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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
 National Institutes of Health



National Institutes of Health Commercialization Assistance Program  
 (NIH-CAP)

## 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

## Management

### Leadership:

John V. Hobday	CEO and Founder
Stanley Smith, M.D.	Medical Officer and Founder
John P. Sarracco	Director of Technology
Beth K. Hoepfner	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

## 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](http://www.memoryLossDVD.com/join)), a nationwide co-branding agreement with the Alzheimer's Association ([www.alz.org](http://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

## 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.

available for sale at:

[www.caresProgram.com](http://www.caresProgram.com)

### 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.

available for sale at:

[www.memoryLossDVD.com](http://www.memoryLossDVD.com)

### 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.

available for sale at:

[www.memoryLossDVD.com](http://www.memoryLossDVD.com)

