



GKNOW

PR/FAQ

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Press Release
For Immediate Release
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New App “GKnow” Revolutionizes Genograms within Family Therapy

ATHENS, Ga., September 10, 2024 - GKnow allows therapists and patients to gain insight on familial relations through digital genograms: graphic representations of family trees.

Each genogram is unique to its patient, detailing the relationships and interactions between family members in order to help the patient understand how their family dynamics work. Through their genogram, individuals can learn more about their personality, family history, cultural identity, and emotional connections. Visual cues help patients and therapists explore relationship patterns more clearly.

While genograms are a frequently used tool in therapy sessions, their creation is extremely outdated. Many therapists have to hand draw the diagrams, going as far as laying on the floor with a sheet of paper. Additionally, little information is known amongst the general public about the benefits of using genograms to understand family relations. Our new app, GKnow, completely digitizes the genogram and makes it accessible for anyone to use. By creating an app that can be downloaded by the general population, we are spreading knowledge around the benefits of genograms and helping therapists save time in each session.

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Getting started with GKnow is simple. No prior experience with making genograms is required, as it's developed to be used by therapists, patients, or interested users. Executive Creative Director Zoe Webb says, *"We wanted to make GKnow visually appealing and comprehensible for any user, even if they haven't been to therapy before."*

"GKnow has been a game-changer for me. I never realized how much my family's dynamics affected my own behaviors and relationships. The app made it so easy to visualize everything and gave me insights that were incredibly eye-opening."

– Johnny Smith, Family Therapist

GKnow aims to transform the way professionals and the general population can understand family relationships. Download the app today from the App Store or Google Play and start exploring your family dynamics with ease. For more information on the project's creation, visit www.gknowapp.com.

FAQs

What is GKnow?

GKnow is a new app that will allow users to better know themselves and their families through the creation and use of family diagrams, or genograms. It allows therapists to securely take notes, create diagrams, and add relationships while also allowing the client to create their own family diagrams, share these relationships with the professional, and better understand their own relationships.



FAQs

How does GKnow work?

GKnow works by using a standardized database of symbols and meanings for the creation of genograms. It allows for collaborative editing, note-taking, and is an educational tool through short descriptions of medical terminology and meanings behind relationship patterns. The idea is for users to be able to easily access multiple patient profiles, create complex genograms, and eliminate the need for pen-and-paper usage.



FAQs

Who can use GKnow?

Anybody with access to an iPad can use GKnow. It's made to be a user-friendly experience that explains the creation and meanings behind genograms and the relationships inside of them. The following categories were considered during creation:

- Therapists and Counselors
- Patients accessing for appointments
- General users interested in their own education



FAQs

How much does GKnow cost?

While under development, the cost of GKnow remains unknown until release. The first version will be paid-for app, available to professionals for initial launch. Then, upon market integration a free version for patients and general users would become available across multiple devices, including mobile. This would allow access to GKnow, with the exclusive features still on a paid-only structure.



FAQs

Where can I download GKnow?

GKnow will first be available for download only in the Apple App Store for the latest version of MacOS on the iPad Pro. With further development, GKnow will be available across multiple platforms and screen sizes, including iPad minis, mobile devices, and desktop options.

