



A Gateway to Care



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Introduction



All of us at Scroll.care share a bold vision: to transform how individuals and families access care. We believe people deserve more than just a list—they deserve trusted, local, fully vetted professionals who are committed to real impact. We're here to remove the guesswork, elevate the good, and eliminate the bad actors that too often erode trust in care services.

But we're not stopping there. Education is central to our mission. We aim to help individuals understand the business of care before a crisis hits—empowering people to make informed, confident decisions for themselves and their loved ones.

To bring this vision to life, we've launched the Fabulous 500—our 2025 commitment to the Greater Sacramento region.

Our goal is to build a community of 500 verified, trusted care providers by the end of the year, proving that a better, more human-centered care marketplace is not only possible—it's happening.

Together, we're creating a care ecosystem grounded in quality, transparency, and connection.

Our Mission

Empower
Educate
Encourage
Enlighten

About Scroll.care

“Together, we build trust through transparency and teamwork.”

Across the United States, an estimated 53 million adults serve as unpaid family caregivers, offering vital support to loved ones with chronic illnesses, disabilities, or age-related needs (AARP & National Alliance for Caregiving, 2020). These caregivers often manage their responsibilities while maintaining full-time jobs, contributing labor valued at approximately \$873 billion annually—equivalent to 3.2% of the U.S. GDP (AARP, 2023).

In the absence of clear, trustworthy tools, families have often relied on search engines to locate professional caregivers—feeding a fragmented, multi-billion-dollar industry prone to fraud and exploitation. The National Health Care Anti-Fraud Association estimates that healthcare fraud costs the U.S. tens of billions of dollars annually, with some reports suggesting losses as high as \$300 billion (NHCAA). Meanwhile, elder financial exploitation results in an estimated \$28.3 billion in losses each year, much of it inflicted by trusted individuals (AARP, 2023).

The current caregiving landscape—disconnected, confusing, and often unsafe—places enormous stress on families and puts vulnerable populations at risk. At Scroll.care, we are redefining how families find and trust care. Our mission is to build a transparent, secure, and user-driven platform that empowers caregivers and protects those they serve.

A Platform Built for Connection

“At Scroll.care, we understand the importance of ensuring that the unique services and products you provide are showcased to the world. To achieve this, we've assembled a dedicated team whose sole mission is to elevate your offerings.”

Creating a standout profile is just the start of your journey with Scroll.care. Our dedicated Provider Managers are here to help you strengthen your presence on the platform—at no additional cost.

From updating profile details and highlighting upcoming events to increasing engagement through social media, our team is ready to support you every step of the way.

Education is at the core of Scroll.care’s mission. We view your provider profile not just as a way to promote your services, but as a powerful platform for sharing meaningful knowledge and expertise with the community.

Scroll.care is thoughtfully built to serve both Providers and Care Seekers, offering a range of tools to support a smooth and informed care journey. Our platform spans 15 core care verticals and 126 specialized sub-verticals, each with its own dedicated landing page. These pages are rich with resources and insights, helping users explore options and make confident, informed decisions when it comes to finding the right care.



Moreover, our outreach extends to social media, where we continually share insights, tips, and essential information, further ensuring that our community is well-equipped to discover and connect with local, trustworthy care providers. By fostering this comprehensive network, Scroll.care strives to simplify the path to quality care, ensuring every interaction within our platform is meaningful and impactful.

Our Technology



User-Friendly Interface

Designed to be accessible on both mobile and desktop, our responsive platform adapts to your device, allowing you to focus on what matters most—providing exceptional care.

Branded Notifications

Never miss a beat with Scroll.care's branded notifications. You'll be promptly alerted when new referrals come in, keeping you connected to potential care seekers.

Streamlined Provider Onboarding

Our detailed online application process includes background checks to ensure trust and safety. We've automated the essentials so you can complete your profile quickly and efficiently.

Provider Landing Pages

Showcase your services with a dedicated landing page on Scroll.care, created for you upon application acceptance. Update your content or get assistance from your dedicated Provider Manager to maintain an up-to-date profile.

Organized Care List

Users can save and organize their preferred providers into Care Plans, customizing their care network for themselves or their loved ones, all within Scroll.care.

Advanced Search Functionality

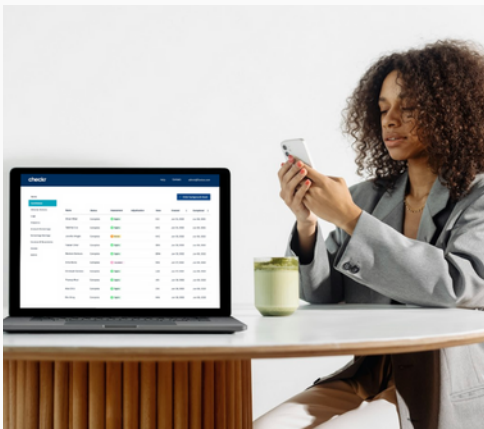
Our search functionalities are designed to connect users with their ideal providers. Whether through location, category of care, or specific services, finding the right fit is intuitive and straightforward.

Care Provider Background Process

In response to growing concerns around safety and trust in home and personal care, Scroll.care has implemented one of the most comprehensive vetting processes in the industry. Every provider on our platform undergoes an in-depth background screening that includes criminal history, professional license verification, business affiliation checks, and more.

By partnering with multiple background check providers, we're able to cross-reference data and dig deeper—ensuring accuracy, reducing risk, and flagging potential concerns that a single source might miss. Our process doesn't stop at onboarding: providers are re-screened annually to ensure they continue to meet our high standards. This rigorous approach reflects our unwavering commitment to the safety, dignity, and peace of mind of every care seeker we serve.

“At Scroll.care, the safety and well-being of our community is paramount.”



01 Rigorous Vetting

02 Annual Reassessments

03 Continuously Updated Scorecard

04 Staff Certification

Personalized Subscriber Journey



“Scroll.care carefully assesses each client’s needs to offer personalized care options.”

At Scroll.care, we understand that every care journey is unique. That's why we meticulously assess each client's needs to tailor care options that align perfectly with their requirements.

Getting Started

- Subscribers begin their journey by exploring care options based on their specific needs—whether by service type or location. This flexible approach allows them to find providers who are not only qualified, but aligned with the kind of care and support they’re seeking.

Care Recommendations Made Simple

- Using our search tools, care seekers can build their own personalized care list based on service type, location, and individual preferences. This self-directed approach empowers subscribers to take control of their care journey by connecting with trusted providers who meet their specific needs.

Vetted Local Resources

- We connect subscribers with vetted local resources. These trusted providers are chosen for their ability to meet the specific care needs identified in the preliminary assessment.

Learn the Business and Language of Care

- Scroll.care equips care seekers with a blend of digital programs, local resources, and group learning opportunities. For those seeking deeper insight, 1:1 coaching with a care coordinator is available to navigate the complexities of care together.

From Coordination to Management

- For subscribers who need an extra layer of support, Scroll.care offers comprehensive care management services. From conducting interviews to managing care logistics, our team is prepared to handle all the details.

Benefits for Providers

Scroll.care offers an unparalleled platform that not only showcases your expertise to a wider audience but also enhances your connection with those who need it most. By joining us, you gain access to a suite of tools to elevate your practice's visibility, streamline operations, and foster meaningful connections with care seekers.

“In the rapidly evolving world of care, your business deserves to stand out.”



Increased visibility to a broader audience of care seekers.



Direct connections with clients who need your expertise.



Matches based on detailed subscriber care preferences.



Constructive feedback loop to continually refine services.

Getting Started



Step 1

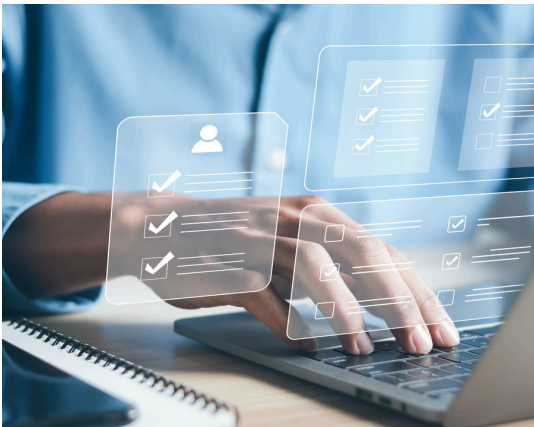
Submit Your Interest Form

Start by visiting our website and completing the interest form. As part of the process, you'll provide the background check information we require to ensure every Scroll.care provider is fully vetted. This step confirms your commitment to safety and trust, and brings you one step closer to joining our community of Trusted Providers.

Step 2

Navigate the Approval Process

Once your form is submitted, you'll move through our application process, which includes a background check. After your background check is approved, you'll select the membership that fits your business size and complete your sign-up to officially join our trusted provider network.



Step 3

Finalize and Publish Your Profile

Select your membership and enter the details for your profile. Once submitted, your profile will be sent to our Provider Manager for verification and approval. After it's approved and published, you'll be ready to begin generating referrals from the Scroll.care network.

Our Pricing

We cater to care providers of all sizes, offering a pricing model that scales with your organization. From the solo entrepreneur to expansive companies, our platform is built to advance your services.

Solo Providers A Team of 1

Access all features at a price that suits solo providers and small teams, enabling quality care with ease.

\$1,299 Paid Annually

Small Providers 2-9 Employees

Access all features at a price that suits solo providers and small teams, enabling quality care with ease.

\$1,599 Paid Annually

Mid-Sized Providers 10-24 Employees

All-inclusive feature access with pricing designed for the needs of mid-sized practices looking to expand.

\$1,999 Paid Annually

Large Organizations 25+ Employees

Full platform benefits for large organizations, with pricing that scales to your extensive care network.

\$2,499 Paid Annually

Our required annual background check fee of \$89 is not included in this pricing, and must be processed separately.

Scroll.care Founding Provider



Embrace an exceptional opportunity to lead in care innovation with Scroll.care's Founding Provider Program. For our inaugural year, we're not just offering membership; we're providing a launchpad for exponential growth and community engagement—a package worth thousands, now accessible through your commitment alone.

Benefits Exclusively for Founding Providers:



First-Hand App Access

Stay ahead with priority access to new features and dedicated support, ensuring you're always at the forefront.



Elevated Search Rankings

Enhance your visibility in your care categories with an exclusive 'Founding Provider' badge, attracting more care seekers.



Monthly Networking Group

Belong to a select community focused on care services, engaging in deeper strategic discussions and collaborative innovation.



Business Builders Workshops

Four times a year, we invite external experts to impart new techniques and skills that will empower you to transition from working IN your business to working ON your business.



Annual Brand Audit

Comprehensive review of your digital presence, including an in-depth overview and recommendations for enhancing your digital footprint, website, and social media.

Provider Helping Providers Membership Promotion Blitz

We know the best providers work alongside other great providers. That's why we're inviting YOU to help grow the Scroll.care community by introducing trusted colleagues to our network.

How It Works

When you host an Introduction to Scroll.care meeting (online or in-person) for providers you already know and respect:

\$300 Thank You Bonus

For every provider who signs up at your meeting.

\$200 Thank You Bonus

For every provider who signs up within 30 days of your introduction.

\$200 Bonus for the New Provider

Every new provider you introduce receives \$200 off their first-year membership once they pass their background check—just for being referred by YOU.

Why Join the Blitz?

**Grow the trusted, vetted network of providers on Scroll.care.
Help your colleagues gain visibility, referrals, and credibility.
Strengthen our community of care, together.**

Get Started

**Ready to host your Provider Helping Providers Introduction Meeting?
Bring together 1–10 providers you trust and let's show them why
Scroll.care matters.**

**Email: support@scroll.care
Phone: 833-727-6555**



Mimi's Pocket Scholarship Fund

“One of the greatest gifts you have is the ability to help those in need .”

Mimi was a devoted supporter who found deep inspiration in the work of the many dedicated and hard working providers she encountered through her daughter, Co CEO and Founder Renee Balcom. She believed strongly in the power of care and community, always ready to offer a helping hand to those in need. In her honor, we continue this mission—uplifting others in moments when it matters most.

Scroll.care will donate 5% of each membership to Mimi's Pocket Scholarship Fund.

Time and again each of us receives that call from a person in need of services who is on a fixed income and cannot afford the service. The scholarship fund will support those individuals. As a provider you have the opportunity to write a request for funding for approval from the Scholarship Fund Advisory team, made up of Providers and Staff. Your nominee will be considered for financial assistance from Mimi's Pocket.



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Connect with Us Today

Thank you for taking the time. If you have any questions or would like to discuss further, please don't hesitate to reach out to us.



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