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SeniorCRE and ExaCare AI: Two Architectures for AI in Senior Housing & Care

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How vertical scope, stakeholder coverage, and capital integration distinguish two AI-governed platforms operating in the same broad market.

The senior care sector has spent two decades absorbing software that was designed primarily for compliance, billing, and documentation. PointClickCare®, MatrixCare, Yardi, Eldermark, and Aline — the systems of record are entrenched, comprehensive, and largely passive. They store information. They do not coordinate decisions. The next generation of platforms in this space is being built on a different premise: that AI now makes it possible for software to participate in the workflow rather than sit beside it.

Two companies advancing that thesis from different starting points are SeniorCRE and ExaCare AI . They are often discussed in the same breath. They are not solving the same problem.

The framing

This is a structural comparison, not a competitive verdict. Both companies are pursuing legitimate strategies in a market with room for more than one shape of operator-controlled infrastructure. The differences matter most for operators, investors, and capital partners trying to understand which problem each platform is built to solve — and which it is not.

1. The Shared Premise

Both platforms accept a common reading of the market. Senior care — across skilled nursing, assisted living, memory care, independent living, and home health — runs on systems of record designed in a different technological era. Decisions are made under time pressure, with incomplete data, by teams stitching information across platforms that do not talk to each other. The result is operational drag, financial leakage, and outcomes that fall short of what the underlying organizations are capable of producing.

Both companies frame the answer in the same general category: software that sits above

legacy systems, organizes data and context, and supports or automates execution within the workflow itself. Both have moved past the dashboard generation of tools. Both describe themselves in terms of moving from information to action.

That is where the similarity ends.

2. What ExaCare AI Is

ExaCare AI is a workflow automation platform purpose-built for the post-acute clinical corridor — admissions, prior authorization, reimbursement coding, clinical insight, survey readiness, and documentation — primarily inside skilled nursing facilities and home care agencies.

The company was founded in 2022 by Laird Russell and Braedan Russell. In October 2025 it closed a $30 million Series A led by Insight Partners, with participation from Foundation Capital, Bienville Capital, and several post-acute operators — bringing total capital raised to approximately $31 million. The company reports use across more than 1,500 facilities , with customers including National Healthcare Associates, Journey, Ignite Medical Resorts, Monarch Healthcare Management, and Majestic Care. The platform integrates with PointClickCare and has processed approximately 2.9 million referrals and 21 million documents.

ExaCare's wedge is sharp and well defined. When a referral packet arrives at a skilled nursing facility, the platform ingests the unstructured documents, surfaces clinical deal-breakers and risk signals, standardizes admission criteria across teams and shifts, and reduces the back-and-forth that traditionally slows placement decisions. It is deep automation inside one functional corridor of one stakeholder in one segment of senior care.

The company's stated long-term vision is an "AI operating infrastructure for all of post-acute." That is broader than admissions, but the center of gravity, the customer base, and the team's operational depth are all anchored in the SNF clinical workflow.

3. What SeniorCRE Is

SeniorCRE is a vertical operator-controlled operating infrastructure and capital markets platform spanning the full senior care continuum — independent living, assisted living, memory care, skilled nursing, and home health — and the capital stack that finances it. The platform is structured as seven integrated modules: Operator, Broker, Investor, Marketplace, Buyer, REIT, and Vendor .

Underneath those modules sit four proprietary AI engines:

- PIIEL — pricing intelligence covering unit-level pricing, occupancy, and revenue optimization across community types.
- WRIE — Workforce Retention Intelligence Engine™ for staffing risk, turnover

prediction, and labor cost exposure.

- LCIFS — clinical outcomes intelligence engine connecting acuity, care quality, and financial performance.
- ALIRP — asset-level investment risk and performance engine for community-level underwriting and portfolio analytics.

The Operator module is the largest single surface, alongside dedicated Investor and REIT modules. The platform integrates with more than 127 third-party systems including the major systems of record in senior housing and skilled nursing.

SeniorCRE positions itself, by design, as the synthesis layer above PointClickCare, MatrixCare, Yardi, Juniper Square, and the rest of the systems-of-record landscape. The architectural reference point is how Abridge and Microsoft DAX Copilot built an operator-controlled operating record above Epic and Cerner in acute care: not replacing the system of record, but turning its data into coordinated decisions.

4. The Structural Difference

The cleanest way to read the two platforms is along three axes.

- Vertical scope. ExaCare is post-acute. SeniorCRE covers the full continuum — IL, AL, MC, SNF, and home health — under one operator-controlled operating infrastructure framework. Skilled nursing is one segment of SeniorCRE's operator coverage; it is the primary segment of ExaCare's coverage.
- Stakeholder scope. ExaCare serves the operator. SeniorCRE serves the operator plus the broker, the investor, the REIT, the buyer, and the vendor — the full set of participants whose decisions move senior care assets and capital. The Investor and REIT modules in particular have no analogue in ExaCare's product surface.
- Capital integration. ExaCare is a clinical and operational workflow platform. SeniorCRE is an operator-controlled operating infrastructure platform that is also wired into the transaction and capital flow — asset-level underwriting through ALIRP, brokerage workflow through the Broker module, the deal marketplace, and the buyer-side intelligence that connects operating performance to acquisition and disposition decisions. This is the dimension where the two platforms are not adjacent. They are different categories of company.

5. Where the Overlap Is Real

The honest place to acknowledge overlap is inside the skilled nursing segment of SeniorCRE's Operator module. Both platforms serve SNF operators. Both apply AI to clinical, workforce, and financial workflows in that setting. ExaCare goes deeper than SeniorCRE on admissions packet automation specifically — that is their original wedge, and they have shipped years of work into it. SeniorCRE goes broader, covering clinical outcomes synthesis, workforce retention modeling, pricing, and asset-level investment context that ExaCare does not address.

For a skilled nursing operator deciding what to deploy today, the question is not which platform is better but which problem is being solved first. If the priority is admissions throughput and reimbursement capture inside a single community or a SNF-only portfolio, ExaCare is the deeper wedge. If the priority is operator-controlled operating infrastructure across a mixed senior care portfolio, or the operator is also engaged with brokers, investors, or REIT capital partners, SeniorCRE is built for that surface.

The two platforms can coexist inside the same organization. SeniorCRE's role as the synthesis layer above systems of record is structurally compatible with ExaCare functioning as a deep workflow automation tool inside the skilled nursing clinical corridor. An integration path between them is not implausible.

6. Why Both Architectures Are Legitimate

The senior care market is large and fragmented enough to support more than one operator-controlled operating infrastructure. Skilled nursing is a substantial healthcare segment in its own right. Senior housing — assisted living, memory care, and independent living — is a separate large asset class with its own operating logic, regulatory frame, and capital markets. Home health is a third distinct vertical. The proposition that one company will build operator-controlled infrastructure for the entire senior care continuum through a single product surface is not credible.

Different shapes of company will emerge to serve different shapes of demand. Workflow automation specialists like ExaCare will go deep inside specific functional corridors of specific segments. Vertical operator-controlled operating infrastructure and capital markets platforms like SeniorCRE will integrate operations and capital across the continuum. Both will win in their respective shapes. Some will integrate with each other.

The market signal that matters is not ExaCare versus SeniorCRE. It is that institutional capital — Insight Partners on the ExaCare side, and the institutional investors capitalizing the senior housing operator-controlled operating record — has begun to underwrite the thesis that the systems-of-record era in senior care is ending, and the operator-controlled operating infrastructure era has begun.

7. What This Means for Operators and Capital Partners

For operators evaluating their AI roadmap, the practical question is which dimensions of the business they are trying to instrument. SNF admissions automation is one dimension. Continuum-wide operator-controlled operating infrastructure is another. Capital partner integration is a third. The platforms are not interchangeable, and treating them as such is the most common diligence error we see.

For capital partners — REITs, private equity sponsors, family offices, debt providers — the relevant question is which platform produces the kind of asset-level intelligence and

portfolio synthesis that supports underwriting and asset management decisions. That is the surface SeniorCRE is built to serve. It is not the surface ExaCare is built to serve.

8. Where the Governed Record Goes Further

The structural takeaway

- ExaCare is a deep workflow automation platform inside the SNF clinical corridor.
- SeniorCRE is a vertical operator-controlled operating infrastructure and capital markets platform across the senior care continuum.
- Vertical scope, stakeholder scope, and capital integration are the three axes of difference.
- They can coexist inside the same operator organization.
- Capital is underwriting both shapes of the operator-controlled infrastructure thesis.

The two companies will continue to be discussed together because they are both moving past the dashboard generation, and both pursuing the system-of-action thesis. The structural reality is that they are different shapes of company solving different problems for different parts of the senior care market. Both can be right. Both probably will be.

SeniorCRE is the vertical operator-controlled operating infrastructure and capital markets platform for senior care, built by HavenCo, Inc..

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