



American Heart Association®
Social Impact Funds



SHOWCASE

CareYaya

Revolutionizing Eldercare Affordability and Access



The U.S. eldercare system faces a perfect storm. Giant chains have monopolized care, charging families high hourly rates while underpaying care workers. The result is shrinking access, mounting stress and loved ones at risk, especially in long dementia journeys where sustained, everyday support is essential.

With most care happening at home and little training available, family caregivers shoulder complex tasks alone, resulting in increased falls, ER visits and burnout. Many dementia patients risk losing the ability to remain safely at home when support isn't affordable or reliable.

CareYaya's on-demand marketplace offers a human centered solution. It connects families with compassionate healthcare students at top universities for about half the cost of traditional agencies, while giving students career relevant caregiving experience.

The model bridges two urgent needs: families seeking dignified, flexible in home care and students seeking practical pathways into medicine.

THE CHALLENGE

 **Older adults are at risk** due to the U.S. eldercare system's increasing costs and shrinking access.

CAREYAYA IMPACT

 **2X** it's network to **50,000+** student caregivers nationwide in 2025

 Recognized by LinkedIn's **Top 50 Startups** of 2024 and 2025

 **80%+** gains in caregiver confidence through YayaGuide dementia caregiver training program

With backing from the Social Impact Funds, CareYaya doubled its network in 2025 to 50,000-plus student caregivers nationwide, expanding the care workforce at a time of growing shortages. They also introduced three programs, all powered by AI:

- **Yaya Bear**, a social companion, especially beneficial for older adults with dementia, that captures stories and memories through natural conversation and keeps families connected.
- **Counterforce Health**, a patient advocacy platform, built in collaboration with University of Pennsylvania and Duke Health researchers, that has helped thousands of patients and clinics rapidly appeal questionable health insurance denials to minimize financial barriers to care.
- **YayaGuide**, a dementia caregiver training program, built in collaboration with Johns Hopkins University and backed by the National Institute on Aging. Early Institutional Review Board data shows 80%-plus gains in caregiver confidence, a critical driver in reducing avoidable hospitalizations.

The market is taking note. LinkedIn recognized CareYaya among its Top 50 Startups of 2024 and 2025, highlighting a scalable approach that restores dignity, affordability and access in eldercare. CareYaya is proving that tech enabled compassion can keep more families resilient and more dementia patients safely at home.

Explore the Breakthroughs Transforming Health and Opportunity for All.

Learn more about how the Social Impact Funds are catalyzing solutions that improve lives and communities.

Sign up to stay connected with us.

CareYaya
expands the care
workforce amidst
shortages,
offering flexible
in home care
for families and
practical
pathways into
medicine
for students.



The **Social Impact Funds** are part of American Heart Association Ventures, the group that leads and coordinates the venture capital programs of the American Heart Association. heart.org/SocialImpactFunds



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