CareData Trak web copy
Marathon Marketing, January 2010

Home Page

The incidence of, and risk for, serious health conditions such as alcoholism, depression and falls in the elderly—to name just a few—is high. Yet studies show that general practitioners and specialists alike often do not diagnose many patients who would benefit from early intervention. A good many others are under-diagnosed. Even in home care environments, employees have additional opportunities to screen patients and enhance care.

This comes as no surprise to most healthcare professionals, who, despite the very best intentions, don't have staff, technology or a process to screen patients efficiently and cost effectively. With just minutes to spend in appointments, you only have time to treat each patient's most immediate health needs.

However, research consistently demonstrates that **early screening reduces healthcare costs and improves quality of life for patients** who suffer from treatable or preventable health conditions. With widespread implementation of Electronic Health Records, and CareData Trak's integrated, easy-to-use screening tools, you will **improve patient care *and* your financial performance.**

CareData Trak provides real-time, customized screening and reporting solutions for the healthcare industry. With up-to-the-minute individual and aggregate patient assessments, you can make sound healthcare and practice business decisions.

> **Box/pullout:**
> In a review of nearly 700 studies for the Agency for Healthcare Research and Quality (AHRQ), researchers found that interactive consumer health IT tools were usable and effective in multiple settings with different populations.

Company
Introduction/overview

Studies on the impact of interactive consumer health IT on health outcomes consistently show they have a positive effect when they provided a complete feedback loop.

> *Pullout/box*
> **Components of an effective feedback loop:*
> - *Monitoring of current patient status*
> - *Interpretation of this data in light of established, often individualized, treatment goals*
> - *Management plan adjustments as needed*
> - *Communication back to the patient with tailored recommendations or advice*
> - *Repetition of this cycle at appropriate intervals*
>   *Source: Agency for Healthcare Research and Quality (AHRQ)*

Dexter Klock, founder and CEO, developed CareData Trak's web-based health screening tools and assessments to fill the gap created by an over-burdened healthcare system and an under-served patient population. Ultimately, CareData Trak's solutions will help drive down healthcare costs while increasing patient care and improving quality.

Klock completed a two-year IRB-approved clinical research study before launching CareData Track in 2006. IRB—the Institutional Review Board—is an independent committee that approves, monitors and reviews biomedical and behavioral research that involves humans. Klock collaborated with the Eastern Virginia Medical School, The Center for Aging and Geriatric Health and the Merck Institute on Aging.

While Klock originally developed CareData Trak solutions to cater to the senior market, he quickly learned that the value of electronic health assessments extended far beyond just aging patients. Healthcare providers across a wide range of disciplines now use CareData Trak assessments to improve patient care.

CareData Trak Executive Team
Dexter Klock, CEO
Jim Deverick, CTO

Advisory Board
Bill Bean
College of William and Mary Business and Technology Center

Rick Jackson, Executive Director
The Center for Excellence in Aging and Geriatric Health

Page: Solutions
Subpages: **Overview**   **Benefits**   **Health screenings**

Page: Overview

CareData Trak: For better patient care
General practitioners and specialists alike have a responsibility—and a tremendous opportunity—to assess patients who are risk for, or demonstrate symptoms of, many treatable health conditions.

However, since today's healthcare system doesn't allow you to spend the time you'd like with patients, electronic screening tools, such as CareData Trak's CrossLaunch, frees you from routine patient questioning so you can apply your valuable medical expertise to improving patient care.

> *Pullout: Physicians do not diagnose more than 50 percent of people with dementia. Screening tests might identify people with undiagnosed dementia; however, primary care providers would need a brief, accurate screening test to apply during routine office visits. (Agency for Healthcare Research and Quality)*

CareData Trak: For more profitable practice management
In today's litigious environment, troubling economic climate and flawed healthcare system, healthcare administrators must balance providing outstanding care with the financial realities of running a practice or department. CareData Trak's software and data collection products provide easy-to-use tools to overcome obstacles to these often-conflicting goals. Since CrossLaunch fully integrates with electronic health records (EHR), billing and coding systems, it's very cost effective.

CareData Trak: For increasing patient involvement in healthcare
Today's patients want to take a more active role in their own healthcare. They are also understandably concerned about the privacy of their medical information. And, let's face it: if the technology is not easy to use and non-threatening, patients will be reluctant to participate.

CareData Trak kiosks and tablets are **HIPAA compliant and user-friendly**—even for people with disabilities. And, by **identifying health risks or uncovering undiagnosed health problems sooner**, patients can seek appropriate care earlier, dramatically improving their health and quality of life.

CareData Trak: For enhancing healthcare workers' patient interactions
Healthcare workers in home and other settings are in a unique position to screen patients in a timely, cost-effective manner outside of limited appointment slots. This frees them to spend more time caring for and educating patients, and to improve patient outcomes.

Page: CareData Trak benefits
Improve patient care
With CareData Trak's electronic screening system, physicians, nurses, home care and other health professionals can use real-time screening information to educate and treat patients. By identifying undiagnosed health risks, you can intervene earlier, possibly preventing future problems or quickly managing existing ones.

Electronic screening also **improves the quality of patient data**. Patients feel more comfortable providing **truthful answers to sensitive or embarrassing questions** when they're not responding directly to a person.

> *Pullout: Doctors fail to screen 15 to 30% of people hospitalized for alcoholism or alcohol dependence. Researchers recommend screening tests patients can complete on their own. These tests are designed to elicit answers related to problems associated with drinking rather than the amount of liquor consumed or other specific drinking habits. (University Maryland Medical Center)*

CareData Trak reports include detailed results of each assessment, including at-risk diagnosis and treatment categories. You can use the information you collect from CareData Trak to:
- Track individual patients over time
- Analyze patients before and after interventions
- Track aggregate patient data over time to identify trends
- Share simple reports with patients or their family members
- And much, much more

Integrates with other software systems
Patient assessment data from CareData Trak's kiosks, TabletKiosks and other web delivery platforms **integrates with electronic health records, coding and billing systems**. There's no duplicate data entry. While electronic health records use technology behind the scenes, CareData Trak uses technology to **talk to patients directly**. Everything is seamlessly integrated and the CareData Trak system is **HIPAA compliant** to ensure complete patient privacy.

Easy to learn and use
CareData Trak's web-based screening tools use large fonts, buttons, colors and sensitive response mechanisms to make it easy for seniors, children or people with limitations to successfully complete a screening session. The software leads patients through the survey assessment, tailoring questions based on their previous responses. Patients with vision impairments can choose an audio reading of the text.

Save money
When patients complete an electronic health screening, either in your practice, at home or in some other setting, **it frees medical providers—who have the highest labor costs—to focus exclusively on patient care**, using the data collected to probe into, or counsel patients, on potential health risks. This means you can **see more patients in the same amount of time without increasing your costs.**

In the home health environment, mobile healthcare workers can collect critical patient data and transmit it instantaneously to a remote provider, who can assess the information and provide immediate feedback regarding the patient's plan of care. Not only do you improve patient care, you save money you previously

spent on **non-valued added transportation costs for mobile workers** to travel between home, office and patients' residences.

> *Pullout: Simple, clinical screening tests can accurately identify seniors who are more likely to fall (Centers for Disease Control)*

Flexibility

You have a great deal of flexibility with the CareData Trak system.

- Brand your kiosks and tablet with your organization's name and logo
- Expand the system as your organization grows—CareData Trak is easily scalable
- Purchase your tablets and kiosks directly or take advantage of our direct licensing option
- Automatically generate appropriate coding and classify Medicare and Medicaid patients into Resource Utilization Groups (RUG)

Need additional help? CareData Trak's Professional Services provides consultation when needed to maximize your return on investment.

Page: Health screening
Research studies consistently support the use of screening tools and interventions for identifying common—but frequently missed or under-diagnosed—health problems. CareData Trak uses clinically validated survey models so you know you are getting medically sound data.

Geriatric or home health
- Fall risk
- Incontinence
- Depression
- Dementia

Pullout: Primary care physicians diagnosed dementia in only 44% of older adults who had the disorder (Journal of the American Geriatrics Society, 2007)

General population
- Drug or alcohol abuse
- Depression
- Suicide risk
- Adolescent behavioral problems

Pullout: Screening and brief interventions are valuable—but underutilized—tools in primary care practices for identifying patients with potential alcohol problems. (National Institute on Alcohol abuse and alcoholism)

Pullout: Physicians only diagnose half of all depressions in Primary Health Care (PHC). Left undetected, depression entails high healthcare costs and low individual quality of life. (BMC Family Practice, 2008)

Pullout: Systematic screening of adolescents for behavioral problems, emotional distress, and physical or sexual abuse is critical. Adolescents can seriously compromise their health by engaging in risky behaviors, including tobacco, alcohol and other drug use, early and unprotected sexual activity, violence, and suicide attempts. (Minnesota Department of Human Services)

Page: Products
CrossLaunch
Overview
CrossLaunch is a secure, fully integrated content management system that delivers clinically validated, self-administered patient screening tools that physicians can use to detect undiagnosed health risks and conditions.

Healthcare providers can simultaneously deliver content to web-based devices with almost any hardware configurations. Need to change assessment tools remotely? No problem. You can change content on one or all devices at will.

Conditional survey branching tailors each assessment based on patient responses instead of requiring patients to complete one-size-fits all screenings.

Basic features
- Custom graphical user interfaces
- Powerful, customized report generation
- Platform independent
- Accommodates touch-screen appliances, tablet PCs, Laptop PCs, portable handheld devices, desktop computers
- Dynamic content management
- Easy-to-use XML-based authoring tool

Advanced features
- Built in support for basic text, HTML, images, video, animation, Adobe Flash data
- Native support for proximity sensors to protect patient privacy scrubs data when user walks away
- Native support for RFID sensors and magnetic card readers

Options
- License CrossLaunch Content Authoring System
- Use CareData Trak's secure servers
- Outsource content development to CareData Trak
- Purchase tablets and kiosks directly

Kiosks and TabletKiosk
CareData Trak has collaborated with leading manufacturers of technology-based tablets (see Partners page for more information) to provide powerful pen- and touch-based platforms for our assessment tools.

The desktop kiosk is sturdy enough to hold up in a busy practice environment, but lightweight enough to relocate to provide optimal patient privacy. Even patients in wheelchairs can comfortably access a desktop kiosk.

The TabletKiosk's resistive touch screens and electronic handwriting recognition makes it easy to hold and complete screenings, even for people with disabilities. And they're rugged and light enough for mobile healthcare workers to carry with them into the field.

Cross Connect/Telemedicine

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Need info

Page: Partners

CareData Trak collaborates with specially selected partners to deliver comprehensive, cost-effective solutions to healthcare providers.

Seneca Data

Seneca Data manufactures technology products such as desktops, notebooks, servers and storage device, and offers flexible technology solutions to the healthcare and other industries.

TabletKiosk

TabletKiosk distributes portable Tablet PCs, Ultra-Mobile PCs and Mobile Clinical Assistant tools can be used as handheld devises or mounted software solutions.

Page: For Consumers

Today, patients like you are well informed and want to take an active role in their own healthcare management. Good for you. Electronic screening tools provide an easy way for your healthcare providers to screen you—or a loved one—for undiagnosed conditions for which you are at risk.

Electronic screening has proven invaluable in detecting problems in several key areas:
- Fall risk in the elderly
- Alcohol dependency and abuse
- Alzheimer's or dementia
- Depression
- Teen at-risk behaviors

As we fully integrate information technology into our healthcare system, and it becomes even more critical to delivering quality healthcare, providers will continue to find ways to use screening tools like this to improve patient care.

Privacy
You're probably concerned about the safety of your personal electronic health information, as you should be.

The Health Insurance Portability and Accountability Act of 1996 (HIPAA, Title II) required the United States Department of Health and Human Services (HHS) to establish national standards for electronic health care transactions and national identifiers for providers, health plans, and employers. It also addressed the security and privacy of health data. HHS continues to develop safeguards to ensure providers comply with HIPAA regulations and to prevent unintentionally breaches in patient health information.

CareData Trak takes your privacy seriously. Our electronic screenings are fully HIPAA compliant, so you can rest assured that when you complete an assessment, your medical information is secure—in the tablet or kiosk on which you are taking the assessment, and in the way the results are reported to your healthcare provider.