

For Immediate Release

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Froedtert & the Medical College of Wisconsin health network introduces online symptom checker

AI replaces online guessing and searching with real-time information and education

MILWAUKEE, Wis. (March 8, 2018) —A new digital health tool called Buoy now available on froedtert.com simplifies online searching for health [information](#).

Unlike typical health symptom checkers, the Buoy tool is interactive and it's personal. A user enters symptoms; Buoy asks questions, waits for that person's responses in real time, and then provides a personalized analysis and recommends how to best treat the symptoms and possible care options.

"Buoy is an educational and informational tool. It's not meant as a substitute for professional medical advice. It's meant to connect people more quickly with the right medical care at the right time," said Mike Anderes, Chief Innovation & Digital Officer for Froedtert Health, and President of Inception Health. "With the wealth of health information available on the Internet, we want people to have the most credible and helpful tools available."

Buoy was created by a team of doctors and computer scientists. Working closely with Harvard's Innovation Laboratory, the team mapped out different symptoms and how people describe them in searches to create the tool.

"Buoy's algorithm really listens and then recalculates your inputs in real time. This helps serve up questions that will more quickly and more accurately identify what's wrong, so you can get on the right path to getting better," said Andrew Le, CEO and co-founder of Buoy.

Because Buoy utilizes artificial intelligence, it will improve as more people use it. Its style of interview questions is derived from research on patient-computer dialogue spanning 50 years.

Buoy is the latest application Froedtert & MCW health network has introduced with the goal of improving an individual's ability to navigate health care on their terms and be guided to the most appropriate care. Froedtert Health's innovation accelerator, called Inception Health, researched a host of tools and selected the Buoy virtual triage tool for its personal, intuitive user experience.

Froedtert & the Medical College of Wisconsin

The Froedtert & the Medical College of Wisconsin regional health network is a partnership between Froedtert Health and the Medical College of Wisconsin supporting a shared mission of patient care, innovation, medical research and education. Our health network operates eastern Wisconsin's only academic medical center and adult Level I Trauma Center at Froedtert Hospital, Milwaukee, an internationally recognized training and research center engaged in thousands of clinical trials and studies. The Froedtert & MCW health network, which includes five hospitals, one of which is a nationally ranked academic medical center, more than 1,600 physicians and nearly 40 health centers and clinics, draws patients from throughout the Midwest and the nation. In our most recent fiscal year, outpatient visits exceeded 1.1 million, inpatient admissions to our hospitals were 49,250 and visits to our network physicians totaled 932,000. For more information, visit froedtert.com.

About Buoy Health

Buoy Health is a health technology company that develops digital tools to help people from the moment they get sick start their care on the right foot. Formed at the Harvard Innovation Laboratory in Boston MA, Buoy Health's team of doctors, product designers, and software engineers developed its smart symptom checker, Buoy, in direct response to the downward spiral we've all faced when we attempt to self-diagnose our symptoms online. The technology behind Buoy leverages artificial intelligence — powered by advanced machine learning and proprietary granular data — to resemble an exchange you would have with your favorite doctor — to provide consumers with a real-time, accurate analysis of their symptoms and to help them easily and quickly embark on the right path to getting better. Buoy Health is based in Boston and was founded in 2014. For more information, please visit www.buoyhealth.com.

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