BEEBOT AI

Beebot AI Digital Pathways

A Smarter Approach to Scalable,
Data Driven Support

Overview

Digital Pathways enable councils to deliver timely, personalised digital support that strengthens early intervention and waiting well approaches for families and citizens. The solution provides structured guidance aligned to key life stages, helping individuals access the right support at the right time while reducing reliance on reactive, resource-intensive services.

By extending support beyond traditional touchpoints, Digital Pathways give councils a scalable way to meet growing demand without increasing frontline pressure. Pathways can operate as a standalone capability or as part of the wider Beebot AI platform, ensuring a consistent, joined up experience across services and a more sustainable model of digital support.

Key Capabilities

Personalised Support: Content is delivered based on user needs and selected topics, ensuring support feels relevant, timely, and easy to engage with.

Structured Delivery: Users receive guided content over time, aligned to specific themes or life stages, supporting continuity and clarity throughout their journey.

Trusted Content Foundations: Pre-configured pathways are built using NHS guidance and trusted resources, providing reassurance and consistency across digital support.

Configurable: Councils can design and adapt pathways to reflect local services, strategies, and community needs, ensuring alignment with wider delivery models.

Engagement and Monitoring: Automated updates, prompts, and feedback mechanisms help sustain engagement while providing visibility into usage and demand.

Flexible Referrals: Pathways can be accessed through self initiation, professional referral, or partner referral, enabling earlier support without creating additional barriers.

Information and content for the pre-configured pathways include (but not limited to):

Pre-Made Pathways

We have created over 50 pathways that are readily accessible for your platform. You can further personalise these pathways to better suit your community and professionals. Examples of available pathways include:

Pregnancy

Trimester Support, Breastfeeding, Bottle Feeding, Perinatal Mental Health

Dad's Support

Pregnancy, Breastfeeding, Bottle Feeding,

Children's Health

Diet, Sleep, Mental Health, Immunisations, Oral Health

SEND

Autism, ADHD, EHCP, Homeschooling, Starting School

Speech and Language

0-6 months, 6-12 months, 12-24 months, 2-3 years, 3-5 years

Baby Milestones

Weaning, Potty Training

Young People

Younger Carers, Mental Health, Bullying, LGBTQ+, Career, Self Esteem

Family

Co-Parenting, Seperation, Step Families, Family Conflict

Adult's Health

Quit Smoking, Mental Health, Menopause, Weight , Drug & Alcohol, Domestic Abuse

School

Primary, Secondary, School Holiday Support

Workplace Health

Musculoskeletal, Mental Health, Menopause

The catalogue is continuously expanding, with new pathways in development to support evolving priorities…