The Solution

A predictive AI solution for forecasting the impact of infectious illness

What is the Kinsa platform, who is it for, how is the data accessed and delivered – but most importantly, **how does it work?**

WHAT IT IS

Predictive Illness Insights

Kinsa's A.I.-powered platform accurately predicts infectious illness -- where and when it is starting, how severe it is, and how it will spread -- and forecasts the impact of infectious illness on demand for healthcare products and services. Kinsa's platform delivers all these insights, and more, through an accessible and secure web portal.

WHO IT'S FOR

Healthcare Organizations, Brands & Retailers

Kinsa's A.I.-driven platform is used by brands & retailers in highly volatile categories like cough, cold & flu reduce out-of-stocks, plan more effectively, and enhance marketing & media effectiveness.

For health systems and health insurers, Kinsa's platform predicts when & where to expect surges in hospitalizations or ED visits, and when & what to message to keep people healthy.

HOW IT'S DELIVERED

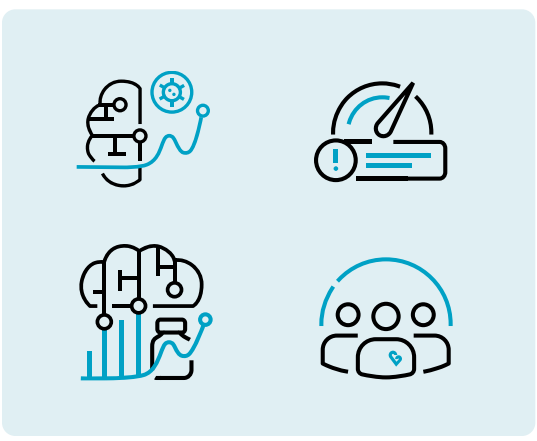
Tailored experiences

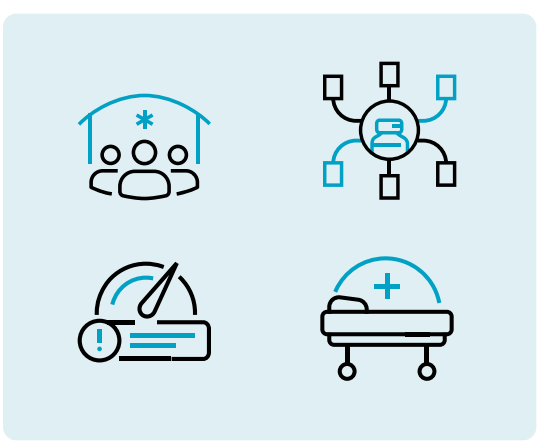
Healthcare organizations, brands, retailers, and individuals receive this information in the most useful and easy to use formats: dashboards, mobile applications, emails, alerts, DTM and individual consultations with Kinsa in-house team of Epidemiologist.

HOW IT'S POWERED

Novel, proprietary data + multifaceted expertise

Kinsa's novel, proprietary symptom and transmission data is aggregated from a network of millions of households before they visit the doctor or seek care, making it the earliest and most accurate on the planet. This at-home symptom and transmission data is piped into a platform powered by machine learning, epidemiological models and generative A.I. trained on 7+ years of historical data.





HOW IT'S UTILIZED

Custom use-cases

Incorporating a retailer or brand's own sales data, or a hospital's ED data, Kinsa's custom A.I.Demand Cast predicts illness impact for your organization, specifically for the measures they care about."

On a mission to stop the spread of infectious illness

kinsa