

# Tuktu Care: Leading the Charge Against Canada's Home Care Affordability Crisis with Cutting-Edge Technology

*Tuktu pioneers AI-driven home care in Ontario, addressing accessibility and cost challenges. Advanced tech and personalized services redefine care experience.*

TORONTO, ONTARIO, CANADA, February 23, 2024 /EINPresswire.com/ -- In a country where the demand for affordable care is skyrocketing, Tuktu Care emerges as a pioneering solution, expanding its revolutionary on-demand platform now to Ontario after a successful run in British Columbia.

This landmark move introduces Canada's first AI-driven home care service, poised to tackle the pressing challenges of accessibility and cost head-on in the province.

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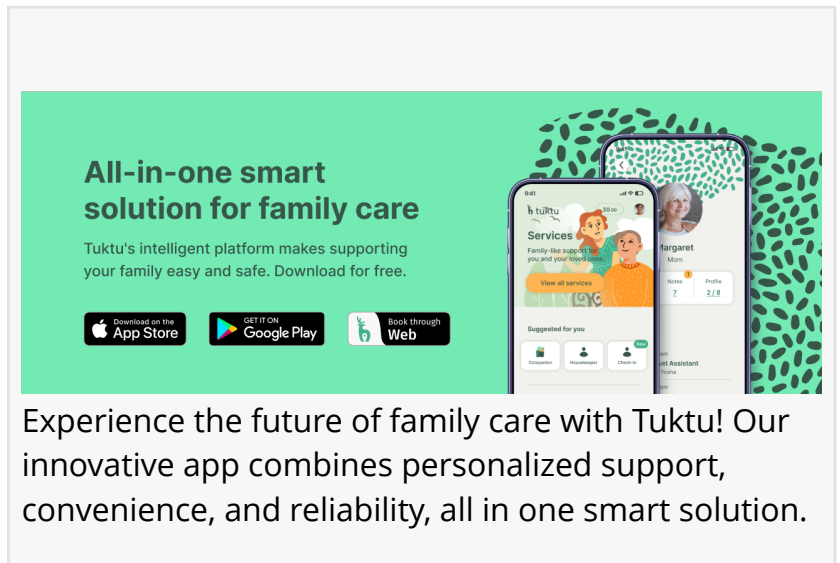
The urgency for innovative care solutions has never been more critical. Tuktu Care's expansion answers a call for change, using technology to make quality care accessible to all.”

*Rustam Sengupta, Founder & CEO, Tuktu Care*

As the Canadian population ages, the gap between available care options and the needs of the vulnerable grows wider. Traditional care models, burdened by high costs and limited flexibility, fail to meet the demands of thousands of Canadians searching for suitable care. "The urgency for innovative care solutions has never been more critical. Tuktu Care's expansion is our answer to a call for change, harnessing the power of technology to make quality care accessible to all," states Rustam Sengupta, founder of Tuktu Care.

Technology at the Heart of Care

At the core of Tuktu Care's service offering is a suite of advanced technologies designed to personalize and streamline the care experience:



**All-in-one smart solution for family care**

Tuktu's intelligent platform makes supporting your family easy and safe. Download for free.

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Experience the future of family care with Tuktu! Our innovative app combines personalized support, convenience, and reliability, all in one smart solution.

- Smart Matchmaking Algorithm:

Utilizes AI to pair care recipients with caregivers based on detailed criteria including needs, location, preferences, and language, ensuring a perfect match every time.

- Intelligent Communication Tools:

Facilitates seamless, real-time communication between caregivers, care recipients, and families, enhancing the coordination of care and response times.

- Personalized Recommendations:

Employs machine learning to analyze user preferences and usage data, delivering customized care plans and suggestions that evolve with the user's needs.

- Risk Assessment Tools:

Advanced analytics provide early warnings and recommendations to prevent crises (like falls) and manage risks (for dementia, social isolation etc.), ensuring timely interventions and peace of mind for families.

These technological innovations represent a leap forward in care delivery, offering unparalleled precision, efficiency, and user satisfaction.

"By integrating AI and machine learning into every facet of our platform, we're not just simplifying the care process; we're redefining what it means to provide and receive care in the digital age," Sengupta emphasizes.

### Reducing Costs, Elevating Care

A critical advantage of Tuktu Care's model is its potential to significantly reduce the cost of care. By automating administrative tasks, optimizing caregiver schedules, and reducing reliance on traditional, expensive care solutions, Tuktu makes high-quality care more affordable than ever. This approach not only benefits families but also offers a sustainable, scalable model for caregivers and care agencies looking to expand their reach without escalating costs.

"Our vision extends beyond just solving today's problems. We're building a future where



We are a group of product builders, business leaders and care specialists who want to change how we care and bring people closer!

technology bridges the gap between care needs and care provision, making loneliness and lack of access to affordable care things of the past," says Sengupta. The success in British Columbia, marked by user growth and satisfaction, underscores the viability and urgent need for Tuktu Care's model across Canada.

## A Mission of Empathy and Innovation

As Tuktu Care sets its sights on national expansion, the mission remains clear: to ensure every Canadian has access to the care they need, when they need it, in a manner that's both affordable and empowering. The company invites care providers, technology partners, and communities to join in this transformative journey.

"Every step we take is guided by a commitment to innovation, compassion, and the belief that technology can and should be a force for good in the world of care," concludes Sengupta. With its blend of cutting-edge technology, user-centric design, and a visionary approach to care, Tuktu Care is not just responding to the current crisis but leading the way to a brighter, more caring future for all Canadians.

For more information on how Tuktu Care is transforming home care, or to join the care revolution, visit [www.tuktu.ca](http://www.tuktu.ca) or contact Komal ([komal@tuktu.ca](mailto:komal@tuktu.ca)).

### [About Tuktu Care](#)

Tuktu Care is at the forefront of redefining home care in Canada. By harnessing AI and machine learning, Tuktu connects those in need with a comprehensive network of caregivers, breaking down barriers to make quality, affordable care a reality for Canadians from coast to coast.

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