracking by contract • Predictive staffing • Break-even monitoring • Client profitability

🚀 Digital Marketing

SEO-optimized website • Lead generation funnels • CRM integration • Paid advertising campaigns

Competitive Advantage Through Technology

Feature	Traditional Agencies	CarePath (what we'd build)
Family Portal	❌ None	✅ Real-time updates, visit notes
Caregiver Apps	📞 Phone check-ins	📱 GPS, mobile scheduling
Client Communication	📧 Email/phone only	💬 Video, messaging, alerts
Analytics Dashboard	📊 Excel reports	⚡ Real-time KPI tracking
Scheduling	📅 Manual coordination	🤖 AI-optimized matching
Tech Stack Cost	??	🏗️ Built in-house, server fees

Unit Economics & Pricing

In-Home Care Example

Bill Rate: $34/hour
Caregiver Pay: $18/hour + $2 taxes = $20
Gross Profit: $14/hour

Gross Margin: 41%

20 hrs/week client = $280 weekly billing
~$560 monthly gross profit per client

Healthcare Staffing Example

Bill Rate (RN): $80/hour
Nurse Pay (1099): $55/hour
Gross Profit: $25/hour

Gross Margin: 31%

40 hrs/week placement = $3,200 weekly
~$4,000 monthly gross profit per contract

Financial Projections & Break-Even

Startup Capital

Licensing & legal: $3-5k
Insurance deposits: $5-8k
Office setup: $8-9k
Marketing/branding: $5k

Total: **$30-50k**

Monthly Fixed Costs

Office rent/utilities: $2,200
Admin salaries: $5,500
Insurance & software: $1,400
Marketing: $1,000

Total: **~$10,000/month**

Break-Even Analysis

Target: ~800 service hours/month
Revenue: ~$28,600/month @ 35% margin
Timeline: Month 6 (conservative estimate)

Technology Development Roadmap

Phase 1: MVP

✓ Scheduling system
✓ Website launch
✓ Billing tracking
✓ Caregiver mobile app

Phase 2: Launch

✓ Family portal
✓ Digital marketing
✓ Financial dashboard
✓ Client onboarding

Phase 3: Scale

✓ Advanced analytics
✓ Staff optimization
✓ Facility integrations
✓ Telehealth features

Phase 4: Moat

✓ AI matching
✓ Workforce platform
✓ White-label SaaS
✓ Franchise-ready tech

Building Competitive Moats

Why Tech Creates Sustainable Competitive Advantage

1 **Proprietary IP**

Custom software becomes a business asset that competitors can't easily replicate

2 **Operational Efficiency**

Automation multiplies coordinator capacity, reducing fixed costs as we scale

3 **Network Effects**

More caregivers → better matching → happier clients → more caregivers

4 **Data Advantage**

Historical analytics enable better pricing, staffing predictions, and client service

Structure

Tobi's Domain

- All technology infrastructure
- Digital marketing execution
- Data systems & reporting
- Process automation
- Product innovation & features

Yomex's Handle

- Clinical operations & RN oversight
- Sales & relationship building
- HR & caregiver management
- Regulatory compliance
- Day-to-day service delivery

Shared: Strategic decisions, client service standards

Tracking Success: Key Metrics

📊 Financial Metrics

- Gross margin by service line
- Monthly revenue vs. target
- Break-even timeline tracking

⚙️ Operational Metrics

- Service hours per week
- Caregiver utilization rate
- Time to fill facility shifts

👥 Client Metrics

- Client acquisition cost
- Retention rate
- Net Promoter Score (NPS)

💻 Tech Impact Metrics

- Software costs saved
- Leads from digital channels
- Admin hours automated

RoadMap

My Immediate Next Steps

1	**Wearing my thinking hat**
2	**Assemble team** 6-month runway to first MVP
3	**Build MVP Tech Stack** Months 1-6: website, caregiver app, billing