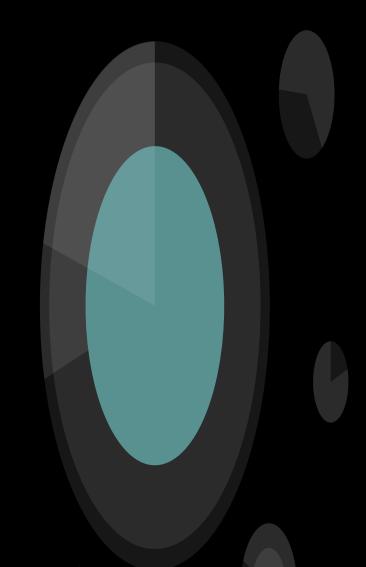
Sanford, Florida 32773 (407) 383-3661

techstar8890@gmail.com

LinkedIn Profile

nadakendis.com



Nada Beth Kendis Portable Portfolio

Customized Product Content

A two page, automated, branded & customized product write up for a data science company that focuses on healthcare outcomes.



Improve Outcomes with Komodo Health's MapEnhance

Bespoke Data Solutions for Superior Decisions

In the commercial space, your ability to stay ahead in the market hinges on nuanced insights and efficient operation. Komodo Health's MapEnhance is specifically designed to help commercial healthcare organizations like [ClientName] uncover transformative opportunities, streamline workflows and achieve measurable outcomes. With a tailored data solution, [ClientName] can position itself for sustained success in an ever-evolving landscape.

MapEnhance And The Komodo Healthcare Map

MapEnhance for [ClientName] is a user-friendly, aggregated data portal that builds on Komodo's Healthcare Map by seamlessly aggregating and layering multiple dynamic datasets. These easy to manipulate enhancements give [ClientName] customized access to exclusive, curated insights from the largest longitudinal source of data on U.S. patient journeys.

All Komodo-built enhancements are developed, cleaned and created to deliver to [ClientName] high-quality "fit-for-purpose" datasets, which enable [ClientName] to obtain answers that were previously out of reach.

Replace the fragmented stitching needed for marketplace or aggregator datasets with Komodo-built data products

Komodo Clinical Observations

Komodo Lab Results

Komodo Patient Insurance

Komodo Race and Ethnicity

These rigorously curated datasets empower [ClientName] with the strategic clarity needed to:

- ★ Infer insights in granular patient variables.
- ★ Leverage extensive laboratory test results for broad analysis.
- ★ Use detailed payer data for refined segmentation.
- ★ Track data on patient outcomes.

[ClientName] can quickly access and layer these specialty data sources to clarify context and increase confidence in [ClientName]'s data-driven decisions.



Elevate [ClientName]'s Decision Making from Day One

[ClientName] receives insights from MapEnhance that are immediately actionable, eliminating delays and enabling rapid execution. With these ready-to-use, multidimensional insights [ClientName] can launch commercial campaigns quickly and effectively, reduce time-to-value for critical projects and stay ahead of competitors by leveraging real-time data-driven decisions.

Leverage the Benefits of Multidimensional Data Enhancements



Accelerated Data Insights

MapEnhance maximizes [ClientName]'s adoption of Komodo's Healthcare Map, giving [ClientName] direct and customizable access to the largest patient database in the U.S. This unfettered access enables [ClientName] to gain a deep understanding of patient journeys and treatment pathways. [ClientName] can quickly identify market trends and tailor strategies for targeted demographics. The actionable insights provided by MapEnhance empowers [ClientName] to make data-driven decisions with increased precision and speed.



Analysis Ready Datasets

All datasets are ready for immediate analysis. By leveraging MapEnhance, [ClientName] can reclaim time spent aggregating and cleaning data from multiple sources. The need for [ClientName] to de-duplicate, clean, format, standardize and normalize the data is also eliminated. [ClientName] resources can shift away from aggregating data to focus on interpreting trends that drive growth. This translates to time saved for [ClientName] and improved operational efficiency.



Workflow Alignment

[ClientName] gains maximum agility when integrating MapEnhance's multidimensional data products with existing [ClientName] workflows. This seamless integration elevates [ClientName]'s responsiveness to emerging market dynamics and ensures [ClientName] can align strategies in real-time.

Unlock Unparalleled Acuity

Efficient data strategies are critical for commercial success. Komodo Health's MapEnhance provides advantages to [ClientName], as a commercial healthcare organization, to identify market trends early, tailor for geography and target demographics. Then by leveraging the data, [ClientName] can stay well positioned ahead of competitors.

Long Play Social Media Campaign

The following post is one from a social media campaign that ran on Facebook and Instagram and featured snapshots submitted by employees.

The campaign ran for over a year and showcased the client's culture of flexibility and work/life balance with the goal of enticing and attracting talent.

Long Play Social Media Campaign



15

Creative Writer, Designer and Communications Professional

Imagine working remotely with a best-in-class team that enables you to excel in your career while balancing time with your family. For **Kforce Inc** Senior Director, **Scott Wallin**, eliminating his daily commute to the office and spending more quality time with family is the key to his personal and professional success. Want the space to explore your passions while excelling in your career? Learn more about our open sales roles and apply: https://kfrc.co/3Aw5ych#ThisIsMyKforce#SalesCareer

Quality Drive Time



One of the things that's been huge for our family is limiting the commute time ...and the ability to bring my son to golf.

> I'm Gut AND THIS IS MY KFORCE

Brand Kit Development

An edgy mock up in that was part of a branding strategy kit for an independent gaming company that seeked to boost brand awareness prior to a new game launch.

Edgy Brand Development for Social Media



Thought Leadership

The executive summary layout on the next page is from a long format article for a staffing company that positioned itself as an expert on technology projects.

Thought Leadership: IT Talent Brief Link to the full whitepaper online





Are You Embracing the Future of Work?

DEFINED

Artificial Intelligence (AI) models are based on the ways people use their innate intelligence and trial-and-error to learn gradually. Naturally, it functions quite differently.

For more than a century, first impressions of Al were inspired by science fiction and computer science exploration. Recent increases in data storage and the availability adjorithms, as well as improvements in data analyses have brought Al to reality.

Thinking machines are now in the process of being actively positioned at scale across almost every industry. Al already outperforms humans in a range of specified work activities, including tasks requiring cognitive aptitude. The technology is potential, with learning as its core activity, increases with its fishing adoption. [18]

Machine Learning is an analytics specialization that explores designing new learning algorithms and improving existing ones to enable computers that act and make decisions without explicit programming. Machine Learning algorithms let computers analyze large volumes of data to recognize patterns and make predictions.

learning models include supervised, unsupervised and reinforcement learning. Fully learned models are developed by running language-based algorithms, which enable the machine to learn syntax, semantics and complex world knowledge. [18]

INNOVATION

Useful Al applications are gaining credibility and adoption in schools, homes and hospitals. Major research universities devote departments to Al studies and technology, working alongside leading companies like Apple. Facebook, Google, IBM and Microsoft. Small open-sourced companies also in the acone Silm companies as also in the acone Silm companies as also in the acone Silm. companies are also in the game. Film studios use Al technologies to bring visually extravagant fantasies to the screen. All invest heavily in exploring All applications that Al applications that are critical to the futures. [19]

Speech recognition, natural language processing and computer-based vision are advancements in Al that are driving innovation.

Al is naturalizing the way people interact with technology. Many people, to some level, are accustomed to swiping and talking to their devices. As Al systems improve, our interactions with machines grow ever more nuanced—but without the need for lengthy setup.

- Al applications can already:
- Monitor individuals' health
 Alert them to risks
 Help manage medications
 Deliver services
- In fact, the real value of AI is that it learns to work with us by becoming seamless and customized to individual personalities and goals. [19]

