

# CareAxis: Transforming Senior Care in Affordable Housing Through Integrated Technology and Coordination

## Introduction: A System at a Crossroads

Across the United States, the convergence of aging, housing, and healthcare is presenting both a crisis and an opportunity. Every day, more than 10,000 Americans turn 65. Many live in affordable housing communities—HUD-financed developments, Section 202 senior housing, LIHTC properties, and public housing authorities, where rents are capped, resources are constrained, and health needs are increasingly complex. These settings were never designed to function as care environments, yet today they house millions of older adults with multiple chronic conditions, limited incomes, and limited access to consistent healthcare.

Affordable housing operators, mission-driven nonprofits, and investors alike face daunting challenges: how to maintain compliance with complex HUD and state requirements, how to sustain occupancy and NOI margins under rent restrictions, and how to meet the rising service and health coordination needs of their residents without overwhelming staff. At the same time, federal and state policy has shifted: CMS, Medicare Advantage, and Medicaid waiver programs now fund housing-related supports, chronic care coordination, and value-based outcomes at unprecedented levels.

Into this gap steps **CareAxis**, a new joint venture and software platform purpose-built to transform affordable housing into a hub of coordinated, integrated care and services. By uniting **housing compliance and asset management with healthcare optimization and resident care coordination**, CareAxis offers a future-ready solution: one platform to stabilize operations, unlock new revenue, and most importantly, improve the health and well-being of older adults.

## The Vision: Affordable Housing as the Next Frontier of Healthcare

CareAxis was founded with a bold vision: to become the essential infrastructure that allows **affordable senior housing to double as a foundation for aging in place**. The mission is clear: enable operators to reduce compliance burden, increase net operating income (NOI), and integrate healthcare revenue streams, while delivering healthier, longer, and more satisfying lives for residents.

By 2030, CareAxis aims to coordinate care for millions of seniors across more than 10,000 facilities, generating billions in optimized healthcare value while simultaneously sustaining affordable housing assets. This vision aligns perfectly with national priorities: keeping seniors housed, reducing costly hospitalizations and nursing home stays, and addressing the social determinants of health (SDOH)—especially stable housing, that drive nearly 80% of health outcomes.

## The Challenge: Fragmentation, Inefficiency, and Missed Opportunities

Affordable senior housing today is constrained by three interwoven challenges:

1. **Regulatory and Operational Burden**

HUD, LIHTC, and state housing finance agency compliance consumes vast amounts of staff time. Errors or missed deadlines can lead to financial penalties or even loss of eligibility. Many operators juggle multiple systems, Yardi, RealPage, Excel spreadsheets—with limited integration.

2. **Resident Health Needs Outpacing Resources**

The average resident in a senior affordable housing property is in their 70s, lives with 3–5 chronic conditions and depends on Medicare or Medicaid. Yet housing staff are rarely equipped with

tools to track health risks, coordinate services, or engage families. The result: preventable emergency visits, avoidable hospitalizations, and resident dissatisfaction.

### 3. **Financial Pressure on Operators**

With rent restrictions capping revenue growth and rising costs for maintenance, staffing, and utilities, NOI margins are razor thin. At the same time, operators miss opportunities to participate in new healthcare funding streams that reward housing-health integration.

The outcome: fragmented care, inefficient operations, and underutilized revenue opportunities.

## **The Solution: The CareAxis Platform**

CareAxis directly addresses these challenges through a **fully modular, integrated software platform** that combines housing operations excellence with healthcare optimization. Its tagline could not be clearer: *“10 modules, one integrated care-navigation solution”*.

### **Core Capabilities**

- **HUD & Compliance Automation**  
Automated workflows for income certification, recertification, HUD forms (50059/50058), TRACS reporting, and LIHTC compliance. CareAxis reduces compliance burden by up to 90%, freeing staff for resident-facing work.
- **Property Asset & Financial Management**  
Capital needs planning, preventive maintenance, energy optimization, NOI analytics, and portfolio performance dashboards—helping operators preserve assets and improve margins.
- **Resident Management & Service Plans**  
From ADL/IADL assessments to individualized service plans, CareAxis equips coordinators to link housing needs with health and community resources.
- **Care Coordination & Clinical Integration**  
Scheduling, case management, and navigation tools that integrate with EHRs, claims, and Medicare Advantage/D-SNP systems. This transforms housing units into clinically reimbursable environments.
- **Healthcare Revenue Optimization**  
Algorithms to capture new streams:
  - Medicare Advantage supplemental benefits: \$75–150 per resident/month
  - D-SNP and Medicaid waiver services: \$150–250 per resident/month
  - Chronic care management and transitional care billing: \$62–272 per resident/month
  - Value-based care bonuses: 10–15% additional margin
- **Data & Insights**  
Risk scoring, outcome dashboards, and analytics that track readmissions, ED visits, medication adherence, and resident satisfaction in real time.

Together, these modules create what CareAxis calls the “dual-revenue model”: **operational efficiency in housing + healthcare revenue capture**, resulting in a documented 15–25% NOI improvement and 2–3x ROI for operators.

### **Stakeholder Benefits: A Multi-Sided Platform**

The genius of CareAxis lies in its ability to meet the needs of every stakeholder in the affordable housing ecosystem:



- **Residents & Families**  
Safer, healthier, more coordinated lives. Residents benefit from on-site care navigation, access to benefits, fewer hospital trips, and better communication with family members.
- **Housing Operators**  
Streamlined compliance, stronger occupancy, higher retention, and financial sustainability. By capturing healthcare revenue, operators no longer rely solely on rent.
- **Healthcare Providers & Payers**  
Affordable housing becomes a reliable partner in population health management, offering lower readmissions (9% or lower), reduced ED visits (7% or lower), and medication adherence rates above 90%.
- **Investors & REITs**  
CareAxis future-proofs senior housing portfolios by embedding a revenue-generating care layer, improving margin stability, and making properties more attractive to Medicare Advantage plans, ACOs, and health systems.

### Real-World Impact: From Pilots to Scale

In early pilots with 60+ unit affordable housing properties, CareAxis has already demonstrated impact:

- **Readmission Reduction:** 20–25% lower hospitalization rates
- **Emergency Department Visits:** Consistently 7% or less of residents per year
- **Medication Adherence:** 90%+ achieved through reminders and monitoring
- **Resident Satisfaction:** 85–90% or higher across surveys

These outcomes not only improve quality of life but also translate into tangible financial benefits for operators and payers alike.

### Market Opportunity: A \$366 Billion Sector Ready for Transformation

The U.S. post-acute care and affordable housing market together represent a \$366 billion annual opportunity. Within that, senior-focused affordable housing is a vast and under-penetrated segment:

- **50,000+ properties nationwide** with 650,000+ senior-focused units (LIHTC and Section 202/811)
- **Average revenue potential:** \$540,000–\$720,000 annually per property
- **Primary target:** properties with 60+ units, validated as scalable pilots

Beyond affordable housing, CareAxis has mapped sequential expansion opportunities into **CCRCs, assisted living, memory care, hospice, and home health**—all sectors where fragmented care coordination leads to lost revenue and poor outcomes.

### Strategic Roadmap: From Foundation to National Scale

CareAxis' growth strategy is guided by frameworks such as *The Science of Scaling* and *Reset*. It unfolds in four phases:

1. **Phase 1: Identity-First Foundation (Years 1–2)**  
Establish CareAxis as the go-to solution for affordable housing. Secure 50+ property partnerships, reach \$3–5M revenue, and prove replicable ROI.
2. **Phase 2: Strategic Focus Through Elimination**  
Cut distractions—no B2C apps, no small facilities under 30–50 units—and double down on Medicare Advantage partnerships, reimbursement optimization, and compliance automation.

### 3. **Phase 3: Acceleration (Years 2–4)**

Compress development cycles, expand into CCRCs and assisted living, reduce implementation timelines from 90 to 30 days, and reach profitability by Year 3.

### 4. **Phase 4: Domination & Ecosystem Orchestration (Years 4–6)**

Simultaneous entry into memory care, hospice, and home health; direct partnerships with Medicare Advantage plans; and potential international expansion (Canada, UK, Australia).

By 2029, CareAxis projects \$180M+ in annual revenue, 1,500+ partnerships, 50%+ gross margins, and readiness for IPO or strategic acquisition.

## **Technology & AI: Building an Intelligent Backbone**

At its core, CareAxis is a **cloud-native, AI-powered platform**. Its technology roadmap includes:

- **Predictive Maintenance & Capital Planning** (reducing housing costs)
- **Predictive Health Risk Stratification** (identifying at-risk residents 7–14 days before acute events)
- **Regulatory Intelligence Engines** that track HUD and CMS rule changes in real time
- **Automated ROI Optimization** to continuously improve financial and clinical outcomes

Future innovations include **IoT integration** for connected health monitoring, **blockchain audit trails** for compliance, and **natural language processing** for automated documentation.

## **Partnerships: The Engine of Scale**

CareAxis is not building alone. It already stands on the foundation of **Genacross and Link-age**, respected leaders in affordable housing and senior services. Its partnership strategy extends to:

- **Healthcare:** Medicare Advantage and D-SNP plans, Federally Qualified Health Centers (FQHCs), ACOs, and health systems.
- **Housing:** Top affordable housing developers, property management companies, and state housing finance agencies.
- **Technology & Data:** Integration partners like MedeAnalytics and Mathematica for claims/EHR/SDOH data.
- **Philanthropy:** Faith-based organizations such as Lutheran Services, plus foundations and donors aligned with aging and housing stability.

This ecosystem approach ensures CareAxis scales as both a software product and a **movement for better aging-in-place**.

## **The Investor Thesis: Why CareAxis Matters Now**

For institutional investors, PE funds, REITs, and mission-driven philanthropies, CareAxis offers a rare combination of **defensible yield, social impact, and scalable technology**.

- **Revenue Diversification:** Converts rent-capped housing into clinically reimbursable units.
- **Margin Stability:** Raises NOI margins by 15–25%.
- **Policy Tailwinds:** Aligns with Medicare Advantage growth, CMS SDoH funding, and Medicaid waivers.
- **Scalability:** SaaS + service partnership model with revenue-sharing options.
- **Impact:** Improves outcomes for some of the most vulnerable seniors in the U.S..



As one investor brief notes: *“CareAxis is more than software—it’s an operational infrastructure for clinically integrated, financially optimized aging-in-place”*.

### **The Resident-Centered Future**

Ultimately, CareAxis is not just about margins, compliance, or market penetration. It is about residents—older adults who want to remain in their communities, maintain dignity, and live healthier, more connected lives. By equipping housing operators and care coordinators with the right tools, CareAxis helps ensure that being 82 years old, with a fixed income and multiple chronic conditions, no longer means navigating an impossible maze of fragmented care and inaccessible services.

Instead, it means **living in a community where housing stability and healthcare are integrated, services are coordinated, and outcomes are improved.**

### **Conclusion: A Platform Whose Time Has Come**

The U.S. stands at a tipping point in how it approaches aging, housing, and healthcare. Affordable senior housing is both a challenge, struggling under compliance and financial strain, and an opportunity, uniquely positioned to become the front line of value-based, community-centered care.

CareAxis has emerged as the platform to unlock this opportunity. By weaving together HUD compliance automation, asset management, and healthcare coordination into a single, AI-powered solution, it transforms affordable housing into a **sustainable, resident-centered ecosystem**. The result is stronger operators, healthier seniors, and investors aligned with one of the most powerful trends of the next decade: **the convergence of housing and healthcare.**

The time to act is now. With CareAxis, affordable housing is no longer just where people live: it is where they thrive.