

PARTNER WITH

# DPOM Care Communications Platform

*Technology that Cares. Impact that Lasts.*

A program of Personal Care Calling Services, Inc. (PCCS) — a nonprofit, est. 2014 • P. Dale Henson, Founder & CEO

## THE PROBLEM

### Millions live alone, with no daily lifeline.

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- Isolation and limited access to care lead to missed medications, undetected falls, and delayed emergency response.
- Families and caregivers can't call every day — and many recipients have no one checking in on them at all.
- When something goes wrong, there's often no system in place to notice, escalate, and get real help fast.

**PCCS has spent 12.5 years building relationships with this population. DPOM turns that experience into software.**

## THE SOLUTION

### A daily reassurance platform that actually escalates when it matters.

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- Automated daily check-ins by call, text, and email — including medication reminders — for seniors, veterans, and disabled adults living alone.
- Real-time answering detection and conversation logging power every call, so nothing is missed.
- If a recipient and their full Care Circle can't be reached, DPOM automatically alerts staff to request an in-person wellness check — every outcome logged for accountability.

## HOW IT WORKS

### Proven in our submission demo, built on Twilio.

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- Twilio Voice places the daily check-in call, with Answering Machine Detection screening the outcome automatically.
- Every call outcome is logged live to the DPOM dashboard — OK, Concern, or Voicemail.
- An unanswered call triggers escalation through the recipient's Care Circle (primary, secondary, tertiary contacts) before alerting PCCS staff.

*Our submission video demonstrates this end-to-end, live, on real Twilio calls — proof the check-in and escalation logic works, not a mockup.*

## TECH STACK

### A real, production-grade platform.

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- Application: Symfony 7 (PHP 8.4), Twig, Doctrine ORM
- Database: MySQL on Amazon RDS
- Infrastructure: AWS EC2, Ubuntu 24.04, nginx — HIPAA-eligible AWS account with signed BAA
- Voice & SMS: Twilio, CNAM-verified dedicated numbers
- Conversational AI: OpenAI (natural-language response classification) — in integration
- Voice synthesis: Amazon Polly, migrating to ElevenLabs custom voice
- Email: provider selection in progress
- Source control: Git / GitLab

Architecture designed for licensing: multi-tenant-ready, immutable audit-trail notes, configurable retention and archive policy, and role-based access control.

## TRACTION & VALIDATION

### Not an idea. A working platform, with real momentum.

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#### 12.5 yrs

Bootstrapped & founder-led

#### Live Demo

Real Twilio calls, real escalation logic

#### \$84K

Twilio.org Digital Innovation Grant approved

#### Pending Award

Harris County, TX reassurance contract

Recently approved for Twilio.org's Digital Innovation Grant (via ImpactAssets) — due diligence complete, funds pending deposit. Currently in pending-award status with Harris County, TX for a senior/veteran/disabled-adult reassurance communications contract.

## BUSINESS MODEL

### White-labeled and licensed — built to scale beyond one organization.

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- DPOM is built to be white-labeled and leased by other nonprofits, medical practices, HR wellness programs, faith-based organizations, and government/veteran services.
- Flexible, tiered pricing: white-label branding options, basic-to-premium support plans, pay-as-you-go developer access, and nonprofit discounts.
- Every license helps fund PCCS's own free outreach — growth and mission reinforce each other.

## WHY TWILIO, WHY NOW

# Twilio is the infrastructure. Searchlight is the next step.

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- Twilio Voice already powers every daily check-in call DPOM makes — this isn't a future integration, it's live today.
- Conversation Relay and Conversational Intelligence are the exact tools DPOM needs to move from scripted calls to natural, agentic conversations.
- As an ISV building a licensable product on Twilio, DPOM's growth means Twilio's growth — every new nonprofit partner is a new Twilio customer.

**We're not exploring whether to build on Twilio. We already have. We're ready to go further.**

LET'S BUILD SOMETHING AMAZING TOGETHER

## Thank you.

**P. Dale Henson — Founder & CEO**

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