GrandCare SYSTEMS®

Since 2005 GrandCare Systems has provided the most comprehensive and fully featured caregiving technology on the market.

GrandCare aims to empower individuals to remain safe and healthy at home, while providing caregivers the resources they need to provide excellent care at a reduced cost.

This document is updated regularly.
For the most recent copy, please visit www.grandcare.com

GrandCare Systems: Media Kit, Revised Summer, 2014

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My GrandCare Monitoring System Product Family

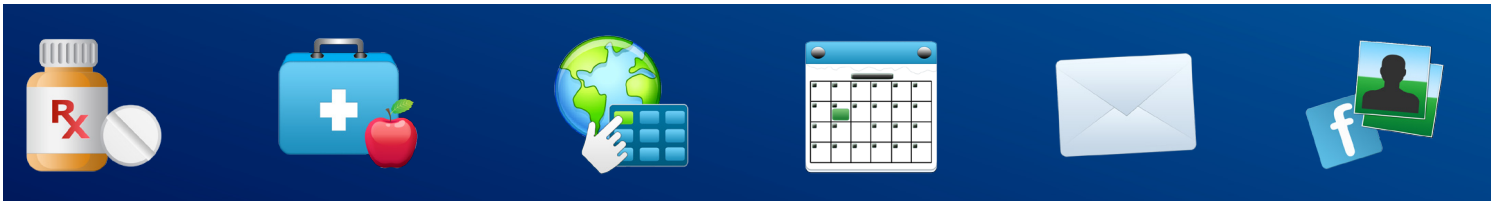


Table of Contents

GrandCare Systems	1
Superior Service and Quality; GrandCare History	2
Leadership: Our Management Team	3
How a GrandCare System Works	5
The GrandCare Touchscreen	6
Activity (ADL) Monitoring	7
Memory Boost	8
Wellness Monitoring and Medication Management	9
Care Coordination and Home Automation	10
Socialization for the Resident	11
Notifications, Reminders, and Entertainment Features	12
Milestones: Industry Awards	13
In the Media and Social Networks	15
Our Partners	16

GRANDCARE IS THERE... EVERY STEP OF THE WAY

Industry pioneer GrandCare Systems, provides the most trusted and comprehensive caregiving technology on the market. Since 2005, GrandCare has enabled individuals to remain healthier, happier, and more independent.

The GrandCare interactive touchscreen gives residents the option to control communications and view specific pictures, listen to audio messages, check calendar appointments, visit designated web sites, play games and brain exercises, and video chat with family.

Using a series of wireless activity sensors and digital health devices, the system can notify designated caregivers by phone, email, or text if something seems amiss.

The Vision

GrandCare Systems envisions a future where all are able to remain independent and connected to family and friends...

We believe that people have the right to empower themselves with enabling technologies to stay healthy, safe, and happy at home.

The judicious use of technology can help professional caregivers, family caregivers and individuals who want to maintain their own wellness.

Our Mission

GrandCare Systems addresses the societal need to reduce the cost of chronic conditions and long term, post-acute, and hospice care by providing a fully featured, residential home system to support aging and healing in place.

Superior Service and Quality

Whether we are assisting a family caregiver utilizing a system for a loved one or a corporate customer in the homecare field operating multiple resident systems, we at GrandCare are dedicated to providing the best in customer satisfaction.

Our representatives are well versed in the needs of our customers and are dedicated to making each GrandCare experience exceptional.

GrandCare is committed to the highest quality standards for its operations and products.

Our products are developed and produced using ISO-13485 and CMDCAS-certified processes, and carry a CE Mark.

GrandCare History

In the early 1990's, Charlie Hillman had a problem. He was caring for his great aunt, who lived in a cottage next door. Clara was in her late 80's and was blessed with good health and cognition. She walked over to his house once or twice a day for meals and family gatherings.

One January morning she called to let Charlie know that it was cold in her home. Charlie went over to check it out, and found that Clara had opened all the windows because of a strong, burning smell and thick smoke. Charlie's heart went into his shoes as he navigated the crawlspace below the cottage and noticed flames coming from the furnace.

Subsequent conversations revealed that Clara had been enduring temperature swings for weeks and had heard noises coming from the basement. She, of course, had no idea what this was and "*didn't want to bother anyone.*"

Charlie was incredulous and shaken by the close call. He knew there had to be a solution, and thus the vision of GrandCare was born. Unable to find any integrated solution on the market, Charlie put his MIT education to good use and began to design a system from a variety of disciplines. Charlie knew there were many others in a similar situation who could benefit from a user friendly system that was easy to install. By 1995, Clara's home was outfitted with a pre-GrandCare product consisting of basic sensors and a device to automatically turn on her TV when Lawrence Welk came on. Clara was safe, happy, and was able to continue living independently at home for the rest of her life.

Fast forward almost twenty years to today. Technologies such as the internet and wireless sensors have helped to turn what started as a vision into a reality. Charlie had tabled his vision for a few years, but came back to it full force in 2003, beta testing the GrandCare System in 2005, and bringing the GrandCare model to market in late 2006.

Leadership
Our Management Team

Dan Maynard, President and CEO

Dan joined GrandCare as CEO with more than 25 years of experience in the health insurance technology industry, including executive roles in sales, marketing, operations, software development, financial management, and corporate development. Dan formed CCISoft, which was sold to Workscape in 1999. In 2001, he built Riverwood Solutions and served as president and CEO through the merger with Connecture in 2004. Dan continued in those positions until 2012. He studied business at the University of Wisconsin - Milwaukee.

Charlie Hillman, Founder and Chief Technology Officer

Charlie has spent most of his career as an entrepreneur involved in disruptive technologies, including computer cartography in the 70's, computer aided design in the 80's, and Internet in the 90's. He is a professional engineer with a BS from MIT and a Masters in Engineering from the University of Wisconsin-Milwaukee. He is a commissioner of CAST *(Center for Aging Technology)*, a frequent speaker at national and international conferences, and is actively involved in local economic development.

Jerry Furness, Founder and Chief Operations Officer

Jerry brings over 15 years of business and technical management experience in the health care industry. Jerry has a broad background of strategic implementations of software and has worked with some of the largest Fortune 500 companies in the United States on their enterprise software installations and service offerings. Jerry has held executive positions in sales, partnership development, market development, emerging markets, strategic solutions, innovation, product development and operations.

Laura Mitchell, Chief Marketing Officer

Laura is a founding member of GrandCare Systems, and was responsible for bringing GrandCares's product to market in 2006. She specializes in channel partnerships, growth hacking, and social media. Laura speaks throughout the country on Digital Health, Mitigating Hospital Readmissions, and Go-to-market Strategies at venues such as CES, Digital Health Summit, Mhealth Summit, LeadingAge, AgeTech West, and AARP. She has authored several publications and whitepapers for industry publications, and was featured in Forbes for her social media strategies.

Erick A. Eiting, MD, MPH, MMM, Chief Medical Officer

Dr. Eiting has helped to demonstrate the ability to prevent unwanted outcomes, such as falls and medication errors, by increasing screening and outreach to geriatric patients who come to the emergency room. He supports the use of technology in the prevention of hospital readmissions and increasing independence for geriatric patients. Dr. Eiting is a member of the Geriatric Section of the American College of Emergency Physicians, and holds a Masters in medical management from the University of Southern California, as well as an MD from the State University of New York.

Joel Kirsch, VP Business Strategies

Joel became a member of the GrandCare team in 2011. He works closely with the GrandCare Investment team and is a cornerstone in the development of our international market. A Business School graduate from the University of Wisconsin-Madison, Joel has held Resident Sales and Marketing positions at two industry-leading, international companies. He is experienced in business and product development, and in licensing patented technologies in the U.S. and abroad. In his spare time, Joel enjoys traveling and is an avid fisherman.

Nick Mitchell, VP Product Development

Nick is a founding member of the GrandCare team, and has been working as lead developer since 2005. His programming resume includes experience at Sandia National Labs in New Mexico, Sonic Foundry in Madison (recently acquired by Sony), Retek, a retail database management company (Point of Sale for GAP), and the Federal Reserve Bank in Minneapolis. He performs in a musical trio and enjoys providing services out of his sound mixing and recording studio. Nick lives in Wisconsin with his wife and two boys.

Scott Feldstein, Director of Product Management

Scott joined the GrandCare team in June 2013 with 15 years of IT training, support, and administration experience. His other areas of expertise include e-Learning, classroom instruction, and curriculum design. He has also taught digital multimedia at Marquette University. Scott has a BS in psychology from Carroll University and a Masters in educational psychology from Marquette University. In his free time he enjoys playing bass guitar in a local music group. Scott lives in Wisconsin and has two children.

Tamara Milliard, Sales Director - East

Neil Tantingco, Sales Director - West

Mike Westling, Sales Director - Midwest

How a GrandCare System Works

Online Care Portal

The Online Care Portal can be accessed from any Internet-connected device.

Caregivers access the features of the system by logging in to the online Care Portal.

The Care Portal enables caregivers to check on sensors, view graphs, set up notifications, utilize care notes, and add social communications to the resident's touchscreen.

Caregiver Notifications

The caregiver has full control over the specific notifications a system will send out when a designated event occurs.

These notifications are customized using simple selection lists with an intuitive, wizard approach.

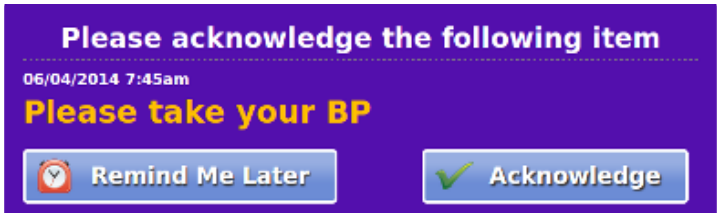
Phone Calls: Text to speech phone calls can be made to caregivers or the resident. Multiple caregivers can be notified, and call lists can be set up.

Texts: Automated text messages can be sent to caregivers with an alert status.

Emails: Emails can be sent to the caregiver or resident. Emails sent to residents appear as letters on the touchscreen.

On Screen Acknowledgements

Acknowledgments are a good way to remind residents of specific tasks. Caregivers can add these pop-up messages with optional tones to the touchscreen.



The GrandCare Touchscreen

Zero Computer Skills Needed

The GrandCare touchscreen is placed in the resident's home, and provides a full range of sensor monitoring capabilities, video chat, and a simple, intuitive interface for the resident to receive social interactions and cognitive assists.

Main Menu

The resident touches the Main Menu button to access all features and communications on the screen. When the GrandCare touchscreen is not in use, a continuous slideshow is displayed, much like a digital photo frame.

Available Buttons

The content and buttons available on the Main Menu are specified by remote caregivers. Some available buttons include:

- **Assessments** - Multiple choice questions on health and lifestyle
- **Brain Exercises** - Fun and challenging trivia games
- **Caller ID** - A record of incoming video chat and telephone calls with images
- **Calendar** - Monthly or daily views for tracking appointments and events
- **Games** - Interactive games such as Solitaire, Checkers, and Tic-Tac-Toe
- **Letters** - Electronic letters between residents and caregivers
- **Medication** - View an interactive medication schedule with reminders
- **Messages** - Brief on-screen message that allows optional audio attachments
- **Music Programs** - Therapeutic streaming music in a wide variety of genres
- **News** - The latest news and local weather forecasts
- **Photos** - Browse photos shared by family and caregivers
- **Today's Schedule** - View a checklist of daily tasks and events
- **Websites** - Caregiver-selected URLs designed to make viewing safe and easy
- **Wellness** - View wellness readings and access assessments

Activity Monitoring
Sensors and Devices

The GrandCare System uses a variety of non-invasive sensors to accurately monitor the daily activities of residents without impeding their lifestyle, privacy, or negatively affecting the aesthetics of the home. These sensors report wirelessly to the GrandCare touchscreen located in the residence. Using the Internet, remote caregivers can log in to assess activity levels, pin-point specific problems, and specify alert rules.

Motion Sensors

Detect patterns of motion
Was there motion in the kitchen at meal time? Has there been excessive motion in the bathroom? Does a change in daily activity levels indicate a potential problem?

Graphing and summary reports are available to track activity trends

Send a customized alert if there is motion, no motion, excessive motion, or wandering motion

Contact Sensors (Door/Window)

Detects open and close on doors, cabinets, drawers, containers
Has someone left the house? Did the fridge door open in the morning?

Send a customized alert if something is opened, not opened, or next opened

Pressure Sensors (Bed/Chair)

Detects pressure in a bed or chair
How well is a resident sleeping? Has someone gotten out of bed? How long has someone been inactive?

Send a customized alert if a resident is in bed or not in bed

Action Buttons

Fixed or wearable buttons, each assigned a various action
(Not intended for use as a PERS or crisis management device.)

Send a customized alert if pushed or not pushed

Memory Boost

Todays Schedule and ToDo Items

The GrandCare Memory Boost uses reminders, ToDo checklists, journal features, and event scheduling right on the simple touch appliance in the home, perfect for individuals who can benefit from daily routine cognitive assists. The GrandCare Memory Boost can enable longer lasting independence, while providing “peace of mind” to remote caregivers.

“Having Alzheimer’s is a gigantic challenge and something that I and my family cope with each and every day, but GrandCare makes it all easier and comforting. I strongly recommend working with GrandCare!”

Alexander Sandy Halperin, DDS, Alumni Member of the National Alzheimer’s Association Early Stage Advisory Group --- Alzheimer’s Advocate

Wellness Monitoring
Digital Health Devices

Blood Pressure Device
Weight Scale
Pulse Oximeter
Glucometer

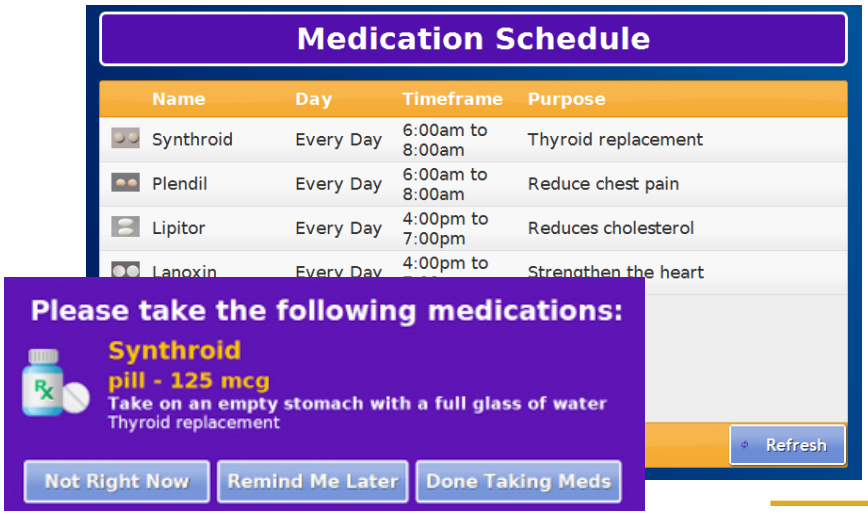
Wirelessly measure and record wellness readings through a variety of bluetooth-enabled health devices

Graphing and printable reports are available to track health information over time

Send a customized alert if a wellness reading has or has not been taken during a specified time

Medication Management
Schedules and Prompts

GrandCare can prompt a resident when it is time to take medications with instructions and a picture of the exact medication to be taken. The resident can push a button to indicate whether medications were taken.



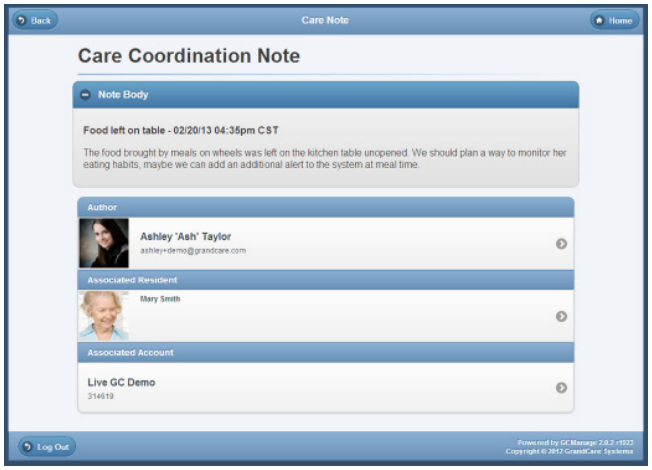
Medication Details

- Images
- Generic Names
- Proprietary Names
- Doctors
- Pharmacy Information
- Prescription Numbers
- Dosages
- Directions
- Purposes

Care Coordination
Communication for the Care Network

The Care Coordination Notes feature allows both family members and professional caregivers to coordinate schedules, view assessment data, exchange notes on care, and share relevant information.

This feature aids in maintaining the lines of virtual communication within the entire care network and is available from the in-home touchscreen or by caregivers remotely.



Home Automation
Smart Home Devices

Temperature Sensors

Detects In-home temperatures
Is the heat or the AC working properly?

Send a customized alert if the temperature is greater than or less than a specified value

Lighting Control

Indoor safe-path lighting

Motion and timer controlled automatic lighting via plug-in lamp modules

Caller ID

Record incoming calls

Displayed on the touchscreen or accessed remotely by caregivers

Alert parameters support known and unknown callers

Socialization For The Resident
Interactive Communications

From the online Care Portal, caregivers can add messages, digital letters, and more. Residents can instantly access Skype®, and a Facebook® photo feed is available to family and caregivers.

Video Chat

With a push of a button residents can video chat with friends, family, caregivers, and other GrandCare touchscreen systems. Video chat is set up by caregivers, allowing residents the ability to make and receive calls without ever having to log-in.

Photos

Any caregiver can share personal photos with a resident. Pictures will display as part of the digital slide show on the touchscreen and be available for on-demand viewing.

Caregivers can also automatically share selected picture folders from Facebook.

Letters

Caregivers and residents can exchange electronic letters with the system. Residents receive the letters on the GrandCare touchscreen, while caregivers receive letters via the Care Portal and email.

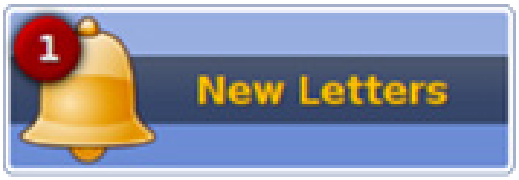
"My favorite thing is merely touching this little thing and having all these beautiful people available to me. I now have access to my grandchildren. Everything I was missing out on, I can see now."

"It has rebirthed me, so to speak."

—Ed Thelen, St. Cloud, MN

Notifications and Reminders

When a resident receives an electronic letter, the Notifications button lights up and displays the number of new letters in their in-box. Pressing the Notifications button will take them directly to the new letters.



Caregivers can also add pop-up reminders and calendar dates to the touchscreen, keeping residents engaged and actively participating in their daily activities.

Entertainment Features

Games and Trivia

To support Brain Fitness, each GrandCare touchscreen comes pre-loaded with optional stock photos, games, trivia, spiritual offerings, word definitions, music and nostalgic *"Did you know?"* information.

Music

Residents can listen to therapeutic streaming music from CoroHealth® right from the touchscreen. Playlists are organized into therapeutic programs that are tailored to mood, activity, and musical taste. The system comes with five pre-installed programs, but caregivers can edit and add new programs from a wide variety of music genres and moods.

Websites and Online Videos

Caregivers can remotely add website and video links to the touchscreen for a more personalized experience. Residents can browse their favorite websites on the Internet. Websites are organized by category including: Favorites, News, Hobbies, Sports, etc.

Milestones
Industry Awards

2013 and 2014 Best Senior Living Award Winner

Most Innovative Senior Living Product

2012 Frost & Sullivan Best Practices Award

Elderly Health and Wellness Customer Value Enhancement Award

"The world of telehealth is most impactful when it is addressing the elderly population, but unfortunately, elderly care and wellness remains one of the most underserved needs in healthcare."

—Frost & Sullivan Senior Industry Analyst Zachary Bujnoch.

2012 CEA Innovation Entrepreneur Awards Winner

Small Business of the Year

Charlie Hillman, CTO GrandCare Systems, accepts the CEA Innovation Entrepreneur Award from Gary Shapiro, CEA's president and CEO at the 2012 CEA Industry Forum.

2012 First Annual AARP Sterling Award & Silvers Choice Winner

2011 Mary Furlong & Associates, Boomer Business Summit, Flame Award Winner

Leadership and Innovation

2010 Mobile Health Expo Award Winner

Outstanding Contribution to the Growth and Success of Aging in Place using Mobile Health Technology

In 2005, GrandCare was one of only thirty companies selected to participate in the once-a-decade White House Conference on Aging in the 'Imagine the Future of Aging' Technology Pavilion.

In The Media
Internet and Print

Saga Magazine, Fit for Life
High-tech home help

The Today Show
Tech gear to help seniors stay independent

Tech Podcast Network
Interview with Dr. Erick Eiting

St. Cloud Times
It's a gift from God

Chicago Tribune
New tech may hold key for elder care's future

Kare11 News
New tech. keeping aging relatives in their homes longer

BBC Click
How tech can help the elderly stay independent

Wall Street Journal
Frail Seniors Embrace Home Monitoring

The Discovery Channel
Future Family: Life In The Digital Age

ABC News, Tech This Out!
Aging in Place

CNN Tech
Sensors monitor older people at home

HomeCare Magazine
Systems for Safe Living

Inc. Magazine
Hot Market: The Aging Population

CBS News, Early Show
Nana-Technology
Tech to Help Monitor the Elderly

FOX Business
Gadgets Every Boomer Needs

LA Times
Aging under a high-tech eye

Social Networks
Like and Share

Facebook
/grandcaresystems

LinkedIN:
/company/grandcare-systems

Twitter (#grandcare, #healinginplace)
@GrandCare

Official Blog
grandcare.wordpress.com

Our Partners
USA and International

Saga

coro HEALTH

ecare
wellness through technology

mySmartCTI™

MARY FURLONG and ASSOCIATES
Intelligence • Insight • Impact

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people you can count on®