



IrisTrackR Expands Race-Day Medical Support with Upcoming Deployments at Beach to Beacon and Falmouth Road Race

The real-time medical tracking platform will support athlete safety at two premier summer road races

Cogent Steps, LLC is proud to announce that IrisTrackR will be deployed at two major summer road races: the TD Beach to Beacon 10K in Cape Elizabeth, Maine, on August 1, and the Falmouth Road Race in Falmouth, Massachusetts, on August 16. In collaboration with Sports Medicine Consultants (SMC), IrisTrackR will support medical teams in delivering efficient, coordinated care in high-demand, hot-weather race environments.

Developed by race medics, for race medics, and following its continued growth across endurance events, IrisTrackR will provide real-time patient tracking, centralized command visibility, and streamlined documentation for on-course and finish-line medical teams. The Beach to Beacon race will serve as an early-August deployment, offering an opportunity to further refine operations ahead of Falmouth's larger field and complex course.

"These events present unique challenges due to heat, athlete volume, and course logistics," **noted Cogent Steps owner Dr. Shelly Weinstein.**

"IrisTrackR enhances communication and situational awareness, allowing medical teams to respond quickly and effectively when it matters most."

IrisTrackR continues to support race organizers and medical providers nationwide, advancing a more connected and data-driven approach to race-day care. For more information or to request a demo, contact Barbara Baldwin at b.baldwin@cogentsteps.net.