

Cogito Health Announces the Introduction of the Agent Quality Monitoring Service Built on the Cogito Social Signals Platform (CSSP) Platform

Charlestown, MA – May 2, 2011 - Cogito Health, a pioneering provider of research, software and algorithms to extract meaning from human behavior, announced today the launching of the Agent Quality Monitoring Service for improving call center performance. This service is the latest product built on the SaaS-delivered Cogito Social Signaling Platform (CSSP). The announcement was made during a presentation with CIGNA Healthcare at the American Telemedicine Association (ATA) annual conference in Tampa FL.

The Agent Quality Monitoring Service uses Cogito's Social Signal Processing (CSSP) Platform to analyze the interactions between agents and customers during normally occurring business operations telephone calls. The platform uses a computerized and statistically validated approach to automatically and continuously identify the agent speech behaviors which produce the most successful responses and results based on the customer's reactions during the call. This service automatically and objectively scores every call on how successful the call was relative to a statistically optimum level. Agents are provided automated, computerized and personalized feedback after every call on how well they followed the optimum profile. By training agents to model these behaviors and providing continuous feedback on how successfully they follow them, organizations can improve team performance and shorten training time for new hires while improving morale and retention and delivering warmer, better service to customers.

Cogito's product suite includes the **Engagement Monitoring Service** (Beta), which processes normal telephone calls, assesses customer engagement levels, and predicts likelihood of future follow-through. The suite also includes the **Depression Monitoring Service** (Beta), which processes care management telephone calls and provides health behavior change professionals with a comprehensive way to identify patient groups that may benefit from depression care support.

About Cogito Health

Cogito Health is a Boston-based health technology company building off a nearly a decade of MIT Media Lab research into the assessment of "honest" signals – how speech and other behavior reflects brain function. Cogito Health's team combines some of the world's most-cited computer scientists and award-winning behavioral health researchers with an emphasis on clinical and operational rigor and client service. Honest Signals analysis, conceptualized by Cogito Health cofounders, was listed as a Breakthrough Idea (2009) by Harvard Business Review, as a Technology That Will Change the World (2008) by MIT's Technology Review, and was the winner of a Future of Health Technology Award (2008). To learn more about Cogito Health, please visit www.cogitohealth.com.