

CAREDATA TRAK CORPORATE PROFILE

CareData Trak is a healthcare IT company founded to help bridge the gap between the growing aging population and the number of people who will be available to take care of them. CareData Trak has demonstrated that by leveraging computer-based technologies to automate healthcare screening processes, the accuracy of at-risk diagnostics are improved and patients can receive the care they need while reducing costs for both themselves and their healthcare providers.

In 2008, the company launched its flagship product, *MySeniorCare*, a self-administered, web-based screening tool developed to detect common geriatric syndromes in individuals aged 55 and older that may go undetected by themselves or a healthcare professional. Developed in close cooperation with the Center for Excellence in Aging and Geriatric Health (CEAGH), The Merck Institute on Aging and Health and the Eastern Virginia Medical School's Geriatric Practice, *MySeniorCare* meets the growing demand to effectively screen seniors for debilitating health risk factors such as falls, incontinence, depression and dementia during early treatable stages. Validated in an independent clinical study conducted by these organizations, *MySeniorCare* has been shown to deliver a 60% improvement in diagnosing risk for incontinence and a five-fold improvement in detecting seniors at risk for falls.

The *MySeniorCare* kiosk includes a personal computer and touch-sensitive monitor housed in a standalone, easy-to-deploy wood cabinet. Designed to accommodate vision and hearing impairments, the touch screens deliver large fonts, inviting colors and the ability to scroll over or touch the screen text to activate audio reading of the material. Once the survey is started by a healthcare professional, patients move easily through the interview questions. Because the computer asks the questions, the patient is free to answer as honestly as possible without having to interact with a person to whom they may not want to reveal personal information due to embarrassment or fear. Once the survey is complete, the system generates a report showing an at-risk result for each syndrome as well as a suggested treatment category. The web-based reporting feature can be used to show screening results over time, any historical effects of applied treatment plans and improved diagnostic results through systematic, historical data collection and tracking.

MySeniorCare is an essential tool for organizations that deliver or facilitate healthcare for the elderly, such as assisted living facilities, nursing homes and other medical practices. Many senior living facilities and eldercare healthcare providers are experiencing shortages in caregiver staff and primary care physicians; and daily care staff members are often unfamiliar with what constitutes the aging process. For staff who have little or no expertise in recognizing the common ailments of aging, *MySeniorCare* automates the geriatric screening process and provides the tools necessary to detect these syndromes before a treatable health problem becomes chronic.

CareData Trak has delivered projects for The Institute for Optimal Aging of Brookdale Senior Living, the Merck Institute on Aging and Health, the Peninsula Agency on Aging, the Center for Excellence for Geriatrics and Optimal Aging, the Departments of Social Services and Health for Fairfax County, Virginia and the Virginia Department of Corrections.

CareData Trak executives bring vast industry experience, market-focused expertise and proven leadership abilities to bear on their mission.