

DICKSON insights

COMPLIANT. SIMPLE. SCALABLE.

Dickson's DWE



Let DicksonOne be proactive about your
data so you don't have to.

PLUS: The Curiosity of Data • Calibration • Today's Aging World

GROWING YOUNG

MACHINE LEARNING MAY SOON REDEFINE AGING

PAGE 21

JEFF RENOE • INSIGHTS EDITOR-IN-CHIEF

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FEATURE STORY

Today's Aging World

Time is one of life's few constants. No matter how much we fight against it, tomorrow always comes. Every day, hour, minute, and second that passes is one that we cannot get back. Father time can impact both the mind and the body. It's why we age. Sure, we can do things to put off its effect, but we can't halt it. Many have tried. None have succeeded.

Aging always takes its course. It's why assisted living is a thing and why 735,000 Americans claim their current residence in such a home. Unfortunately, numbers suggest moving into such a care facility means rapid deterioration. That may show why the median length of stay in a nursing home before death was only five months time. If IoT providers, like IBM, have their way, these numbers could soon be heavily impacted thanks to machine learning.

In the pages that follow you'll learn more about the potential the IoT has to impact the lives of America's elderly in this special issue on Machine Learning.

Thanks for reading, and I hope you enjoy the August issue of Dickson Insights.



Intense temperature can put your audit at risk. **Book your winter mapping study now to keep your assets from freezing.**

Read more on page 17.



Put a friendly face to your data.

Dickson is exhibiting at a trade show near you. Whether you're new to data monitoring or a long-time friend of ours, feel free to stop by and put a face to the name of the world's widest selection of top quality instruments for your monitoring needs.

MACHINE LEARNING

The Curiosity of Data



There are a lot of things we ask of those interested in working at Dickson, but there is one quality we're always on the lookout for. It's curiosity. The desire to learn is fundamental to one's success. That's true in life as much as it is here at our company.

In today's society, that trait is becoming increasingly important for our machines. You may not realize it, but our machines are learning. Not only are they smarter than ever before, but they're adapting to the data they're given to optimize their procedures in order to better their efficiency. It's a type of artificial intelligence that limits the need for programming to help learn.

A simple example of this is often on display by IBM's Watson. By asking people a few simple questions, Watson recommends a beer to the answerer. Each answer that the system receives is an additional data point that helps the machine provide better recommendations. By the end

of the simplistic survey a user has a beer in his or her hands that, in theory, matches their tastes. Even if it doesn't, it's another data point to help make better recommendations in the future.

This is a very simplistic example of a very bold idea. The ability for a machine to almost immediately calculate data points and come to a conclusion can mean a tremendous amount for those scattered across the globe. Its potential is incredible. IBM believes that the investment in the practice will lead to a better future, and not just one that helps recommend you your next craft beer. It could cure disease and even positively impact world hunger.

The practice isn't perfect though and is directly impacted by the quality of the data delivered. Microsoft learned this the hard way when it launched Tay, an AI twitter bot, that used machine learning to communicate on social media. The bots' data points were driven through communications with others on the networks.

Thanks to the types of language and comments directed to the bot from the community, Tay had to be taken down within 24 hours of launch for tweeting out offensive comments it had learned to the world.

The curiousness of the entire project means that attentive humans and machines can, and will, both learn from each other.

While the potential for downfall is concerning, the potential benefits are mind blowing. Eventually, we at Dickson even hope to collect enough data to practice machine learning ourselves. Imagine being able to alert you before you experience an excursion because of trends our system has recognized in the past. That's the potential we see in the future. Now we just have to maintain our curiosity until we learn how.

Have something personal you'd like to add to the conversation? Send your thoughts to jeff@dicksondata.com for a chance to be featured in a future blog or article in our magazine.

WELCOME TO THE CLOUD

DATA AT YOUR FINGERTIPS. ANYTIME. ANYWHERE.

DicksonOne

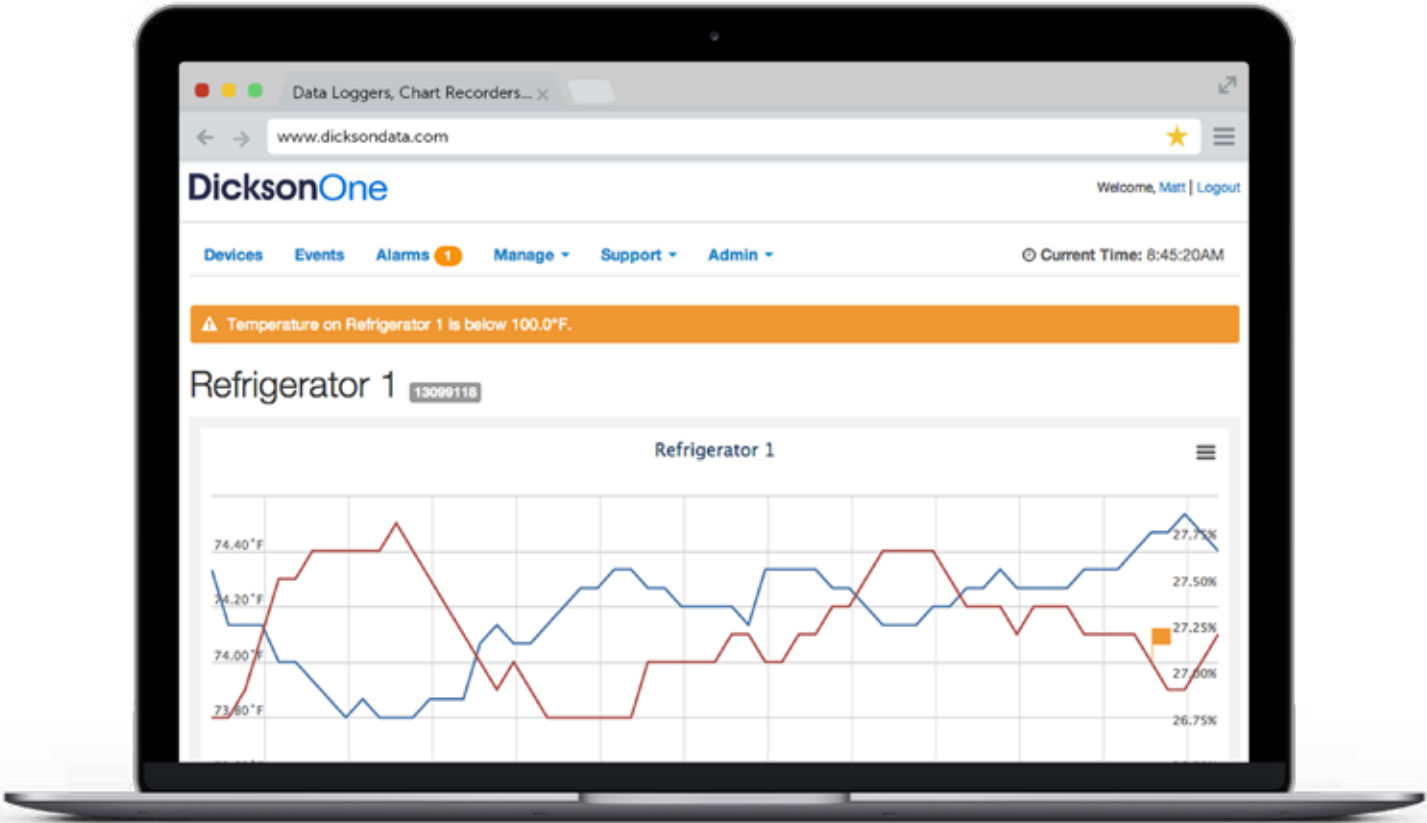




TAKE
POWER
OVER YOUR ENVIRONMENT

We've re-thought temperature and humidity monitoring making it easier, scaleable, and cost effective.
Your data. How you want it. When you want it.





Secure

We utilize bank-grade security and Amazon Web Services for unparalleled reliability.



Anywhere

Wherever you are, access your data anywhere, anytime, 24/7.



Infinite

Securely store all your data in the cloud, whether you're recording for days, months, or years.



Automated

Devices send all collected data to the DicksonOne servers automatically, so you don't have to.



On Your Time

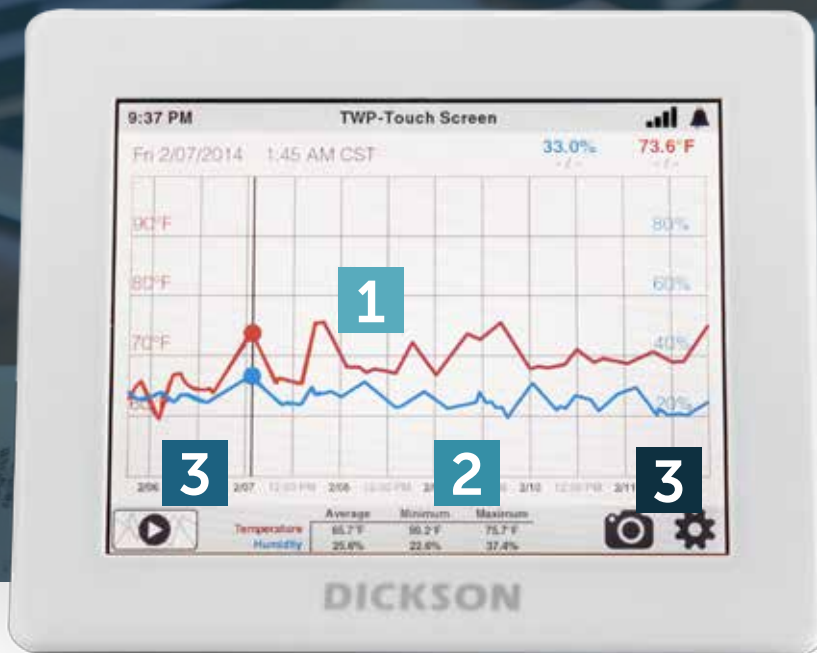
Create customizable reports delivered exactly when you want them.



Immediate

Receive real-time email, text, or phone call alarms when excursions occur.

Stay Connected. **Wherever You Are.**



01

THE GRAPH

We updated the user-interface, and made it easy to view and manage your data.

02

YOUR CHANNELS

The touchscreen automatically calculates and updates summary data for the selected time range.

03

MONITORING

Pushing the play button brings you back to the most recent readings, updating the view in real-time.

04

SETTINGS

Easily adjust sample rates, set alarms, and connect to DicksonOne.

The Touchscreen

The Touchscreen gives you the option to connect directly to DicksonOne. You get all of your data at your fingertips, and now you can access it anywhere too. Just connect your device to your local WiFi network or plug it into an Ethernet port, log into DicksonOne, and boom, complete data control.



DicksonOne Enabled • Capacitive LCD Touchscreen
Replaceable Sensors • WiFi, Ethernet, and USB Connectivity

Email us at support@dicksonone.com | Talk to a specialist at 630-563-4209

DicksonOne Touchscreen

MODEL	REMOTE PROBE	PRICE
TSB	USB Download	\$424
TWE	DicksonOne Wifi/Ethernet Connection and Download	\$524
TWP	DicksonOne Download and Power over Ethernet	\$599



DicksonOne Display Logger

MODEL	REMOTE PROBE	PRICE
DWE	DicksonOne Wifi/Ethernet Connection and Download	Starting at \$350



DicksonOne Software

One of the most common pain points when discussing monitoring is the retrieval of data. DicksonOne loggers send data to the cloud automatically, freeing up resources to do what they do best.

Talk to a specialist now | 630-563-4209

Per device billing
now available!

\$3

per device, per month
requires a credit card

BASIC

\$0

Unlimited Devices
Data stored for 30 days
1 hour sample interval

STARTER

\$300

1-10 Devices
Data stored for life of account
Multiple sample rates
Email, Phone, & Text Alerts
API Access

REGULAR

\$725

11-25 Devices
Data stored for life of account
Multiple sample rates
Email, Phone, & Text Alerts
API Access

PLUS

\$1,400

26-50 Devices
Data stored for life of account
Multiple sample rates
Email, Phone, & Text Alerts
API Access

ENTERPRISE

Call for Quote

51+ Devices
Data stored for life of account
Multiple sample rates
Email, Phone, & Text Alerts
API Access

There's No Reason to
Improve on the Best.
We Did it Anyway.

DSB

The newest member to the Dickson family.

Dickson's Display Loggers, one of our top annual sellers, have been fully redesigned to incorporate features from our best selling devices into non-connected units.

The logger will be able to collect all of the temperature and humidity data you've become accustomed to from Dickson's replaceable sensors. You can learn more about Replaceable Sensors on page 15.

Starting at \$199, the DSB is now available to order! Visit DicksonData.com/DSB for more info.



TEMPERATURE SENSORS STARTING AT \$110

- Single/Dual K-Thermocouple Temperature Sensor •
- Single/Dual Temperature Thermistor Sensor •
- Ambient Temperature & Humidity Sensor •
- Platinum RTD Temperature Sensor •
- Ambient Temperature Sensor •



**REPLACEABLE
SENSORS**



**UPDATED
DICKSONWARE**



**UP TO 2X THE
BATTERY LIFE**



**MORE
COMPACT DESIGN**



Introducing Legacy Uploader.

View, analyze and export your data in a 21CFR11 compliant environment. Want to share your data with others throughout the company? Then manually upload all of your downloaded data to the DicksonOne Cloud thanks to our new Legacy Uploader tool.

Get more out of DicksonWare.



Why go digital? That's easy.

DicksonWare now allows you to store and share data easily with others in your organization by uploading it to our cloud-based environmental monitoring system, DicksonOne.

For more information visit DicksonData.com/DicksonWare.



ANALYZE YOUR DATA

View your temperature monitoring data historically, graphed in detail to allow you to pull insights and recognize any excursions as they occurred.



FILE EXPORT

Not only can you view your own temperature and humidity data on your computer, but you can export it and send it to anyone, anywhere, at anytime.



VIEW YOUR DATA

Take your data with you wherever it's been uploaded. And, thanks to our new Legacy Uploader, you can save your data to the cloud to view on any connected device.

TOO LONG DIDN'T READ



High school English classes are the bane of procrastinators. Cliff Notes was made for those who chronically put off for tomorrow what they should have done today, and the small yellow books have saved many students from failure.

These days Cliff Notes are needed for more than just procrastinating student with senioritis. America's most proactive consumers need help on a daily basis to navigate through the prose provided by brands. Take, for example, the iTunes agreement. It contains more words than Shakespeare's Macbeth. It was hard enough to read Macbeth when you had weeks to do so in school. Do you really think you're going to take time to read 20,000 words of fine print when you're waiting to checkout? That's where TLDR comes in. This is an idea that started online and has spread rapidly across the internet since its initial usage.

TLDR, or *Too Long Didn't Read*, is today's version of cliff notes. It's what happens when someone else takes the time to read a long piece of content and consolidates it into snackable bits of information that can be easily consumed.

There are a wide array of applications where this can be useful. As we've spoken about previously, TOSDR (Terms of Service Didn't Read), summarizes concerning points of user agreements consumers are forced to sign in order to access goods or services they wish to "purchase." If you'd like to learn more about this topic, see our blog that details how ownership has changed over time.



TL;DR: THE CLIFF NOTES OF TODAY

Machine learning also has TLDR capabilities in a variety of ways. The most obvious, of course, is related to big data and a machine's ability to digest a seemingly infinite amount of data in order to process it to pull key insights and understand any relative correlations that may exist. We talked about this idea in a recent blog when we looked at how machines could one day cure cancer. As we learned in that piece, machines can't read the data for us if it doesn't have the data to read. That wins the award for most obvious statement of the year, I know. With good data, though, the potential looks unlimited.

There are other things that machine learning could do to help benefit our bloated prose based society. IBM and Watson are working hard to maximize some of these benefits within the global healthcare space. If they're able to accomplish all their goals then healthcare will have truly been revolutionized.

Consider this. Doctors are having to do more than ever before. According to a study by The Physician Foundation, that's why 81% of physicians feel over extended today. So much of that is based on Electronic Health Records (EHR) that the topic blows up when searched on Google. Results through the engine return several pages of articles on the love hate relationship that exists between doctors and the records they are forced to use.

According to HealthIT.gov, EHR contains patient health information, such as:

- Admin./Billing Data
- Patient Demographics
- Medical & Progress Histories
- Diagnoses & Allergies
- Medications
- Immunization Dates
- Radiology images
- Lab and Test Results

If doctors are forced to take time away from their day for data entry then they lose time to see their patients. It's a big part of the reason why doctors saw 15% fewer patients in 2014 versus 2013. It means that doctors have a choice. They can either see more patients or spend time managing their EHR. The answer may sound easy, but it isn't.

We talked in detail about the importance of Electronic Health Records last year and how much money, and how many lives, they could save if used properly. The numbers we uncovered were staggering. The system loses \$12 billion per year because of communication and 70% of accidental deaths and injuries in hospitals are caused by similar issues.

That data is important not only for the reasons listed above, but for machine learning to take its course. Seeing fewer patients will be an accepted practice if the data can recommend healthcare providers the proper treatments for patients based on past history and historical data. That opportunity could even make Telehealth, an already growing healthcare strategy, even more



Doctors saw 15% fewer patients in 2014 versus 2013.

attractive for doctors and patients.

IBM also believes that, with Watson's help, the data can identify care opportunities in order to connect with the right patients at the right times. Imagine a world where an appointment could be proactively scheduled with patients who "need recommended care and initiate customizable notifications regarding visits, tests, procedures or other follow-up care." Identifying healthcare opportunities ahead of time can, and should, reduce the need for follow up appointments later should illnesses, both chronic and otherwise, set in for patients.

Both of the above are examples of the power behind data and how it can impact the future of our healthcare system. Machine learning's ability to take time out of the equation for preventative, current, and even future care, by reading the data on behalf of doctors will put time back into their pockets.

So, what's the TLDR version of this story? Machine learning has the potential to impact your healthcare and your doctor's abilities to provide it. It'll put your life in your doctor's hands in ways like never before. Now, though, it'll be the Cliff Notes version to help get you better, faster. If that isn't the true nature of TLDR, I don't know what is.

Have something personal you'd like to add to the conversation? Send your thoughts to jeff@dicksondata.com for a chance to be featured in a future blog or article in our magazine.

SETTING THE STANDARD

Calibration Services

Calibrations are essential to all devices that measure a variable. However, we often get the questions, “Why isn’t it accurate already?” and “Isn’t it made to be accurate?” The answers are: it is, and yes. However, while our devices are accurate without calibrations, we can’t be positive they are accurate to a specific measurable degree (and thus can’t prove their accuracy) unless we perform a calibration.

HOW CALIBRATION WORKS

STEP ONE

We compare your sensor with a standard sensor in a stable environment across a range of temperature readings.

STEP TWO

If there are any differences between the sensor and the standard, we adjust the sensor to align with the standard.

STEP THREE

We run through this process multiple times, adjusting the device as it is compared at multiple temperatures.

STEP FOUR

We perform a final check of one or more points, depending on the order, and create the necessary calibration certificate.

CALIBRATION OPTIONS

What works for my company?

1-POINT NIST

- One specific temperature point calibration
- Good if your temperature varies little
- Choice to specify the temperature point to best reflect your application

3-POINT NIST

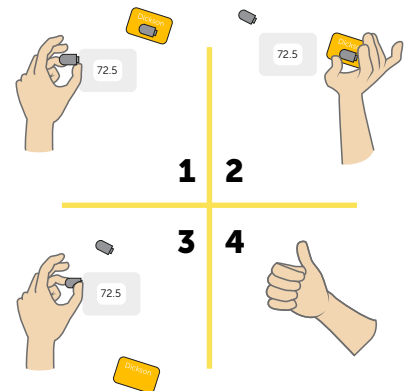
- Three-point (high, middle, and low) temperature point calibration
- Grants a larger proof of accuracy
- Choice to specify the temperature point to best reflect your application

Need help? Let us be your calibration expert. | 630-563-4209 | support@dicksondata.com

CONVENIENCE IS KEY

ALL YOUR CALIBRATION DATA RIGHT ON THE SENSOR.

Now, you have the option to calibrate the sensor as opposed to the unit. Think of it like this: the Replaceable Sensor takes an environmental reading, and the data logger or chart recorder records that environmental reading. By splitting up the sensor from the data logger and chart recorder, we've created a plug and play device, that will keep you in compliance, but save you time and resources.



ZERO DOWN TIME



All Dickson sensors come pre-calibrated with upgrade and certificate options.

FAST & EFFICIENT



Pull the old sensor off.
Put the new sensor on.
It's that simple.

COST-EFFECTIVE



Back up units are no longer needed. Pay for a sensor, not an extra device.

SOLUTIONS TO SUIT YOU

VALIDATION SERVICES

IQ

INSTALLATION
QUALIFICATION



TESTS

VERIFICATION OF CORRECT
EQUIPMENT INSTALLATION

ENSURES

CORRECT INSTALLATION OF
SYSTEM PER SPECS

ESTABLISHES

A BASELINE FOR EQUIPMENT

OQ

OPERATIONAL
QUALIFICATION



TESTS

VERIFICATION OF CORRECT
EQUIPMENT OPERATION

ENSURES

CORRECT OPERATION OF
SYSTEM PER SPECS

VERIFIES

SYSTEM MEETS CLAIMS FROM
PARAMETER

PQ

PERFORMANCE
QUALIFICATION



TESTS

VERIFICATION OF CORRECT
EQUIPMENT PERFORMANCE

ENSURES

CORRECT PERFORMANCE OF
SYSTEM PER SPECS

VERIFIES

SYSTEM MEETS CUSTOMER'S
INTENDED PURPOSE

Why Dickson?

If you're in the quality assurance business like us, validation is a term you hear every day. "Validation" falls under the umbrella of terms businesses use to discuss the quality of their product, facility, or service. For those not well-versed in the world of quality assurance, hearing "validation" can send you running to hide under your desk. Luckily, Dickson offers validation services for our DicksonOne and DicksonWare software customers, also including temperature controlled equipment such as refrigerators, stability chambers, freezers, walk-in chambers, and much more.

**Is your company ready for a quotation or need more information?
Contact a specialist today at 630-563-4209.**



TEMPERATURE MAPPING EXPERTS

Intense temperature can put your audit at risk.
Book your winter mapping study now to keep your assets from freezing.

Temperature mapping your facility, warehouse, or equipment is a daunting task. We know, we've done it a lot. Dickson can help keep your business fully compliant, streamline your business operations, and protect sensitive products with our temperature mapping services.



PLAN OF ATTACK

We evaluate and decide where to place devices for a successful mapping.



MEET AUDIT REQUIREMENTS

Rely on our expertise to create reports that are defensible in an audit.



IN-HOUSE CALIBRATED DEVICES

No 3rd party vendors here, saving you time and headaches.



WATCH WHILE WE WORK

We'll handle the process from start to finish so you don't lose time.



ENVIRONMENTAL INVESTIGATION

We're here to digest, analyze, and help you understand your facility and its data.

Want more information? Contact a specialist today!
630-563-4209

CHART RECORDERS

Want a physical readout right where you are monitoring? Our Chart Recorders have you covered. For ninety years we’ve built the best chart recorders in the business. Check out our models below.

8 and 6 Inch Models

MODEL	FEATURES	STARTING PRICE
KT6	6 Inch Temperature	\$384
KT8	8 Inch Temperature	\$436
TH6	6 Inch Temperature and Humidity	\$509
TH8	8 Inch Temperature and Humidity	\$509



4 and 3 Inch Models

MODEL	FEATURES	STARTING PRICE
SL4350	4 Inch Temperature	\$249
SL4100	4 Inch Temperature	\$249
SC367	3 Inch Temperature	\$249



DATA LOGGERS

For data loggers, information (temperature/humidity measurement and date and time) is stored as information. That data is stored in the device for later download (via software) onto a computer, or sent to a cloud application or server for remote access.

Compact

SP125 — \$119

Temperature Logger
Accuracy: $\pm 1.2^{\circ}\text{F}$, $\pm .7^{\circ}\text{C}$
Range: -10°F to 176°F , -23°C to 80°C

TP125 — \$199

Temperature & Humidity Logger
Accuracy: $\pm 0.8^{\circ}\text{F}$, $\pm .44^{\circ}\text{C}$
Range: -10°F to 176°F , -23°C to 80°C
Humidity: $\pm 2\%$ RH from 0 to 60%; $\pm 3\%$ RH from 60 to 95%

SK550 — \$699

Temperature Logger Pack of 12
Accuracy: $\pm 1.8^{\circ}\text{F}$, $\pm 1^{\circ}\text{C}$
Range: -4°F to 158°F , -20°C to 70°C

TK550 — \$999

Temperature & Humidity Logger Pack of 12
Accuracy: $\pm 1.8^{\circ}\text{F}$, $\pm 1^{\circ}\text{C}$
Range: -4°F to 158°F , -20°C to 70°C
Humidity: $\pm 2\%$ RH from 0 to 60%; $\pm 3\%$ RH from 60 to 95%

Display

SP425 — \$159

Data Logger with Large Display
Accuracy: $\pm 1.2^{\circ}\text{F}$, $\pm .7^{\circ}\text{C}$
Range: -4°F to 158°F (-20°C to 70°C)

TP425 — \$249

Temperature & Humidity
Accuracy: $\pm 0.8^{\circ}\text{F}$, $\pm .44^{\circ}\text{C}$
Range: -4°F to 158°F (-20°C to 70°C)
Humidity: $\pm 2\%$ RH from 0 to 60%; $\pm 3\%$ RH from 60 to 95%



High Temp Solutions

INDICATORS

HT300 Waterproof, High Temperature Data Logger — \$349

HACCP and FDA Compliant. USB Download. IP68 Rating.
Temperature Range: -40°F to 257°F , -40°C to 125°C
1 & 3 Point Calibration options available.

HT350 High Temperature Process Logger — \$349

HACCP Compliant. K-Thermocouple Probe, USB Download, and a large temperature range.
Temperature Range: -40 to 257°F (-40 to 125°C)
1 & 3 Point Calibration options available.

Instant Data Solutions

INDICATORS

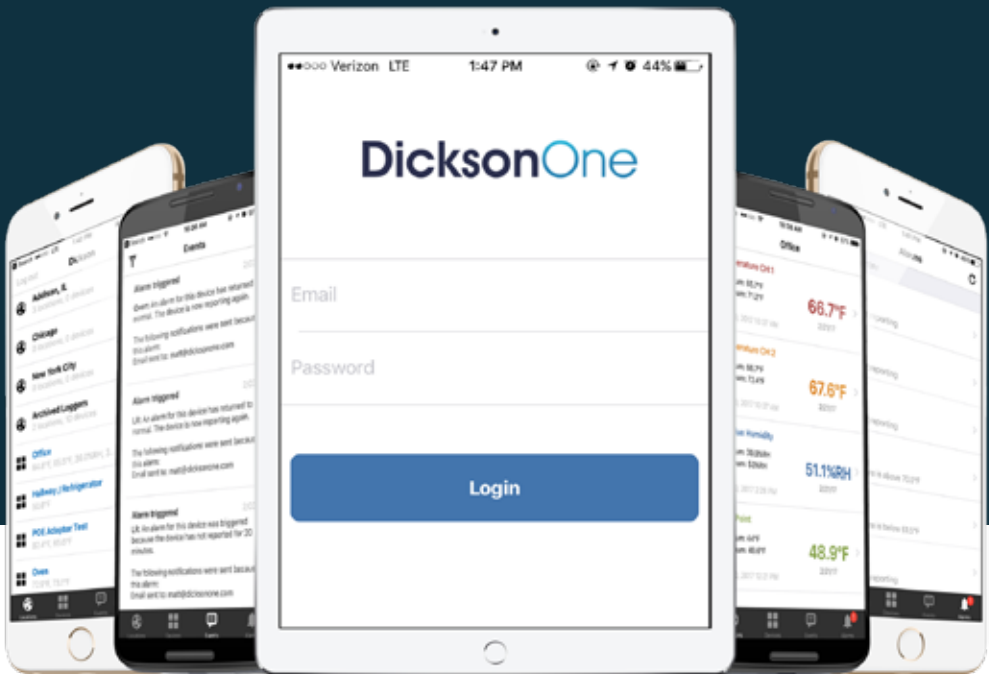
TC700 Touchscreen Handheld Indicator — \$299

Instant temperature
No-slip silicone cover. Battery powered.
Temperature Range: -200 to 1999°F , (-128 to 1093°C)

TH700 Touchscreen Handheld Indicator — \$299

Instant temperature/humidity data.
No-slip silicone cover. Battery powered.
Temperature Range: -40 to 185°F , (-40 to 85°C)
Humidity Range: 0 to 95% RH (non-condensing)

MILLIONS OF DATA POINTS RIGHT IN YOUR POCKET



**We know you're always on the move.
So we made sure your data could be, too.**

With the DicksonOne mobile app you can instantly access all
your data and location information in the cloud.
Anywhere. Anytime.





The Fountain of Youth for **Today's Aging World**

One of the hardest things a person can do is ask for help.

Many even see asking for help as a sign of weakness. It's true. There have even been books written on the topic.

Asking for help can be an important part of living a long and healthy life. Asking for assistance is one thing, but becoming reliant is something else entirely. Psychologically speaking, self-sufficiency is paramount to life.

"On a superficial level, (self-sufficiency is) similar to 'secure self-esteem'," said Steve Taylor, Ph.D. and columnist for Psychology Today. "It's an estimation of oneself as a worthy and decent person. But it goes deeper than secure self-esteem, in that it's not just a cognitive but also an affective state – that is, it's a feeling of fundamental wholeness and well-being."

The loss of that ability to be self-sufficient, thusly, can be detrimental to a person. Loss of the ability to care for one's self, and the loss of self-esteem that comes with it, can lead to depression. A person's physical health is often impacted next.

"People with depression often have worse physical health, as well as worse self-perceived health, than those without depression." This according to Jane Collingwood, writer for PsychCentral. "Depressive illness can...precede a physical disease. It has been linked to coronary heart disease, stroke, colorectal cancer, back pain, irritable bowel syndrome, multiple sclerosis, and possibly type 2 diabetes."

That data well defines one more truth. Assisted living elderly care facilities can actually be pernicious care. A study published in the Journal of the American Geriatrics Society monitored the length of stay of more than 1,800 nursing home residents to understand the typical length of stay prior to death. It's important to consider the factors that are involved in a study such as this one. Age, gender, socio-economic background, and health status all have a part to

play in the final results. Still, these factors were considered and the published conclusion was as follows.

"Nursing home lengths of stay are brief for the majority of decedents."

This isn't to say that nursing homes should disappear. However, it does pose an interesting question. Is there a way we can make the elderly more self-sufficient even as family members see these self-sufficiencies begin to erode? According to IBM that answer is a resounding yes, and it begins with the Internet of Things.

"By using sensors and the Internet of Things, IBM can monitor patterns in temperature, carbon monoxide, electricity and water usage in order to help caregivers and social services organizations better understand a person's daily routines and extend independence in their homes."

The Baby Boomer generation is retiring, and it means that the amount of elderly requiring care is only going to increase over the next several decades. It has even been estimated that aged individuals (65+) will outnumber global youth (0-14) for the first time in recorded history by the year 2050. This stat has already come to fruition in countries like Japan, Italy, and Germany. It means that the decisions we make today will not only directly impact their lives, but, according to IBM, it will impact all of us both today and tomorrow.

"If the explosion of mobile connectivity was the biggest technology shift of the early 21st century, the worldwide aging population is the biggest demographic shift – one with major potential impact on all sectors of the economy."

According to the same research conducted by IBM there are a number of things an aging individual wants. The core of them are related to living an independent life. A few examples include:

Freedom from loneliness and isolation

Remaining in the home and community for as long as possible.

To be relevant and productive

Personal safety in the home

The above answers do a good job of outlying another fact. Not including a fear of lost memory or dementia, the number one fear of aging is lost independence. With the help of the Innovation Olympics program, an "8-week guided project that challenges university and business school student teams to leverage their knowledge and skills to solve a real innovation and growth innovation," thought leaders gathered to envision a world where we have outthought aging. The project came to a completion with three recommendations.

1. Provide Knowledge as a Service

This recommendation came to be thanks to a single question. What if partners could tap into a central cognitive computing platform that combines private data, industry data, and public information, uniquely and securely? The answer to the question came in the form of a shared cognitive computing platform.

Cognitive Interaction | Older adults get answers while the system learns from each interaction.

Analysis of Consumer Data | Partners gain insights previously siloed in industry silos.

Knowledge Mining | The platform provides partners new, streamlined access to analysis.

Boiled down, older adults could receive real time information via an audible platform, similar to Apple's Siri, that could provide immediate feedback to questions. From healthcare, to shopping, to travel, the possibilities seem limitless.

If machine learning and AI had access to things like your health





records, your schedule or your bank statements, it could make real recommendations on what you could or should be doing to better care for yourself. That's the promise of a single, centralized database of information.

2. Create a Cognitively Powered Community

If the elderly want to remain connected to those around them, technology can fill a need. It puts cognitive computing at the core of a new "Town Square" as an interactive platform.

"Each community has a unique set of factors – libraries, shops, vendors, physicians, and other services that make it home to its members... Any

number of entities – cities, towns, agencies, hospital networks, telecommunication vendors, and more – could quickly build a virtual community platform with cognitive capabilities, including language, speech, vision, and data integration."

Such a virtual city would add additional human interaction and serve as a place to purchase goods or services for use outside of the digital environment. Such options would be attractive for businesses to tap into, considering the ever increasing spending potential of this growing demographic.

3. Protect Older Adults from Financial Fraud

Fraud is a major fear, not only of aging adults, but of the families that care for them. Machine learning can help here too by building comprehensive financial personas for each individual.

"This persona would define how they spend, how they purchase, what they do, and what kind of fraudulent activities are happening – all critical information that can feed back into the financial model and fraud detection systems, continuously and instantly."

Combining a virtual wallet that could develop out of this system could be integrated with previous solutions to create an all encompassing solution, providing more self reliance for each individual. A critical component, as discussed earlier, to help better the lives of all.

As the IoT continues to grow and reach toward its ever expanding potential, it could one day be able to monitor health in real time while combining historical health records in order to alert authorities of any risks that may arise. This, like all of the above, may not make asking for help any easier for seniors or society. Unfortunately for self help authors, if this all works as theorized, it may take the need of asking for help out of the equation all together. That may be the most sufficient outcome of all.

Have something personal you'd like to add to the conversation? Send your thoughts to jeff@dicksondata.com for a chance to be featured in a future blog or article in our magazine.



Dickson

DICKSON

930 South Westwood Avenue
Addison, Illinois 60101-4917

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Fax | 800-676-0498
Web | DicksonData.com

PRSRT:STD
U.S. Postage
PAID
The Dickson
Company

Points that Matter



Dickson will be at the
Healthcare Expo in
Las Vegas September
25-27! Come visit us at
Booth N-537!

DICKSON **BLOG**

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