Healthy Aging
Holistic & adaptive approach to living long, strong and happy as we age.
Let’s Stipulate

Health is Local

Madison, WI

#1
For ages 65-79
#3
For ages 80+

Home to the respected University of Wisconsin, Madison is a hub of innovation and intellectual stimulation. Economic growth gets a boost from UW’s research needs and quality healthcare is a big plus. Cultural amenities attract hightowers and regular folk alike, and Madisonians also enjoy the amenities of Chicago, just 150 miles away. Cost of living, high for the Midwest, remains an issue.
Let’s Stipulate

Quality of Living Matters
Quality of Living is Individual
Do-It-Yourself Aging

What to do? How to do it? Where to go? Who can help?

Designer of Personal Health Ecosystem
Aging at home brings its own challenges to Quality of Living

Loneliness  Depression  Loss of purpose  No support
Let’s Stipulate

Healthy aging takes a community
What Technology Can Bring These Together?

Local Resources

Connecting to health literacy & growing healthy lifestyle

Building health cohorts & managing health strategies
Let’s build a healthy life around you.
Iris OC is a digital platform where OC adults connect to local resources, build health cohorts, find healthy life literacy, share data & manage strategies for healthy aging.
Introducing Iris OC

Iris O.C. is a local, digital community where we build healthy lives together.
What is Iris OC Good For?

Adults use Iris O.C. digital tools to connect with the formal and informal resources of our local community to:

- fulfill basic needs
- optimize their health and wellness
- socialize and civically engage
- support independence
- maintain a personal database
- share data to empower their health
Data sharing is the heart of Iris OC
Empowered by Resources, Personal Tools, Community Connections

A modern sharing platform: peer-to-peer systems, online services, in-home & social connections – forming a 21st century person-centered healthy living tool.

- Member
  - Tools & Content
- Member’s friends and family
- Health Organization
  - Education & Data Sharing
- Local Resources
  - Apps & Content
- Community of Support
- Individual & Localized Data
- Awareness, Access, Choice
Data is owned by user and sharing is controlled by user

My Data Vault
Each user gets their own private data vault.

Data permissions
Each user decides who to share their data with.
Private by design

Designed for trust so people can embrace the power of social to build healthy lives.
Let’s build a healthy life around you.
Thank you!

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