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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:** Health Care Information Technology

**Company Overview:** Caring Technologies, Inc. ("CT") delivers a specialty web-based Personal Health Record (PHR) platform which is enhanced by its exclusive worldwide license to a proprietary data capture system called BI Capture™. By delivering these via its popular online autism communication network TalkAutism™, the Company will revolutionize behavioral medicine treatment and research while providing enriched interaction between individuals with autism and professionals who can be anywhere in the world.

**Target Market(s):** Education systems for classroom application, individual homes for telemedicine applications, teaching hospitals for medical research applications, and the US Military for special needs populations on bases.

## Key Value Drivers

**Technology:** The company's business consists of three value-driving technology assets:

- A personal health record platform which meets privacy standards and allows televisit interactions between patients, caregivers, and health/education/research providers.
- A popular and respected online community network for CT's target market
- An exclusive video capture system which provides an imaging solution for health conditions that currently lack any such modality.

**Competitive Advantage:** Attempts to date have been limited to companies with expertise in only one of the three areas above, and results have been disappointing. Our bundling of the three assets provides a competitive advantage by delivering a unique and comprehensive solution to the still unmet market need, as well as barriers to entry.

**Plan & Strategy:** Financing and strategic partners for ramp of sales and marketing.

## Management

### Leadership:

Ron Oberleitner, President and CEO  
Edward Cape, PhD, CFO and EVP Corporate Strategy  
Greg Chotkowski, DMD, Chief Clinical Officer  
Gregory Abowd, PhD, Chief Research Officer

### Scientific Advisory Board:

Luis G. Kun, PhD, Professor of Systems Management, National Defense University  
Uwe Reischl, MD, PhD, Director of Center for Health Policy, Boise State University  
Robert Hendren, MD, President Elect, American Child Psychiatry Association  
Peter Yellowlees, MD, UC Davis, CA  
Kevin Benedict, CEO, MobileDataforce

## Product Pipeline

Having assembled the assets described above and completed substantial R&D and licensing efforts, the company is now embarking on its plan for market entry. The company will be marketing professional and home systems for video capture, health data storage for "Enterprise" Health Records, PHR memberships, and telehealth transactions. Our sales and marketing function will target behaviorists, school systems, health clinics, families, and the military, in a staged approach and in approximately that order.

