

FingerString.Net

An automated service for making wellness check-in and reminder calls to residents of Senior Living communities.



Our Mission

Enhancing Senior Care Through
Thoughtful Innovation

Senior Living facilities at all levels can benefit from FingerString's automated communication and monitoring technologies.



The Problem



82% of Senior Living facilities had staff shortages in 2023

Retaining sufficient well-trained staff is already a challenge, and the projected growth of the senior population will continue for decades.



Delaying progression through levels of care is essential

Extending the time that individuals maintain their health at each level of care enhances their independence, and improves facility profitability.



Isolation and lack of compliance are costly risk factors

Forgetting to take medication or do therapy contributes to declines in health; lower staff ratios lead to costly incidents and staff dissatisfaction.

Innovative solutions for improving health outcomes and staff retention are crucial for continued profitability in the Senior Care industry.

But many facilities are already behind the curve and have no time or money for complex technology implementations.

Our Solution



Telecom Automation and Speech Recognition

By combining outbound calling with speech recognition technology, we have created a dynamic and proactive platform designed for feature growth and market agility.



Simple, Fast, Affordable Implementation

We use the resident's existing devices, and will seamlessly integrate with leading facility management software. Full implementation can be done in days, not months.

FingerString amplifies staff efficiency, improving job satisfaction, and thereby increasing retention. In turn this improves patient well-being, and both of these factors lead directly to increased profitability.

How It Works

Scheduled Check-In Call

FingerString places a call to each resident's phone at a time of their choosing.

Answered calls - reminders, connections

We provide important reminders, and can connect the resident with loved ones.

Missed calls - prioritized attention

Care staff is notified of missed calls, allowing them to direct help where needed.

Appointment and Medication Schedules

Calendar and medication schedule calls keep residents on track.

FingerString uses cutting-edge speech recognition allowing residents to access features using only their voice. We use industry-leading communication automation services and cloud platforms for massive scalability and extremely low overhead.

Business Model

Assisted Living Facilities subscribe to FingerString on a tiered pricing model from \$250 - \$750 per month.

Independent Living Facilities enroll residents individually at \$13/mo.

56% of Senior Living Facilities are affiliated with national chains.

We are pursuing relationships with several through our Founders' professional networks, and executing marketing outreach to many others.

- Base fixed overhead: \$600/month.
- Per-capita overhead: < \$1/customer/month.

Our cloud-based platform can readily scale to national capacities, with only a logarithmic increase in cost.

Because we use enterprise-grade cloud services, our capacity scales at a fraction of the rate of the growth of our customer base: at 10,000x calls per day we estimate our fixed overhead will be less than 10x current cost.

Market Opportunity

Total Accessible Market

- 31,000 Assisted Living Facilities @ \$400 / month
- 840,000 Independent Living residents @ \$13 / month

Total: \$23M / month

We can also sell direct to consumers:
60 million Seniors @ \$13 / month, a staggering \$780M / month

Founder Team



David Carnley

Technical Founder, CEO

35 years of innovation experience in the
Omaha community.



Jessica Queen, MSN, APRN

Vice President of Business Development

Senior Living thought leader with over 20 years
in the Senior Care industry.



Thank You

Thank you for your interest in FingerString! We appreciate you taking the time to learn more about our company.

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