



# Press Release

## Medullan and Cognika Partner to Build Web Based Health 2.0 Offerings.

BROOKLINE, Mass.-- August 11, 2008

Health Sage™ - A white labeled platform for delivering and managing Health 2.0 offerings.

Cognika and Medullan are jointly offering a personal health management platform with a variety of functionality powered by Cognika ESP™ Analytics.

### My Circle: Recommended Groups

Cognika's ESP Enhance™ Module pre-creates social groups by suggesting groups users can join based on their profiles, medical history, User activity and profile is used to match them in groups fitting their current needs.

### HealthSage Sidekick: People You Should Know

By matching across all available dimensions, such as demographics, medical history, concomitant medications, and interests the system identifies and recommends "people you should know". The Cognika Enhance™ module is "dynamic"; it refines recommendations based on a member's ongoing interests and interactions with the system.

### Treatment Advisor: Heat Map / Ratings

Cognika combines all available information including user ratings, comments, shared posts and relevant external sources to determine a rating for each treatment. The user is provided the treatment options and information relevant to their health status in a variety of ways, including heat maps for quick review.

### Treatment Advisor: Recommended Medications

Cognika provides personalized recommendations by using prediction by analogy on the most similar previous cases found in the aggregate information of all users. All aggregated information are analyzed and scored to create the treatment suggestion. Scores are displayed in numeric and graphic form.

### Search: Suggested/Pre-determined Topics/Smart Tags

Cognika "learner" combines varied data sources of information, both structured and unstructured. The classifier then categorizes this content into predetermined topic areas

for recommended reading in topics of interest to the user. The “intelligent learning software” presents content proactively, unlike user-driven searches.

#### Search: Personalized Search Results

Cognika ESPTM performs contextual search to focus search results to the most relevant and concise form for an individual. This enhances the user experience and allows them to find the right content in minimal time. The search results can also be presented as concept-based summaries of pages, giving users quick insights into the content.

#### HealthSage Sidekick: Dynamic Content

Cognika ESP Evolve™ module identifies the most relevant content for each user based on a combination of proprietary analysis techniques such as Sentiment Analysis, and Inference-based Targeting. The result is a content recommendation based on the member’s current profile, past articles read/rated, and potential for future medical conditions. This empowers the user to anticipate and become aware of his/her health risks and conditions, and take appropriate proactive action.

#### **About Medullan**

Pronounced muh-duhl-uhn, Medullan is a comprehensive technology solution-consulting firm primarily serving the Healthcare and Life Sciences industries. Medullan has significant experience in providing application lifecycle services to ensure clients achieve the greatest return on their IT Investments. Medullan specializes in business automation, multi-tier, multi-channel solutions for a wide spectrum of problem sizes and requirements.

Medullan's leadership team brings together world-class technological skills and management practices. Everyone on the leadership team has years of experience in delivering tailored solutions for clients and this is a distinguishing asset for Medullan. This delivery experience has been integrated to create a unique delivery approach, which is directly beneficial to clients and to everyone who is a part of the Medullan organization. Regardless of the engagement, Medullan's methodology brings together solid experience in problem solving, analysis, quality assurance and technical expertise to deliver business value for every client.



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## About Cognika

Cognika Corporation was founded with a mission to bring leading edge analytics tools that had been developed at MIT to market. This breakthrough technology combines the best of Artificial Intelligence (AI) techniques with unique algorithms that emulate human cognition, and serves as the foundation for the Smart Analytics engine on which Cognika ESP™ is based.

Today, Cognika Corporation has expanded its technology to accommodate structured and unstructured data sources, with a roadmap for adding image and speech analytics in the near future. The company's current work includes novel solutions for automated analysis, design and optimization solutions, business intelligence, knowledge management, and anticipatory search for leading organizations in information-intensive industries such as life sciences, healthcare, manufacturing and process industry, defense, homeland security, telecommunications, and the financial sector.

For more information visit the web site at [www.cognika.com](http://www.cognika.com) or send e-mail to [info@cognika.com](mailto:info@cognika.com).