
PRESS RELEASE
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Red House Consulting to Partner with IntelligentSimulations LLC on Innovative Medical Training Solution

Washington, PA – March 5th, 2013 – Red House Consulting has finalized a contract to assist IntelligentSimulations LLC in the creation and marketing of an innovative new tool for medical training.

The AI Patient, a dynamic web-based software platform, will employ cutting-edge Artificial Intelligence technology to provide an interactive and immersive training experience. The scalable system will enhance program efficiency and enable students to develop the interpersonal rapport-building skills needed to become successful medical professionals – all at their own computers and on their own schedules.

Vic Baker, founder of IntelligentSimulations, envisions the AI Patient as being “an on-demand solution that approximates one-on-one human mentoring.” In contrast to traditional training sessions employing paid actors, the AI Patient can support an expanding library of patient scenarios and allows students to learn at their own pace. “The part I liked best was that a beginning medical student can explore how to ask different questions without feeling nervous or judged,” reported one focus group participant. However, the human element remains central. “The patient’s reactions seemed real,” another focus group student related. “Having a patient talk to me made me wait to respond, just like a real-life situation.”

Red House Consulting supported the development of the NSF Phase I SBIR proposal that funded the initial stages of the project, and has now entered into a two-year contract with IntelligentSimulations to create six unique patient scenarios under Phase II SBIR funding. Working with medical experts from West Virginia University and the West Virginia School of Osteopathic Medicine, Red House will optimize the scenarios to address a diverse range of patients and encounters.

Red House Principal Jocelyn Sheppard also sees the scalable system as having high potential in other major markets including HR training and law enforcement – an idea that she helped the company to highlight successfully in the commercialization section of the Phase II SBIR proposal.

The AI Patient collaboration is the product of a long and successful relationship; Red House has partnered with IntelligentSimulations since the company’s founding in 2008. “Working with Jocelyn Sheppard has been a fantastic experience,” says IntelligentSimulations founder Vic Baker. “I’ve discovered what I always needed but didn’t know where to find – that perfect mixture of talented writer, successful entrepreneur, and brainstorming partner – all rolled into one.”

Learn more about **Red House Consulting** at www.RedHouseConsulting.com.
Learn more about **IntelligentSimulations LLC** at www.IntSims.com.
