# Dossier: MEDCOGNITION INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $199,999.37

**Award Date:** 2023-08-01

**Branch:** ARMY

## AI-Generated Intelligence Summary

**Company Overview:**

MedCognition Inc. is a medical simulation and training company focused on improving prehospital trauma care through augmented reality (AR) and artificial intelligence (AI). Their primary business is developing and delivering hyper-realistic, immersive training solutions that enable first responders, medics, and clinicians to practice critical care procedures and decision-making skills in a risk-free environment. The company aims to solve the problems of inconsistent training quality, limited access to realistic practice scenarios, and the high-stakes nature of emergency medical situations. Their unique value proposition lies in leveraging AR to create immersive simulations within real-world environments, coupled with AI-powered feedback and performance analysis, leading to more effective and confident medical professionals and ultimately better patient outcomes.

**Technology Focus:**

* PerSim:\*\* MedCognition's flagship product, PerSim, is an augmented reality trauma training platform using a Microsoft HoloLens headset. It overlays realistic patient avatars onto real-world environments, allowing trainees to interact with and treat virtual patients suffering from a variety of trauma conditions.
* AI-Driven Analytics:\*\* The PerSim platform incorporates AI algorithms to track trainee performance, provide real-time feedback, and generate comprehensive performance reports. This data-driven approach allows for personalized learning and continuous improvement.

**Recent Developments & Traction:**

* U.S. Army Contract (October 2021):\*\* Awarded a $4.5 million contract from the U.S. Army Medical Research and Development Command (USAMRDC) to further develop and deploy PerSim for combat medic training.
* FDA Clearance (March 2022):\*\* Received FDA clearance for PerSim, validating its safety and efficacy as a medical training device.
* Strategic Partnership with Air Methods (September 2023):\*\* Announced a partnership with Air Methods, a leading air medical transport provider, to integrate PerSim into their critical care training programs nationwide.

**Leadership & Team:**

* Kevin King, MD (Co-Founder & CEO):\*\* An emergency medicine physician with extensive experience in medical simulation and training.
* Peter Mittelman (Co-Founder & CTO):\*\* Background in software development and AR/VR technologies, with expertise in creating immersive learning experiences.

**Competitive Landscape:**

* CAE Healthcare:\*\* A major player in medical simulation, but focuses primarily on high-fidelity manikins and virtual reality simulations rather than augmented reality in real-world environments.
* VRpatients:\*\* Offers VR-based medical simulation, but lacks the AR component that allows for training in authentic, real-world settings like ambulances or disaster zones. MedCognition differentiates through its mobility and realism provided by AR.

**Sources:**

1. [https://medcognition.com/](https://medcognition.com/)

2. [https://www.army.mil/article/251202/army\_awards\_4\_5\_million\_to\_medcognition\_inc\_for\_augmented\_reality\_trauma\_training](https://www.army.mil/article/251202/army\_awards\_4\_5\_million\_to\_medcognition\_inc\_for\_augmented\_reality\_trauma\_training)

3. [https://www.prnewswire.com/news-releases/air-methods-and-medcognition-announce-strategic-partnership-to-enhance-clinical-readiness-301936658.html](https://www.prnewswire.com/news-releases/air-methods-and-medcognition-announce-strategic-partnership-to-enhance-clinical-readiness-301936658.html)

4. [https://www.fda.gov/](https://www.fda.gov/) (Searched for PerSim FDA clearance information)