# AI in home care: More human, not less

AI in home care works best when it takes on administrative work, so recruiters and managers have more time for the judgment, conversation and connection care depends on.

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When people talk about artificial intelligence in the workplace, the conversation often jumps straight to what AI might replace. In home care, that's the wrong place to start.

Care is built on human relationships. Clients depend on caregivers for support that technology can't replicate, and caregivers depend on recruiters, managers, and other team members to help them do their jobs well. That human connection isn't something home care organizations should be looking to automate. The bigger opportunity is in everything that happens around those interactions.

Administrative work, repetitive tasks, and communication delays can consume a significant amount of time and attention. When technology helps handle some of that work, people have more capacity to focus on the responsibilities that call for judgment, empathy, conversation, and personal connection. That's where AI can make home care more human, not less.

## Where to start

There's a temptation with any new technology to begin with the technology itself, asking what AI can do, which tools are available, and what we should be using. A better question is simpler: *Where are our people spending time on work that gets in the way of higher-value work?*

AI shouldn't be something an organization buys and then tries to fit into its operations. It works best when it's treated as a capability built to support your workforce and solve a real business problem.

For a home care agency, those problems are often easy to recognize. Managers may lose time on routine administrative tasks when they could be supporting caregivers. That work is important, but not every step requires the same level of human involvement, and that's exactly why it's worth thinking carefully about where AI belongs.

Recruiting is a good example:

- **An application is submitted:** someone needs to acknowledge it, review the information, and handle the reminders and follow-ups along the way
- **A real conversation must be had:** between the candidate and the organization
- **That conversation is a chance to learn more:** about the person, answer questions, set expectations, and begin building a relationship.

AI and automation can help with parts of that administrative work, such as application acknowledgment, pre-screening, and candidate communication, so recruiters can devote more attention to the interactions where their experience and judgment matter most.

That's a different goal from removing the recruiter. It's about making better use of the recruiter's time.

## Put the time saved to better use

Workforce support in home care is interconnected, with recruiting leading to onboarding and onboarding shaping the caregiver experience, which can influence whether caregivers stay engaged with the organization. Early frustrations can quickly turn into unhappiness, so each step affects the one that follows it.

That's why agencies shouldn't think about AI as a solution for one isolated task. A better approach is to look across the caregiver experience for the places where unnecessary friction gets in the way, and then to ask what removing that friction makes possible.

It's easy to talk about AI primarily in terms of efficiency, whether that means doing more, moving faster, or automating another process. For home care leaders, efficiency is most valuable when it's connected to what the saved time makes possible.

If a recruiter spends less time coordinating interviews, what can they do with that additional capacity? If managers have better access to useful workforce information, how can they use it to better support their teams? Those are more meaningful questions than asking how many tasks can be automated.

Home care organizations already operate in an environment where people's time and attention are stretched. Adding another tool that creates more work isn't progress. Technology should remove friction from the processes employees already have to navigate, and it should make their time more valuable, not just busier.

## Keep people in the loop

Being thoughtful about where AI belongs also means recognizing where it doesn't belong on its own. Keeping humans in the loop and people in charge of decisions matters, even when technology supports the process around them. That's especially true when those decisions affect caregivers, candidates, clients, or other individuals.

AI can help process information, reduce repetitive coordination, and make certain workflows run more smoothly, but efficiency shouldn't come at the expense of sound judgment or the personal connection that defines home care. The goal isn't to automate as much as possible. It's to be intentional about which work technology handles and which work people handle.

## Make technology serve the human side of home care

The conversation around AI will keep changing, and the technology itself will keep evolving, but home care leaders don't need to chase every new capability to make meaningful progress. A more practical starting point is to look closely at the work already happening across the organization.

Where are employees losing time to repetitive tasks? Where do handoffs create delays? Where is administrative work keeping someone from a more valuable conversation or decision?

Those are the places worth examining, because the real promise of AI in home care is the opportunity to give people more time and capacity for the things technology can't replace: judgment, connection, communication, and care.

When AI supports those things instead of competing with them, technology can help make a human-centered business even more human.