

## CAREDATA TRAK FACT SHEET

<b>Corporate Positioning:</b>	CareData Trak is a healthcare IT company focused on diagnostic decision support software applications dedicated to improving the quality of healthcare to the elderly and reducing the cost to both providers and patients. <i>MySeniorCare</i> is an essential tool and new standard for organizations that deliver or facilitate healthcare to the elderly, such as retirement communities, assisted living facilities, nursing homes and other medical practices.	
<b>Mission and Focus:</b>	CareData Trak has demonstrated that by directly engaging patients in the diagnostic process by using simple-to-use kiosk technology, both patients and providers are empowered to detect common geriatric syndromes during early treatable stages that otherwise would have been missed. Innovations in healthcare technologies, like <i>MySeniorCare</i> , can bridge the gap by capturing and identifying additional important diagnoses, earlier for the patient and faster for the doctor. Because <i>MySeniorCare</i> directly engages the patient, it improves the ability of healthcare providers and senior living facilities to identify patients at risk for complications—before they occur—as well as encouraging the right conversation with the elderly and their families on how to prevent declining health outcomes.	
<b>Year Founded:</b>	Founded in 2006 as result of a 2004-2006 clinical research study in partnership with The Eastern Virginia Medical School, The Center for Excellence in Aging and Geriatric Health and the Merck Institute on Aging.	
<b>Industry Served:</b>	Aging Services Industry (Retirement Communities, Assisted Living Facilities, Skilled Nursing Homes and Geriatric Medical Practices). This industry is comprised of establishments primarily engaged in providing residential and personal care services for (1) the elderly and others who are unable to fully care for themselves and/or (2) the elderly and others who do not desire to live independently. The care typically includes room, board, supervision, and assistance in daily living, such as housekeeping services. In some instances, these establishments provide skilled nursing care for residents in separate on-site facilities and special Alzheimer's care units. Larger organizations may also provide on-site Health Care Centers or Advanced Care Facilities and/or have round-the-clock nursing services at the residence.	
<b>Executive Management:</b>	Dexter Klock, President & CEO Debbie Gee, Executive Vice President Jim Deverick, CTO	
<b>Advisory Board Members:</b>	Bill Bean College of William & Mary Business & Technology Center	Dwight Ringdahl President/CEO SocialNet Web, LLC
<b>Press/Analyst Relations:</b>	Debbie Gee CareData Trak, LLC Tel: 757-259-0004 x1051 E-mail: <a href="mailto:Debbie.gee@caredatatrak.com">Debbie.gee@caredatatrak.com</a>	
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**Products and Services:**

***MySeniorCare*** – CareData Trak delivers a self-administered, interactive 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. Common geriatric syndromes include falls, incontinence, depression and dementia. Features include:

- ***Kiosk***: Includes personal computer, touch-sensitive monitor housed in a standalone, easy-to-deploy and decorative wood cabinet. Touch screens deliver large fonts, inviting colors and the ability to touch the screen text to activate audio reading of the material.
- ***Screening Process***: Screening questions are delivered by a clinically-validated survey module leveraging decision-tree logic to navigate content and analytical measurement of the risk for syndromes including falls, incontinence, depression and dementia. Optional module: pain management.
- ***Reporting***: An individual's screening report is delivered on paper or through the web, shows an at-risk result for each syndrome and displays answers to each question. Advanced web-based reporting allows healthcare providers to access data using unlimited database queries to generate reports that are useful about an individual or population.
- ***Compliance***: HIPPA privacy compliance requirements are addressed through content and data storage features that utilize secure-server encryption and data scrubbing after each user steps away from the kiosk as signaled by built-in sonar sensors.
- ***Pricing***: The subscription cost is \$600 per month, per kiosk for a three-year term and includes equipment, software, installation and training. Software content and support includes four geriatric syndrome screening modules, product updates, secure web-based reporting and help desk support services.
- ***Optional Content Delivery Methods***: PC Tablet or Web-based. Handheld device delivery under development.

***Professional Services*** – CareData Trak offers professional services that allow healthcare providers the ability to optimize the delivery, survey content and reporting capabilities of *MySeniorCare*.

- ***Private Branding*** – The ability to customize the delivery of content to include company logo, graphical layout and color scheme to enhance healthcare provider brand.
- ***Customized Reporting*** – Easy design and delivery of reporting views that can accommodate facility and healthcare provider needs such as customized views for clinicians, administrators and/or patient family members.
- ***Value-Add Facility Surveys*** – Design and delivery of additional survey modules to collect resident and patient feedback to measure consumer and facility amenities and services.
- ***Educational Content*** – Includes wellness and healthcare educational tools and modules.