ABOUT

We are a health simulation company that believes in the power of conversation to change lives.

Our Story

We are a health simulation company that believes in the power of conversation to inspire and inform, impact how people think and act, evoke empathy and change lives.

We have pioneered and studied a new approach to build and assess the capacity of people to lead real-life conversations that result in measurable changes in social, emotional, and physical health.

We combine the science of learning, the art of conversation, and the power of game technology to engage users in role-play conversations with virtual humans (/articles/why-virtual-humans), allowing them to try different approaches, get personalized feedback and gain the confidence and skills to lead similar conversations in real-life.

We are proud to be the only company with evidence-based health simulations listed in the National Registry of Evidence-based Programs and Practices. To date, more than 1 million people have engaged in a Kognito simulation.

Based in New York City, we provide our clients with access to a growing series of professional development and public education simulations on topics such as mental health, substance use, chronic disease, family relations, medication adherence, and patient-provider communication. In addition, we partner with our clients to develop simulations tailored to their specific needs.

In October 2017, Kognito was acquired by Ascend Learning, a leading provider of educational content, software and analytics in healthcare. Ascend is owned by Blackstone Private Equity and The Canadian Pension Plan Investment Board.

Mission
Our mission is to combine the science of learning, the art of conversation, and the power of virtual human simulations to measurably improve social, emotional, and physical health.

Vision
A world where all individuals and communities harness the power of conversation to change lives.

Core Values

Innovation
Leveraging advances in science and technology to be at the forefront of digital health education.

Creativity
Pushing the boundaries of storytelling, interactive design, and engineering, to create highly-effective experiences.

Integrity
Committed to the highest standards of excellence in how we build our products, conduct our business, and treat one another.

Stewardship
Creating sustainable value for our stakeholders while maximizing growth, social impact, and profitability.

Customer-Centric
Listening to, supporting, collaborating with, and retaining our customers and users.

Get in Touch
Have a question? Let us know.

Read Our Blog
Check out what's new at Kognito.

Careers at Kognito
Kognito is hiring! Be a part of

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APPROACH

Our approach combines the science of learning, the art of conversation, and the power of gaming technology.

Kognito Conversation Platform

Our behavior change model integrates several evidence-based models and techniques, game mechanics, and learning principles.

In our simulations, users enter a virtual environment and engage in role-play conversations with emotionally-responsive virtual humans. Through practice and receiving personalized feedback, users learn and assess their competency to lead similar conversations in real life.

Key models and techniques include motivational interviewing, shared decision-making, emotional self-regulation, empathy, empathic accuracy, and reappraisal strategy. Key learning and assessment principles include hands-on-practice, contextual learning, personalized feedback, storytelling, and case-based approach.

We are proud to be the only company with health simulations listed in the National Registry of Evidence-based Programs and Practices (NREPP).

Kognito Conversation Platform™

Kognito Virtual Humans
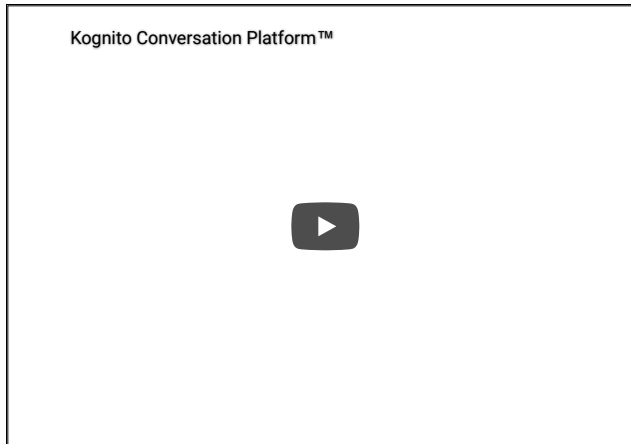
Virtual Humans

We have spent over 10 years designing and studying virtual humans. Virtual humans are ideally suited to creating safe, engaging, and non-confrontational experiences that promote meaningful and effective behavior change.

Unlike videos or real-life workshops, virtual humans make people feel more comfortable speaking, experimenting with different communication styles, and more open to receiving feedback about their performance.

Virtual humans are also very "talented". They can speak any language, never age, and their appearance and level of realism can be adjusted to meet the needs of various audiences. Furthermore, they can be coded to exhibit different personalities, medical or behavioral health conditions.

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![Kognito (https://kognito.com/)]

Virtual Environments

To increase engagement and effectiveness, we place our virtual humans in a dynamic and life-like virtual environment. These fully customizable 3D environments can capture any setting (in-door/out-door), be adapted based on the user's profile and location, include items that can become part of the interaction (e.g., a medical device or a form), and offer product placement opportunities.

Tracking and Analytics

From its beginnings, Kognito has been conducting extensive research to analyze the effectiveness of its simulations. This work has resulted in numerous tools provided to our clients and research partners to help track and analyze the impact of our simulations on knowledge, skills, attitudes, behaviors, and health outcomes.

Our tracking and analytics utilize a variety of data sets including users' actual decisions/behavior in the simulation as well as self-reported data.

Our online data portal provides clients and research partners with access to real-time usage tracking, a series of dashboards and analytics to gain insights into behavior change, and direct access to the actual data for analysis.
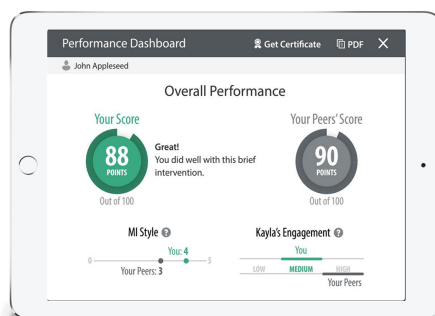
Development Process

Kognito uses a multi-disciplinary development model to create simulations. Development cycles range from one to six months—from minor customizations to fully-tailored simulations. The company uses a portfolio of proprietary tools and processes that enable the efficient production of its simulations for deployment across multiple digital platforms.

Design

Phase one begins with a needs and user analysis. The process draws upon secondary research from journals, interviews with subject-matter experts, and end-user focus groups to develop a blueprint for the simulation. The key deliverables include the instructional design plan, content analysis, behavior change model, virtual human profile(s), and user stories.

Development

Phase two includes scripting, narration, virtual human design, and animation. It also entails the design and testing of simulation analytics followed by user testing and quality assurance/beta testing to allow any final refinements. Throughout this phase, Kognito collaborates with subject matter experts and conduct focus groups to ensure authenticity and accuracy of the experience.

Delivery

Phase three includes making the simulation available to users and providing the client with technical assistance, maintenance, and roll-out support. The Kognito simulation can be delivered via Kognito's Learning Management System or integrated with the client's own system or website.

Tracking & Analytics

Phase four provides clients with access to usage tracking data and analytics to gain insights into changes in knowledge, attitudes, skills, and behavior change as well as direct access to the actual data for further analysis.

Subscription & Custom Development

Organizations can purchase yearly subscriptions to our simulations, partner with us to adapt an existing Kognito simulation, or develop a new one tailored to their specific needs. Average development time is one to six months.

Innovation Lab

We are on a journey to create tools and methodologies to help people master the power of conversations. In [...] we are currently working on applications involving N[...] virtual reality, tone analyzer, and advanced analytic[...]

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(http://www.health.state.mn.us/index.html)

mn DEPARTMENT OF HEALTH

Suicide Prevention

Teacher and School Employee Mental Health Training

If you need free and confidential support call the
National Suicide Prevention Lifeline 1-800-273-TALK (8255).

If you need immediate medical help call 911.

Information sessions

Register for an online information session to learn how to bring Kognito to your school. All sessions are from 10 a.m.to 11 a.m. central time.

September 16 session (https://kognito.zoom.us/meeting/register/tJAkf–2tqjMoHtHEI8w6dpKb7PfxnNOHiziZ)
October 21 session (https://kognito.zoom.us/meeting/register/tJUkduCtrDliGdUAwvxXDByPl_zadgWG0yhQ)
November 18 session (https://kognito.zoom.us/meeting/register/tJcudOyggzMqH91p7Xw2BV––EO0L7EW9W41m)
December 16 session (https://kognito.zoom.us/meeting/register/tJcqc–GtqTgpGNFcbdQUQUBhBryYSRuZVNQ3)

Program overview

At-Risk is a series of three online interactive modules. The modules help educators and other school staff improve their skills, confidence, and willingness to help students in distress.

The modules are for staff at elementary, middle, and high school grade levels. Participants engage in role-playing simulations, interact with virtual students showing signs of mental distress, and receive tips from virtual coaches. The modules can be completed in one hour.

The Minnesota Department of Health, the Minnesota Department of Education, and Kognito have partnered to bring online mental health training to Minnesota schools. The training initiative provides **free** access to Kognito At-Risk for Minnesota districts and schools.

Friend 2 Friend Mental Health Training for Students

Schools that launch Kognito At Risk can now choose to participate in Friend 2 Friend – a virtual game-based training for students.

Students will:

Learn to recognize signs of distress.
Know how to reach out to a friend.
Identify a trusted adult to seek help from.
Build knowledge and skills around mental health while reducing stigma.
For more information on Friend 2 Friend, email Health.suicideprev.MDH@state.mn.us.

Why participate?

Kognito At-Risk meets educator suicide prevention training requirement per **MN statute 122A.187** as determined by district.
Learn to identify, approach, and refer students at-risk of mental distress by using motivational interviewing and communication skills.

Who may participate?

Any school personnel that interact with students can participate in the training.

How to participate?

To provide a high-quality training experience we encourage districts and schools to:

Identify a main staff member "champion" to roll-out the initiative.
Have all school staff complete Kognito simulations.
Share district referral policy and local mental health support services with staff.

If your school or district has not offered the Kognito training you can still participate by registering an account at Kognito Minnesota School Personnel Mental Health Awareness Training (https://minnesota.kognito.com) .

Minnesota Suicide Prevention Kognito Champions Schools and Districts

Congratulations to the Minnesota schools and districts with the Suicide Prevention Kognito Champion School or District designation!

Suicide Prevention Kognito Champion Schools and Districts (PDF)
(http://www.health.state.mn.us/communities/suicide/documents/kognitochampions.pdf) .

Any schools or district that implements Kognito At Risk are able to apply for designation as a Minnesota Suicide Prevention Champion School or District.

Champion schools/districts receive:

Certificate of Excellence signed by the Commissioner of Health

Digital marketing materials

Recognition in Minnesota Department of Health Suicide Prevention Newsletter and website

The first 15 school/districts receive:

Kognito swag bag with pens, notepads, Champion placard, and coffee cups

Learn more about becoming a suicide prevention Kognito champion (http://www.health.state.mn.us/communities/suicide/documents/kognitochampioninfo.pdf) or complete the Kognito Champion School application (https://survey.vovici.com/se/56206EE34184104A) .

For any additional information, contact the Suicide Prevention Unit at Health.suicideprev.MDH@state.mn.us.

Updated Monday, 30-Aug-2021 10:46:08 CDT