**Company Profile**

**Industry Sector:** Educational Software and Videos

**Company Overview:** The vision of HealthCare Interactive is to be the premier provider of truly patient-centered educational products for memory loss, dementia, and Alzheimer’s Disease and to be the first company people think of when they are looking for caregiving solutions.

**Target Market(s):**
- Families and friends caring for someone with dementia
- Nursing homes and assisted living facilities
- Home health care agencies
- Technical schools, community colleges, and universities providing dementia training
- Health insurance companies
- Governmental, VA, and military health systems

**Key Value Drivers**

**Technology**: HealthCare Interactive is leading developer of Internet-based and video training programs for professional and family caregivers of those with dementia.

**Competitive Advantage:** HCI’s training programs connect the educational needs of caregivers with creative uses of interactive multimedia and video technology. Programs are available 24/7 and can be completed in the privacy of your own home. Our products encourage a healthier dynamic between caregivers and care recipients by helping caregivers manage the demands of dementia progression and care burden.

**Plan & Strategy:** HCI is actively marketing its pipeline products through a nationwide sales rep program (www.memoryLossDVD.com/join), a nationwide co-branding agreement with the Alzheimer’s Association (www.alz.org), and online distributors such as amazon.com.

We are seeking strategic partnerships in both the public and private sectors.

*Technology funded by NIH and internal efforts, and is being commercialized under the NIH-CAP

**Management**

**Leadership:**
- John V. Hobday  
  CEO and Founder
- Stanley Smith, M.D.  
  Medical Officer and Founder
- John P. Sarracco  
  Director of Technology
- Beth K. Hoeppner  
  Senior Instructional Designer and Video Producer

**Scientific Advisory Board:**
- Elizabeth Gould, MSW, LCSW  
  Associate Director, Clinical Care, Alzheimer’s Association, National Office
- Katie Maslow, MSW, Associate Director for Quality Care Advocacy, Alzheimer’s Association, National Office
- Lisa Gwyther, MSW, CCSW, Director, Family Support Program, Center for the Study of Aging and Human Development, Duke University Medical Center
- Joseph E. Gaugler, Ph.D.  
  Assistant Professor, School of Nursing, Center on Aging, University of Minnesota

**Product Development**

**CARES™ Dementia Care Training Program**  
6-hour online training program with CEUs for CNAs, nurses, social workers, and administrators. Unlimited-user pricing starting at just $99/month.

**SAVVY Caregiver™ DVD**  
Nationally recognized training program for families and friends of someone with memory loss, dementia, or Alzheimer’s. Price of the 4-DVD set is $49.

**Savvy Homework CD-ROM**  
This $29, 2-hour computer CD-ROM is not required to complete the Savvy DVD, but is recommended in order to reinforce concepts.