

Cognika Announces Launch of Trial Accelerator Beta

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Trial Accelerator, the first in a series of web based solutions for Pharmaceutical and Biotech industries launched as a Beta version.

Cognika Corp., a leader in automated analytics announced the release of **Trial Accelerator** a Web-based Tool for Accelerating Clinical Operations.

Built on Cognika's ESP (Extraction, Simulation and Prediction) technology, the **Trial Accelerator** tool reveals novel insights in the design and implementation of clinical trials in order to increase the efficiency of clinical operations. **Trial Accelerator** is the first in a suite of products that focus on speeding time-consuming clinical development processes. The Trial X tool quickly finds and integrates information from a wide variety of public data sources in order to arrive at novel insights about clinical trial operations.

Key features of the **Trial Accelerator** Web-based tool:

- Leverages an exhaustive knowledge base created using Cognika ESP. This includes data integrated from disparate data sources including clinicaltrials.gov, PubMed, press releases, NIH and other relevant publicly available knowledge.
- Incorporates Cognika's knowledge management system (Knowledge X) using a large key value indexed database from weekly updated open source data and knowledge inferences using Cognika's predictive contextual search technology.
- Mirrors a clinical trial protocol to release information on other similar clinical trials currently under recruitment or completed clinical trials based on user input parameters.
- Recommends site selection and target recruitment at each site based on the protocol and having gained knowledge from comparable clinical trials.
- Implements a data visualization tool that displays insights learned from Cognika's Knowledge X knowledge management system.
- Provides a gist of lessons learned from similar clinical trials.

After three years of proving the strength of the ESP platform in analytics of proprietary data for Pharmaceutical companies, we are very excited to launch our series of web based products that provide answers to users from day one." said Ram Srivastav, CEO and co-founder of Cognika. Amit Phansalkar, the Product Manager added "As a

statistician and having suffered through largely manual efforts of searching and reading vast number of documents to reach decisions on the different aspects of a clinical trial protocol, I am thrilled to present these new, highly efficient alternatives to anyone thinking about trial design or working on a clinical trial protocol. The answers provided by **Trial Accelerator** are based on last ten years of PubMed; 75 thousand or so clinical trials information and other web sources. Imagine trying to do a search through that kind of volume of information using traditional search tools and then reading and analysis the information to develop the answers needed.”

Trial Accelerator is available as beta now. For more information please contact info@cognika.com.

To evaluate the **Trial Accelerator** Beta release and join the early-adopter evaluation program, please contact:

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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 fully 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 or send an e-mail to info@cognika.com.