

Company: Elivate, Tahoe City, CA

Company Description: Elivate is a healthspan improvement company defining the next generation of home health. We deliver healthspan/longevity therapies in-home, leveraging a growing network of Healthspan Providers (licensed nurses) and Healthspan Advisors. Our mission is to eliminate the 12.4 year gap between lifespan and healthspan in the US.

Nomination Category: New Product & Service (Developed for/by Women) Awards Categories

Nomination Sub Category: Best Health Tech Product for Women

Nomination Title: Elivate's New Tech-enabled Healthcare Product

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the features, functions, benefits, and results to date of the nominated product or service, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, please provide them in the appropriate spaces below:
3. If you are nominating a brand-new health tech product, state the date on which it was released. If you are nominating a new version of an existing product or service, state the date on which the update was released:

Elivate first delivered treatments in November of 2023, starting with a simple menu of nutrient & hydration infusions & injections designed to remove the obstacles to movement that multiply as we age.

The focus was on keeping people moving for 100+ years of adventure.

This entry highlights the three "solutions" that reflect how Elivate have updated their offering based on consumer immersion and delivery model testing:

Phase 1: Elivate started delivering treatments November 25, 2023

Phase 2: After one year of immersion, ~100 events, testing 8 delivery channels, and delivering >800 treatments, and 3 weeks of financial analysis, Elivate focused on ONE delivery model - in-home visits.

Elivate made the product a housecall vs. a treatment.

The product was delivered differently in 4 key ways: (see page 6 in attached 'stevie-awards-elivate' doc

4. Describe the features, functions, and benefits of the nominated product (up to 350 words):

Total 349 words used.

Elivate's Healthspan Housecall is a women-led innovation that delivers science-backed longevity treatments directly into the home.

Designed to improve healthspan, the service reframes aging as a stage of energy, possibility, and agency.

Founded by Deirdre Davi and Kerry Glancy, the product evolved through extensive in-field testing. After delivering over 800 treatments across eight formats, including wellness festivals, athletic events, and community pop-ups, the team identified one delivery model that outperformed all others: the in-home visit.

Healthspan Housecall is the result of that strategic pivot. It combines proactive treatment with relational, emotionally intelligent care - meeting clients where they are, both literally and figuratively.

Key Features:

- 45–60 minute home visits, led by a licensed nurse and a trained Healthspan Advisor
- Treatment menu includes nutrient IVs, injections, and targeted longevity therapies
- Coaching and education integrated into each visit, tailored to the client's goals
- Personalized delivery, based on user motivation, location, and lifestyle context
- Flexible scheduling and no travel required, making care more accessible for all

Benefits:

- Builds trust and connection through conversation, not clinical detachment
- Increases proactive engagement - clients ask more questions and take greater ownership of their wellbeing
- Creates space for reflection and optimism about aging
- Drives referral and repeat behavior through memorable experiences and personal impact
- Delivers strong unit economics, even without a storefront, through high retention and perceived value

Elivate delivers a care experience vs. a product. The experience - of being cared for, seen, and supported - in your own home. By redefining the service as a housecall, not an infusion, Elivate turns a clinical moment into proactive aging action to help people reframe aging with energy, optimism, and agency.

Women-founded and led, Elivate's Healthspan Housecall model reflects the belief that care can be both powerful and personal. By meeting people in their own space and focusing on their future, Elivate makes healthspan improvement visible, tangible, and deeply human.

What began as mobile nutrient therapy has become a breakthrough service - an in-home longevity visit focused on the future, not the past.

This is not just a new delivery method. It's a new philosophy of care.

5. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words):

Total 345 words used.

Elivate's Healthspan Housecall has proven that home-based care, when designed with emotional intelligence and operational precision, can deliver exceptional results across customer, provider, and financial metrics.

Customer Traction:

Since launching in late 2023, the team has served over 1,800 customers, entirely through word-of-mouth and referrals.

- 47% of revenue comes from repeat clients
- 33% of bookings are follow-ups
- The average visit includes \$99 in add-on treatments
- Clients host for 2–3 people at each Housecall on average, increasing efficiency and impact

Client feedback has been consistent:

- Clients report feeling "heard, cared for, and re-energized."

Critical reception:

- Consistently rated 5 stars on Google
- Described as a category-defining service in the emerging healthspan space
- Positioned as a market leader at the intersection of science-backed care, emotionally intelligent delivery, and women-led innovation

Many clients rebook on the spot. Others invite friends and family to join. They don't just receive a service - they feel seen, supported, and energized.

Provider Satisfaction:

Nurses consistently request to join the team. They cite:

- Freedom from clinical burnout
- Growth opportunities in both health and business
- Healthier, more engaged clients
- The ability to earn extra income within their control
- A sense of personal purpose and learning
- The Healthspan Housecall turns nursing into a more empowered, future-facing career path - especially for women.

Financial Model:

The model is cash-flow positive, with starting >20% net profit per visit. With no storefront overhead, the model is nimble, profitable, and scalable. Unit economics outperform traditional wellness clinics. Visits typically serve 2.4 clients per appointment, increasing both impact and efficiency.

The treatment mix and delivery strategy were refined through real-world feedback, and supply systems were optimized to support nurse-led mobility. The team refined their software stack three times to streamline operations.

Partner Interest:

Elivate is now in discussions with clinics and longevity brands interested in using the housecall infrastructure to expand their services.

As one prospective partner said:

"If this is how you unlock behavior change, we want to work with you."

This model doesn't just deliver care. It delivers connection, trust, and transformation - at scale.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 133 words used.

Supporting information:

We're most excited about the launch of our new AI agent Zoe, who will be a guide for Providers, Advisors, and consumers.

The National Provider Network onboarding experience is [here](#), and the WIP Zoe is [here](#).

- **Customer satisfaction shown in ALL 5 star Google reviews: [5 star Google Reviews](#)**
- **[9 Female Service Providers That Will Uplevel Your Health, Well-Being, and Family — getelivated.com](#)**
- **[New business focused on adventure wellness for the mountain lifestyle](#)**
- **[Truckee Music Fest 2024: 2 Days of Country, Reggae, Rock and Local Vendors](#)**
- **[Elivate StartEngine RegCF Campaign](#)**
- **[Founder video](#)**
- **[Elivate Timeline/Story](#)**
- **[Elivate's Inspiration](#)**
- **[Lifespan < > Healthspan Gap](#)**
- **[Next Generation Home Health](#)**
- **[Longevity-as-a-Service](#)**
- **[Housecall Difference](#)**
- **[Housecall Economics](#)**
- **[Treatment Mix Profitability](#)**
- **[Infusion Therapy Market Update](#)**
- **[Investor Pitch \(Stevie Awards Elivate\)](#)**
- **[Various images & video of launch & operations](#)**

Attachments/Videos/Links:

[Elivate's New Tech-enabled Healthcare Product](#)

[REDACTED FOR PUBLICATION]



HOW TO ENTER >