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**USE CASE NAME:** First AI powered health app

**Provider/Owner:** Ada

**Focus area** : (**please choose one**) **Healthcare\***, Banking, Insurance, Marketing and Sales

**THE NEED:**

**(What problem does this solution address? What business or social value does it add?)**

* Inability to access health services
* Insufficiency of health professionals
* Late diagnosis

**THE SOLUTION:**

**(How does AI enable a solution to this problem/address the need?)**

Doctors look at a presentation in terms of probabilities. Take appendicitis: there is no blood test, but there are a number of common symptoms, and it's clinically a bit of a `yes/no/grey area' situation. Doctors form their diagnosis using an imperceptible process in their head, which aggregates their experience of when those `typically appendicitis' symptoms and signs are more likely to cumulatively say yes or no.

Ada replicates this decision-making process. The core behind our product is a combination of constellatory thinking and pattern recognition. If an experienced doctor sees symptom A and B and C, they know that symptom C may mean something different in the presence of A and B than symptom C means on its own.

Ada app guides users through their symptoms and gives advice on what the causes of an ailment could be and offers advice on what steps to follow next. Ada’s AI-enabled app can track symptoms so that conditions such as diabetes and arthritis can receive earlier intervention.

Ada is an AI-powered personal health guide that helps people understand and manage their health.

On average, 1 patient assessment is completed by Ada every 3 seconds!

**AI APPROACH:**

**(Which of the following AI-technologies are used? )**

* **Speech recognition\***
* Image recognition and computer vision
* **Machine & Deep Learning\***
* Sensor fusion
* Robotic Process Automation
* **Natural Language Generation\***
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ETHICAL CHALLENGES AND RISKS** (if there is any):

While the Ada app has scored some successes, it is in Africa where it will face real tests, as the app depends on internet connectivity and the use of smartphones, which can be beyond the reach of many, particularly in rural areas.

**Source URL:**

<https://ada.com/>

**Video URL:**

<https://www.youtube.com/watch?v=-Lgg1f5C4uI#action=share>

**Additional visual materials:**





