

FROST & SULLIVAN
BEST PRACTICES



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NORTH AMERICAN AI HEALTH
COMPANION FOR SENIORS

**TRANSFORMATIONAL
INNOVATION LEADERSHIP**

Aileen

Table of Contents

Best Practices Criteria for World-Class Performance _____ **3**

Senior Care’s Growing Need for Continuous Support _____ **3**

 Developing AI-Enabled Senior Care with Purpose and Discipline _____ 5

 An AI Health Companion built for Practical and Sustained use _____ 6

Conclusion _____ **8**

What You Need to Know about the Transformational Innovation Leadership Recognition _____ **9**

Best Practices Recognition Analysis _____ **9**

 Transformational Innovation _____ 9

 Customer Impact _____ 9

Best Practices Recognition Analytics Methodology _____ **10**

Inspire the World to Support True Leaders _____ **10**

About Frost & Sullivan _____ **11**

The Growth Pipeline Generator™ _____ **11**

The Innovation Generator™ _____ **11**

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Aileen.ai excels in many of the criteria in the AI health companion for seniors space.

AWARD CRITERIA	
<i>Transformational Innovation</i>	<i>Customer Impact</i>
Market Disruption	Price/Performance Value
Competitive Differentiation	Customer Purchase Experience
Market Gaps	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Passionate Persistence	Brand Equity

Senior Care’s Growing Need for Continuous Support

The artificial intelligence (AI)-powered health companion category is emerging as senior care enters a period of structural imbalance. Demand for aging-related support continues to rise, while the supply of professional and family caregivers remains hindered by workforce shortages and cost pressures. Older adults experiencing age related changes increasingly require continuous support that includes daily engagement, medication adherence, wellness check-ins, companionship, and timely escalation when risks arise. This widening gap between what older adults require and what human-only care models consistently provide makes technology-enabled solutions essential to extending care capacity, improving consistency, and reducing caregiver burden without compromising trust or personalization.

As care needs increase with age, families and providers face growing difficulty sustaining frequent, high-quality interaction through labor-intensive models that depend on scheduled visits and caregiver availability. This challenge is especially pronounced in the spaces between formal care interactions, where clinicians, professional caregivers, and family members cannot be continuously present. Simultaneously, many senior-focused technologies fail to achieve lasting adoption because they require older adults to adapt to the technology, oftentimes causing users to feel overwhelmed or confused by technology’s use.

AI-powered health companions help address this issue by combining conversational engagement with proactive outreach. Building on the foundation created by telehealth, these platforms represent a next stage of digital care that extends support beyond remote visits into more continuous, personalized

engagement. Unlike conventional digital applications that require user prompts, next-generation companion platforms initiate check-ins, learn user preferences, recognize behavioral patterns, and adapt support over time. By combining AI, personal data, and broader inputs such as biosensors or connected health signals, digital companions become more responsive to changes in a senior’s daily condition and support needs. This evolution moves the category beyond basic chatbot functionality toward relationship-based AI that helps families and care organizations scale support while preserving familiarity and continuity.

“Aileen.ai sees technology-enabled companionship as an essential support layer that can extend presence, reassurance, and continuity into moments where caregivers cannot consistently be present. This conviction gives the company a strong sense of urgency, while its measured approach reflects a realistic understanding that trust and adoption must be built carefully.”

**- Nitin Manocha,
Senior Industry Analyst**

Within this evolving landscape, the next stage of senior care technology will be shaped by companies that make AI feel less like a tool and more like a natural extension of the care environment. The market does not need another application (app)-dependent solution that adds tasks for seniors or oversight burdens for families. It needs platforms that work quietly within existing routines, initiate support when needed, and build familiarity through repeated interaction. By combining proactive engagement with senior-centered design, AI providers close the gap between rising care needs and limited human

capacity. This shift creates a strong opening for solutions that make aging at home safer, more consistent, and more scalable for families, caregivers, and care organizations.

Transforming Senior Care through Proactive AI Companionship

Aileen.ai, founded in 2025 and based in Boston, Massachusetts, is disrupting senior care by expanding meaningful and ongoing support beyond human-led interactions. The company’s AI-powered health companion, Aileen, engages older adults through familiar phone-based conversations rather than requiring an app, device, or new digital interface. Aileen proactively checks-in, listens, and learns over time about the senior’s routines and preferences to identify changes that may warrant caregiver or family attention. This always-available presence helps older adults stay connected between formal care interactions while giving caregivers and families greater visibility into what happens when they are not present. Aileen also fits into the broader senior care ecosystem rather than operating as a standalone AI health companion, extending support across the gaps that often separate older adults, caregivers, and care teams. Through this system-aware approach, Aileen.ai responds to the reality that senior care cannot scale through labor alone, demonstrating how continuous support can become more practical in a capacity-constrained industry.

Many tools enter the senior’s life through a narrow clinical purpose, such as medication management or remote monitoring, which can make engagement feel transactional. Aileen.ai takes a different approach by earning engagement through familiarity, daily conversation, and non-clinical context. The platform first seeks to understand what is on an older adult’s mind before moving into care-related support, whether that involves family updates, personal routines, or small details that make interaction feel human. Unlike information-oriented AI chatbots or single-purpose reminder tools, Aileen supports the natural

complexity of human conversation, where recurring topics, new associations, emotional cues, and everyday details evolve over time. The platform adapts future conversations based on prior exchanges, the senior's level of attention, recurring interests, and newly relevant conversation starters, helping interactions remain familiar without becoming repetitive. This distinction shifts Aileen.ai's value proposition from isolated alerts and digital tasks to ongoing, relationship-based support.

The company's disruption also extends into caregiver workflows by engaging older adults between visits and capturing observable changes in comfort, energy, mood, nutrition, and routine. This information helps brief caregivers before an in-person visit, giving them clear context about changes that may otherwise go unnoticed. For care teams stretched thin by workforce shortages and caregiver fatigue, Aileen.ai's continuity layer helps preserve context without adding manual burden. This workflow advantage separates the company from existing technologies that only surface alerts or reminders, leaving caregivers to interpret disconnected data without the benefit of continuous context. The result is a workflow that moves senior care from episodic response toward more informed, continuous support.

By extending meaningful engagement beyond human-led interactions, Aileen.ai addresses the senior care industry's urgent need for reliable, scalable support. Its phone-based model demonstrates that AI-enabled care can be proactive, relationship-driven, and operationally practical, positioning the company to help shape the next evolution of senior care support.

Developing AI-Enabled Senior Care with Purpose and Discipline

Aileen.ai's leadership reflects a deep understanding of what it takes to build and scale technology in healthcare. The company's Founder brings decades of healthcare leadership, including firsthand perspective from the early days of telehealth, when the category faced resistance from medical societies, health plans, physicians, and other stakeholders. This background gives Aileen.ai a clear playbook for market creation, centered on early education, operator validation, ecosystem alignment, and disciplined execution in a complex care environment. The company blends this practical operating expertise with a strong commitment to improving senior care, recognizing that building an AI-enabled senior care category requires more than technical innovation. Aileen.ai's understanding of reimbursement models, privacy requirements, workflow constraints, liability concerns, adoption barriers, and care coordination realities gives the company a meaningful strategic advantage as it introduces AI-enabled support into real-world senior care environments.

Aileen.ai recognizes that delivering an AI health companion capable of achieving sustained adoption among older adults is one of senior care's biggest challenges. The company understands that senior care innovation depends not only on product capability, but also on trust, behavioral fit, operator confidence, and integration into real-world care environments. Aileen.ai took deliberate steps to develop market legitimacy before the product was fully ready for commercialization, validating the concept directly with senior living and home care operators. These engagements helped the company pressure-test the model, clarify deployment realities, and keep its strategy tied to actual operator needs rather than theoretical AI capability. This early validation strengthens the company's ability to anticipate adoption barriers and align its solution with operator priorities before pursuing broader market expansion.

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**- Richard Frigstad,
BPR Analyst**

Introducing an AI health companion for senior support requires patience, education, and ongoing engagement, as many senior care technologies struggle to achieve lasting adoption. Aileen.ai approaches this challenge with discipline, recognizing that category creation takes sustained education and the patience to build confidence over time. The company’s persistence is strengthened by a clear view of the broader market reality. As aging populations place greater pressure on families, caregivers, and care systems, human labor-based care alone will become increasingly difficult to scale. Aileen.ai sees

technology-enabled companionship as an essential support layer that can extend presence, reassurance, and continuity into moments where caregivers cannot consistently be present. This conviction gives the company a strong sense of urgency, while its measured approach reflects a realistic understanding that trust and adoption must be built carefully. By combining healthcare operating discipline with focused market creation and values-driven persistence, Aileen.ai is establishing a strong foundation for leadership as AI-enabled senior support moves from early experimentation toward broader adoption.

An AI Health Companion built for Practical and Sustained use

Aileen.ai strengthens customer ownership excellence by making adoption simple for seniors, families, and care organizations. Unlike many senior care technologies that require devices, apps, logins, Wi-Fi, installation, training, or ongoing technical support, Aileen engages older adults through familiar phone calls without requiring them to learn a new digital interface. This low-friction model reduces onboarding burden and allows customers to experience value quickly without committing to a complex deployment process. For families already managing the demands of senior care, this creates a more accessible ownership experience because Aileen can begin supporting a senior almost immediately and can be discontinued if it does not meet expectations.

Aileen.ai’s staged deployment strategy further supports long-term customer success. The company introduces Aileen first through professional caregivers, including senior living staff and home care providers, before expanding more broadly to families. This approach allows Aileen.ai to test and refine the solution in real senior care environments while gathering practical feedback on how older adults engage with Aileen and how caregivers best use the resulting insights. By strengthening Aileen’s users’ experience in professional care settings first, Aileen.ai reduces the burden of early product learning on families while improving reliability before broader direct-to-family expansion.

The ownership experience extends beyond initial adoption through Aileen.ai’s planned measurement and feedback loops. As adoption expands, the company tracks usage, satisfaction, and Net Promoter Scores, giving it a practical way to evaluate whether seniors, families, and care organizations continue receiving value over time. These metrics help Aileen.ai improve call quality, engagement patterns, caregiver reporting, escalation logic, and family-facing support as real-world use increases. This focus on

measurable customer experience supports stronger retention and long-term adoption because the solution evolves based on how it is used by customers.

Aileen.ai's flexible technology architecture reinforces long-term customer value by allowing the company to improve Aileen without requiring customers to change their behavior or relearn how to use it. The platform's underlying AI infrastructure avoids dependence on a single large language model or technology provider across the systems that support voice interaction, language processing, response generation, and insight creation. This flexibility enables Aileen.ai to upgrade capabilities such as voice quality, response latency, sentiment recognition, profiling, and insight generation as stronger technologies emerge. As a result, customers benefit from ongoing AI advancements naturally through better conversations and more relevant support.

Extending Care Continuity while Easing Care Strain

Aileen.ai creates strong customer value by translating its continuity model into practical economic benefits for providers, families, and care systems. Professional caregivers, including home care agencies and senior living operators, face persistent cost and capacity pressure as workforce availability remains limited and caregiver turnover stays high. Rather than requiring organizations to add proportional staff hours to improve visibility between visits, the company gives care teams a scalable, non-labor-based way to preserve context, identify changes, and use existing caregiver time more effectively. This labor-light model strengthens return on investment by helping providers improve continuity without placing the same burden on staffing capacity.

The company's value proposition also extends to families, who often carry the financial and emotional burden of senior care. Since much of non-acute senior support is paid out of pocket, families need practical ways to stay connected with aging parents before a crisis forces higher-cost intervention. Aileen.ai offers a scalable support layer that conducts regular check-ins, summarizes relevant updates, and helps families maintain reassurance without relying solely on additional paid care hours. The platform's familiar phone-based interaction model further strengthens value by reducing adoption friction among older adults, improving the likelihood that the solution becomes part of daily life rather than another underused digital tool.

Aileen.ai's longer-term Medicare Advantage opportunity further strengthens its value. The company's initial focus on professional caregivers and families gives it a practical path to build evidence before pursuing payer coverage. Adoption among care providers demonstrates operational value, while family market validation shows demand, usability, and willingness to use the solution in everyday senior support. As the platform matures, Aileen.ai can combine real-world use with medical validation and economic evidence, giving Medicare Advantage plans a clearer basis for evaluating coverage. Over time, benefit coverage from technology-forward payers can improve affordability and expand access, supporting the company's potential to become a broader support layer within senior care.

Conclusion

Aileen.ai responds to a widening labor imbalance in senior care as rising support needs outpace the capacity of professional and family caregivers. The company addresses this gap with Aileen, a phone-based artificial intelligence (AI) health companion that older adults can easily adopt since it relies on familiar voice interaction rather than complex digital tools. By combining personal context with proactive outreach, Aileen moves beyond transactional reminders or passive monitoring toward a more natural, relationship-based form of senior support. This approach gives caregivers, families, and providers greater visibility into changes in well-being while preserving continuity in the moments when human caregivers cannot be present. Aileen.ai's leadership strengthens this model with deep healthcare operating experience and lessons from telehealth's early evolution, giving the company a practical understanding of how trust, workflow fit, and stakeholder credibility shape adoption. Aileen.ai applies this discipline by validating its approach with senior living and home care operators before broader family expansion, while using structured feedback loops and flexible AI infrastructure to improve the solution without adding complexity for users. As a result, the company gives the senior care ecosystem a scalable way to improve visibility, reassurance, and continuity without relying solely on additional care hours.

With its strong overall performance, Aileen.ai earns Frost & Sullivan's 2026 North American Transformational Innovation Leadership Recognition in the AI health companion for seniors industry.

What You Need to Know about the Transformational Innovation Leadership Recognition

Frost & Sullivan's Transformational Innovation Leadership Recognition identifies the best up-and-coming, potentially disruptive market participant.

Best Practices Recognition Analysis

For the Transformational Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Transformational Innovation

Market Disruption: Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Market Gaps: Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

Leadership Focus: Companies' focuses are on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Passionate Persistence: Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company’s long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

STEP		VALUE IMPACT	
		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

