



TECHNOLOGY

Digital Human Helps Hearts

BY JOHANNA CANO, POSTED NOV 15, 2019

Like 12 Share Tweet



On the first day of the Cucalorus Connect conference, attendees got to meet Hanna, a digital human cardiac coach, developed by Marie Johnson and a team at NHRMC. (Image c/o NHRMC)

This year's Cucalorus Connect Conference brings in speakers from Wilmington and all over the world to discuss how innovative technology can address economic, personal, health and societal issues.

Two topics at the conference, from Nov. 14-15 at the Brooklyn Arts Center, include how two Wilmington organizations are using artificial intelligence and the latest software.

On Nov. 14, Wilmington residents got to meet and learn about Hanna, a digital human cardiac coach.

Hanna is the work of Marie Johnson, managing director at Centre for Digital Business in Australia, and Chris Hillier, New Hanover Regional Medical Center executive director of innovation and a team at NHRMC.

The digital human's name, "Hanna," is a take on "Hanover."

Johnson, who led a session Thursday on "Digital Humans in Healthcare," said the idea to develop Hanna came from her and her husband's struggle to understand medication and instruction after his four heart surgeries.

"Even with all our skills and experience, we struggled with all the complex health information and not being able to understand it and with nobody to talk to when really needed it," Johnson said. "We came up with the idea of having a digital human to talk to over and over again whenever you needed cardiac health information."

Having already worked on another digital human, Nadia, who helps those with disabilities, Johnson thought she could apply the same artificial intelligence technology to help cardiac patients.

The service that Hanna can provide is only conversational. She is unable to diagnose or treat patients, but rather, is designed to answer questions that patients might have during recovery and take some burden off health care professionals, Johnson said.

"People are able to talk with it just using what we call lounge-room language, ordinary everyday language," Johnson said. "The conversation design of Hanna is meant to be very natural, using everyday words."

To speak with Hanna, patients would need a laptop or iPad.

Hanna has been in the works since January and is still in the early stages of development.

"The idea of a launch with these types of human-like systems is a little different because these systems continue to learn. So, it's not like we're going to have all these conversations already lined up," Johnson said. "Hanna will be progressively and continually developed."

Presenting Hanna to an audience at Cucalorus allows her to raise awareness of work that Hillier and NHRMC are part of.

"What we see is AI actually enabling people when they're either traumatized or disadvantaged. It helps people in overcoming barriers in order to be able to access services, and to independently make decisions about things," Johnson said.

Another Wilmington organization is also using technology to better serve its clients.

Jennifer Manocchio, president of Sweeney, a marketing agency with a location in Wilmington, led a session Nov. 15 on martech.

"Martech is any technology that marketing, communications and PR specialists can use to achieve marketing objectives and goals," Manocchio said.

Many of those technologies are delivered through software as a service (SaaS), where companies pay an annual fee to use it, and provide a variety of marketing tools.

Some include Emma, an email marketing platform, Sprout Social for social media management and can be more comprehensive like Salesforce, a customer relationship management software.

The great thing about the current digital age is that there is a lot of data out there that can be used by marketers, she said.

"For me the exciting part about martech is it helps us do our jobs better," Manocchio said. "So, we can be more educated when we're developing marketing communication campaigns. And then also there's a lot more out there now that helps us track the results."

With martech, however, people should not forget that they are only tools and cannot substitute the creative work that a marketer does.

"Martech is here to help us. It's not replacing our jobs," she said. "As marketing, PR and communication professionals, we still have to understand how to use the tools, why we're using the tools and it's never going to replace creativity and strategy."

Manocchio, who has been in the marketing space for 18 years, said she hopes attendees at her Cucalorus Connect session learn what martech is and how to choose from the plethora of platforms available.

"What's exciting about marketing in today's space is that we have so many different ways to target our audiences, but that's also the challenge," she said. "Our industry in the marketing space has been changing drastically. And it's not stopping; it's just continuing to evolve and continuing to change."

Join The Discussion

2 Comments

Sort by Oldest

Add a comment...



Jim Rafferty

Outstanding

Like · Reply · 1y



Devon Scott

This was honestly an exciting demonstration to experience.

Like · Reply · 1y

Facebook Comments Plugin

Similar Stories

Aging in place with tech

Biotech startup names new CEO

SentryTell helps caregivers monitor seniors using AI

Building health care innovators

Sales forecasting with AI

Lapetus zooms in on Asian market

INSIGHTS

SPONSORS' CONTENT



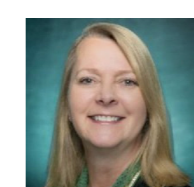
The Importance Of Allyship This Pride Month

MICHEALLE GADY - ATROMITOS



COVID And The Cape Fear Residential Real Estate Market

ROBERT BURRUS - CAMERON SCHOOL OF BUSINESS - UNC-WILMINGTON



Could It Be This Simple: 'Work Appropriately'

DIANE DURANCE - UNCW CENTER FOR INNOVATION AND ENTREPRENEURSHIP

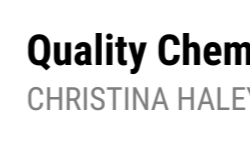
TeamLogicIT Your Technology Advisor MANAGED IT SERVICES PROACTIVE IT PREVENTATIVE IT RESPONSIVE IT WilmingtonNC@TeamLogicIT.com | 910-500-1392

Trending News



Apartment Community Sells For \$67.5M In Leland

CECE NUNN - JUN 14, 2021



Quality Chemical To Expand Facilities, Again

CHRISTINA HALEY O'NEAL - JUN 14, 2021



StepUp Wilmington To Launch New Job Placement Initiative

JOHANNA CANO - JUN 14, 2021

In The Current Issue

Calling For Diversity In Financial Services

In a time when companies of all sizes are taking a close look at the makeup of their workforce and leadership, how are banks – traditionally...

Eyeing Potential On S. College Road



More activity could be coming soon to vacant property in the 800 block of South College Road in Wilmington, and while it appears nothing's s...

Hospice Renames Its Wilmington Garden

Lower Cape Fear LifeCare recently held a dedication ceremony to formally name its Wilmington garden....

Book On Business



The 2021 WilmingtonBiz: Book on Business is an annual publication showcasing the Wilmington region as a center of business.

Order Your Copy Today!

Print Only - \$24.95

Qty Buy

Print + Excel File - \$79.95

Qty Buy

Galleries

2019 WilmingtonBiz Conference & Expo Mar 27, 2019



Videos



Trying to Grow a Business?



2020 Health Care Heroes



2020 WilmingtonBiz 100

Subscribe to WilmingtonBiz on YouTube



188