COGNICIT

Our **Vision**

Increase healthcare patient satisfaction, effectiveness and profitability through organizational analysis

Organizational effectiveness in healthcare organizations depends on delivering a positive customer experience.

Organizations are compensated and reimbursed commensurate with their patient experience scores.

Cognicit is the only tool that can scientifically measure the factors that drive patient outcomes and prescribe actionable improvements.

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High Patient Satisfaction Leads to Financial Success

- *higher operating margins*

- *higher revenue generation per adjusted patient day*

- *higher beneficiary incentive payments ($1,698 more per star rating)*

- *5% increase in patient retention = 25% to 95% increased profit*

- *3% higher net margins*

https://www.deloitte.com/us/en/Industries/life-sciences-health-care/articles/hospitals-patient-experience.html

https://www.dialoghealth.com/post/patient-retention-statistics#:

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Key Drivers of Patient Experience are Measurable and Actionable

Poor staff training + management = Claims denials due to filing mistakes

High staff turnover = inability to receive timely care, appointments, information

Lack of communication + teamwork = Poor care coordination

Poor decision-making + management = Low patient resources & courtesy

https://www.aha.org/costsofcaring

https://www.netsuite.com/portal/resource/articles/erp/healthcare-industry-challenges.shtml

https://guidehouse.com/-/media/www/site/insights/healthcare/2018/medicare-advantage-analysis.pdf

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High -vs - Low

Northern Westchester Hospital, NY
(245 beds)

⭐ ⭐ ⭐ ⭐ ⭐

10 minutes apart ⟶

Westchester Medical Center, NY
(652 beds)

⭐

Claims denial average	7%
Staff turnover	7.4 %
Patients who would recommend	82%
2024 Operating Revenue	$18.6 B
Operating Margin	1.6%
Average Profit Per Bed	$2,778 per patient

Claims denial average	15.7%
Staff turnover:	12%
Patients who would recommend	57%
2024 Operating Revenue	$3 B
Operating Margin:	.98%
Average Profit Per Bed	$913 per patient

Improving from a 3 star to 4 star rating can increase revenue between 13.4 % — 17.6 %

https://www.sciencedirect.com/science/article/abs/pii/S1544319123000778
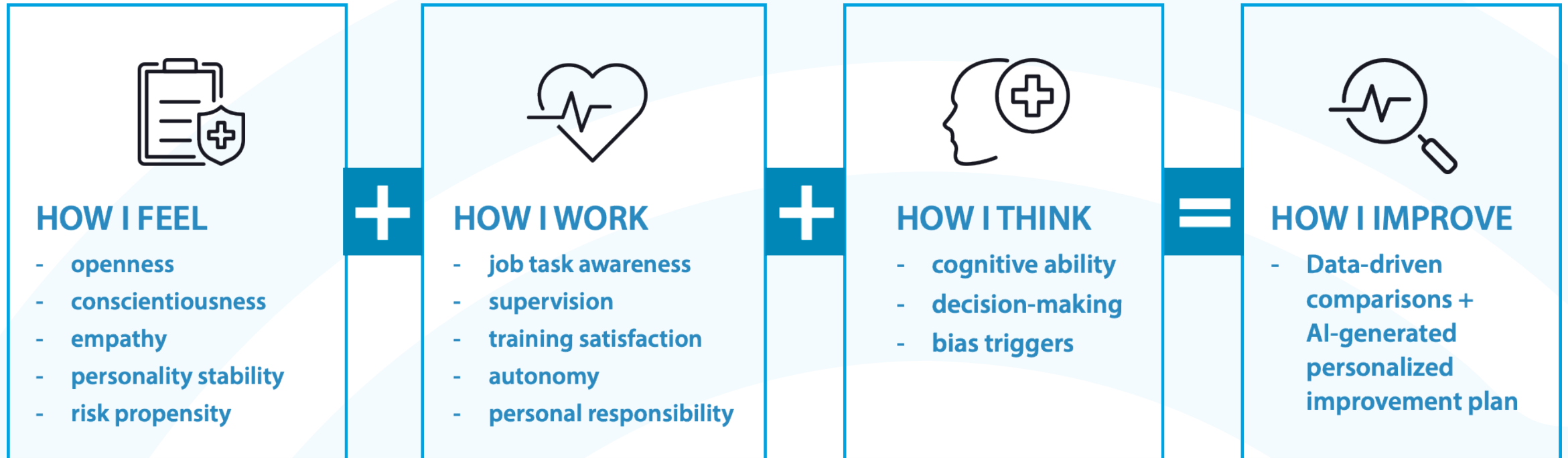
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The Opportunity

Cognicit uses a proven scientific assessment to identify, address, and improve the behavioral factors that lead to higher patient satisfaction and financial performance

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By testing a representative sample of hospital employees, Cognicit uses proven scientific approaches to map cognition, emotion, and decision-making behaviors.

HOW I FEEL

- openness
- conscientiousness
- empathy
- personality stability
- risk propensity

+

HOW I WORK

- job task awareness
- supervision
- training satisfaction
- autonomy
- personal responsibility

+

HOW I THINK

- cognitive ability
- decision-making
- bias triggers

=

HOW I IMPROVE

- Data-driven comparisons + AI-generated personalized improvement plan

1 hour, twice a year for a comprehensive assessment and continuous improvement

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A comprehensive risk assessment, drillable by department, manager, and individual contributor

Risk Levels by Department	Average Patient Satisfaction	Average Cognitive Capacity	Problem Solving Skills	Decision-Making Bias	Judgment and Decision Making	Sense of Personal Responsibility	Teamwork
Anesthesiology	57%	Low	Low	High	Moderate	Low	Low
Dermatology	75%	Low	Low	High	High	High	Low
Emergency Medicine	35%	Low	Moderate	Critical	High	High	Critical
Family Medicine	65%	Low	Low	Moderate	Moderate	High	Moderate
Obstetrics & Gynecology	42%	Low	Critical	Critical	Moderate	Critical	Moderate
Orthopaedic Surgery	82%	Low	Moderate	Moderate	Low	Moderate	Moderate
Pediatrics	63%	Low	Critical	Low	Moderate	Moderate	Low
Oncology	92%	Low	Low	Low	Low	Low	Low
Surgery	51%%	Low	Low	Moderate	Low	Low	Low

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Cognicit recognizes that ideal behaviors and traits vary by job role

Low Risk Behavioral Role Profile: Radiologist

Disposition - "How I Feel"	
Openness	moderate
Conscientiousness	high
Extraversion	low moderate
Agreeablness	moderate
Personality Stability	high

Job Task Context - "How I Work"	
Personal Responsibility	high
Autonomy	very high
Risk-Taking	low
Teamwork	low moderate

Information Processing & Decision-Making - "How I Think"	
Anchoring	low
Confirmaton	low
Self-serving	low
Overconfidence	low
Framing	low
General Cognition	high

Low Risk Behavioral Role Profile: ER Physcian

Disposition - "How I Feel"	
Openness	very high
Conscientiousness	moderate
Extraversion	moderate
Agreeablness	very high
Personality Stability	very high

Job Task Context - "How I Work"	
Personal Responsibility	very high
Autonomy	moderate
Risk-Taking	high
Teamwork	very high

Information Processing & Decision-Making - "How I Think"	
Anchoring	low
Confirmaton	low
Self-serving	low
Overconfidence	low
Framing	low
General Cognition	very high

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Cognicit then normalizes assessed behaviors to inform risk analysis, comparisons, and make AI-informed recommendations

Department Top Level Risk Map	Average Patient Satisfaction	Average Cognitive Capacity	Problem Solving Skills	Decision-Making Bias	Judgment and Decision Making	Sense of Personal Responsibility	Teamwork
Emergency Medicine	35%	Low	Moderate	Critical	High	High	Critical

Job Risk Profile: Your ER Physicians

Disposition - "How I Feel"	
Openness	Moderate
Conscientiousness	Low
Extraversion	High
Agreeablness	Critical
Personality Stability	Critical

Highest Risk Assessment:

In general, your ER Physicians are assessed as demonstrating **critical** risk in the areas of **agreeableness** (empathy, willingness to work with others, kindness) **personality stability** (tendency towards negativity, high anxiety, irritability, moodiness), and **confirmation bias** (making decisions that confirm or support one's prior beliefs or values).
(View by Department Lead | View by Individual)

Drill Down:

In particular, your ER physical **agreeableness** and **bias** (which are related) exceed National averages at a level likely to heavily effect patient satisfaction.
(View by Department Lead | View by Individual)

Recommendations:

View recommendations based on your specific hospital data »

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Cognicit can be licensed as a stand-alone platform – or – integrated into existing Enterprise Resource Planning and Performance Management Systems providing actionable insights and risk analysis year-round

Q1	Q2	Q3	Q4
Assess Staff Full assessment = 1 hr	Analyze Findings by Role, Team, Manager, Care Domains	Mid-year Staff "Pulse Check" mini assessment = 30 min	Year-end Cognicit Trend Analysis and Recommendations