GWF
GEOSPATIAL WORLD FORUM
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Health Status & Consumer Behavior

Anticipating Consumer Behavior Through GeoAI

AI

GeoMD

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Data → Knowledge → Action

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Lack of Visibility into Health Risks Costs Billions

GeoMD

enables decision makers to

anticipate
mitigate
capitalize on

current & future health risks to their operations, assets, & people.

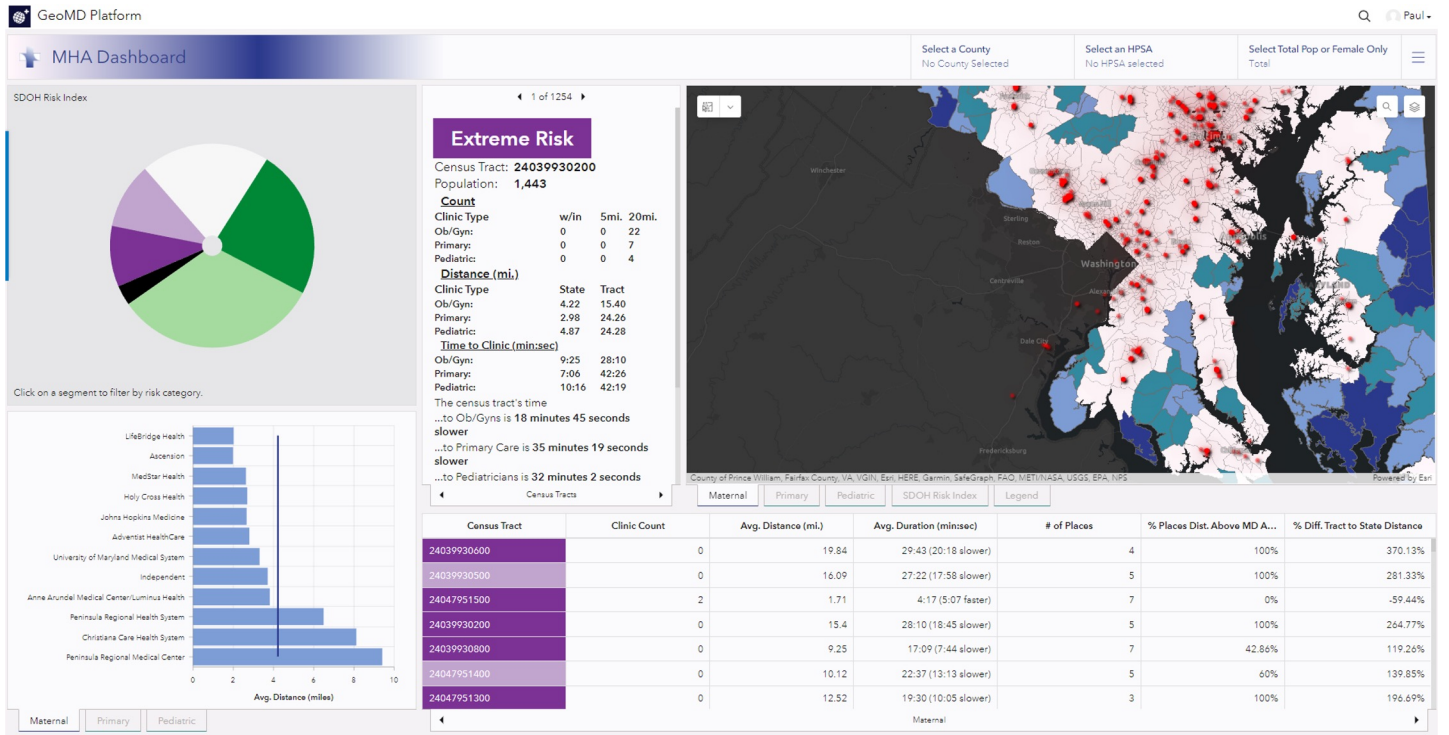
GeoMD Platform

Our patented, health SDI provides insights on health risks, local to global.

Esri ArcGIS & Open Source Stack

Built on the AWS Cloud

Event-based data pipelines



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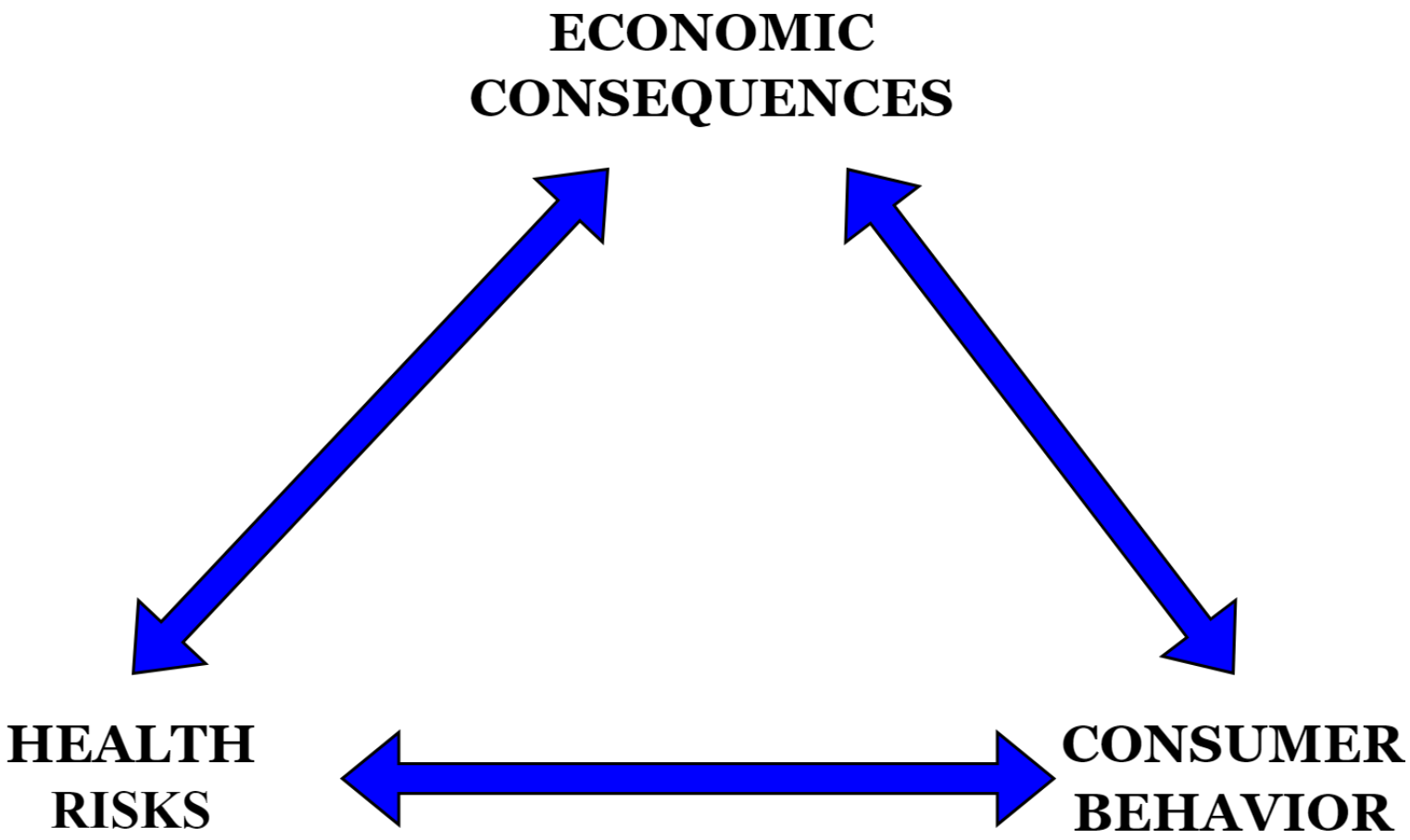
Health & Money are Related



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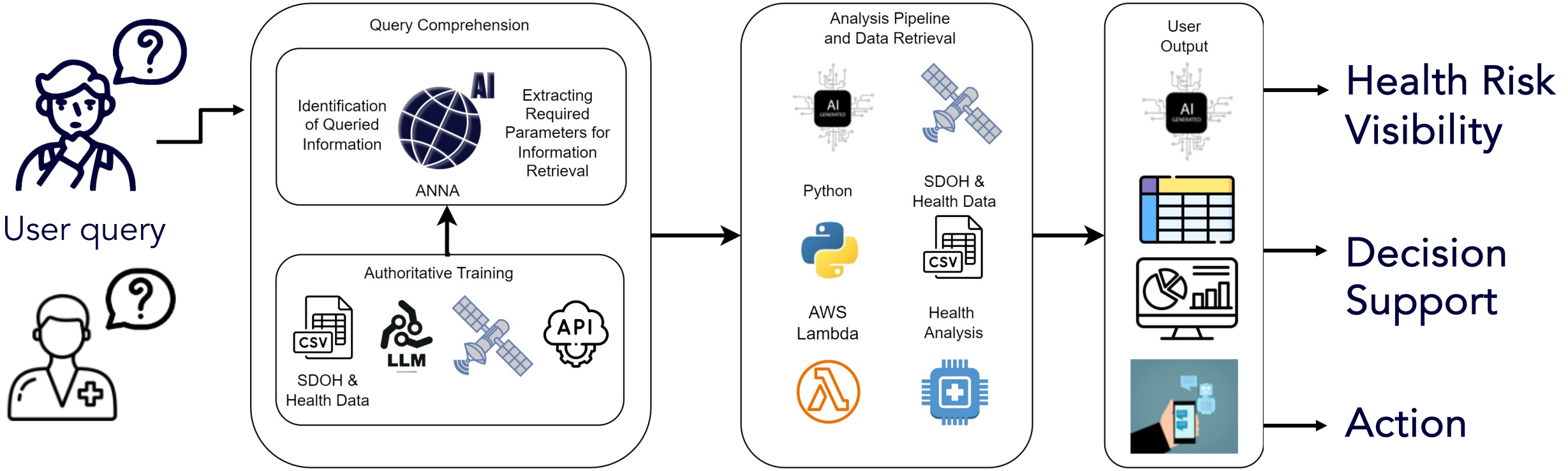
Anna & the GeoMD Platform

Identifies future health risks and provides decision support across a range of scenarios.



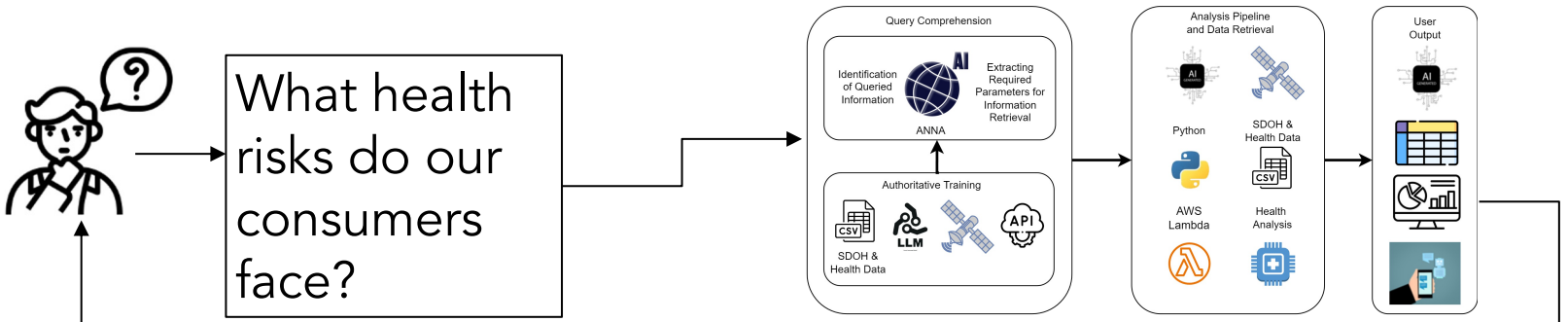
Conversational front end; purpose-built LLMs

Curate Data; Launch Pipeline

Response includes relevant supplementary information

Process Flow – with Anna

Anna provides risk managers insights into health risks potentially impacting their consumers & operations.

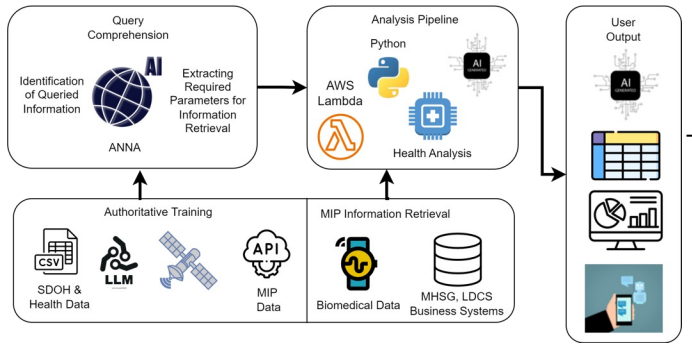


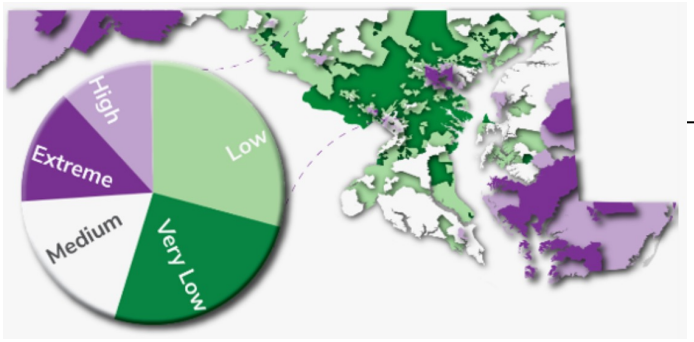
Anna: Studies show the risk of developing diabetes through reported A1c tests is rising; and the average age of the consumer is rising given demographic trends among the population.

The next flu season is projected to be at or below average virility, however a potential, and as yet, unknown threat from H5N1 is beginning to cause concern. Click here for details.

Process Flow – without Anna

Alternatively, risk manages can ingest health risk insights into their own analysis platform.





Client Risk Management Platform

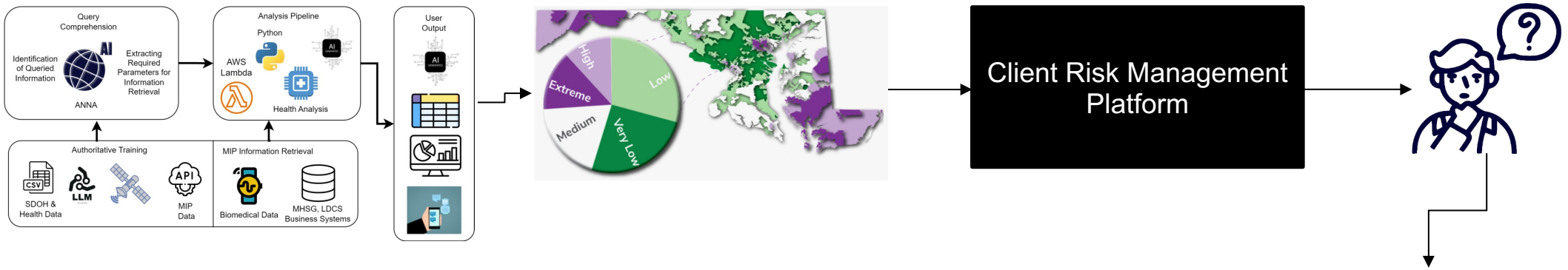
Specific actions to mitigate or capitalize on future health risks:

- Change in Product Mix
- Pricing Strategy
- Distribution Network
- Investment Decisions

Case Study: Unplanned Absenteeism

Unplanned absenteeism can result in a loss of up 37% of productivity – representing over 1/3 of potential manufacturing.[1]

The GeoMD Platform turns the "Unplanned" into "Anticipated".



Improved insights enables measures to maximize factory output:

- Schedule production around anticipated times of unplanned absenteeism.
- Increase contract labor for those periods.

1. McKinsey & Co.

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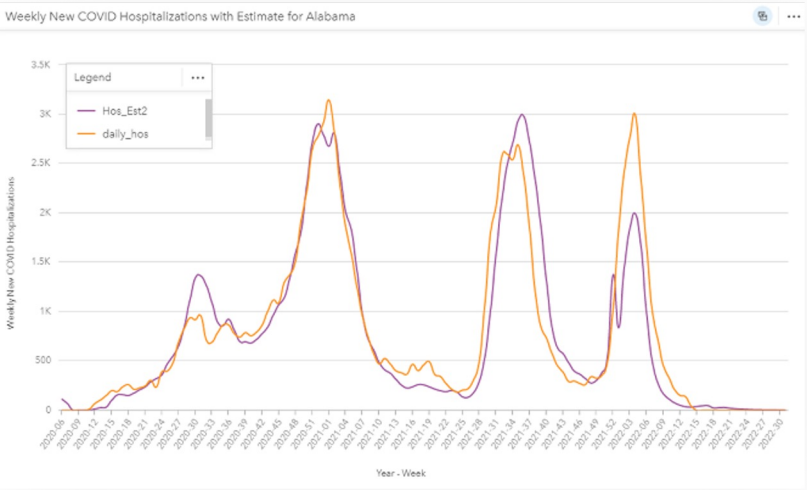
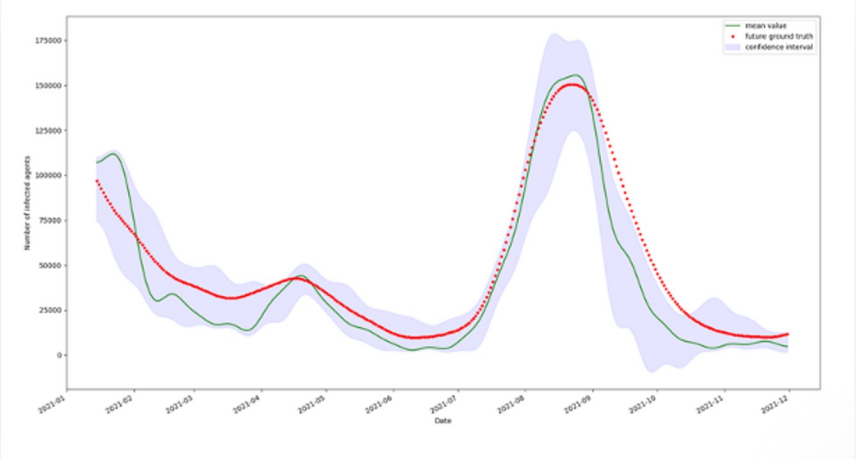
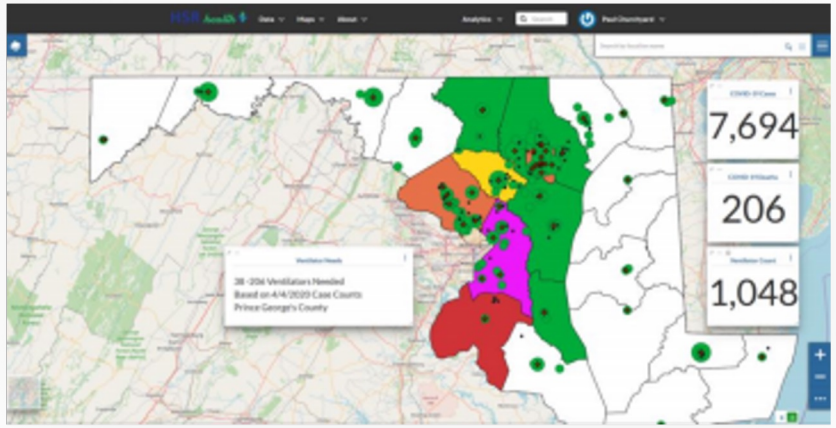
Feb '20-'22 weekly estimated vs actual flu + COVID hospitalizations in Alabama





Jan '21-'22 prediction vs actual COVID-19 case counts in Maryland

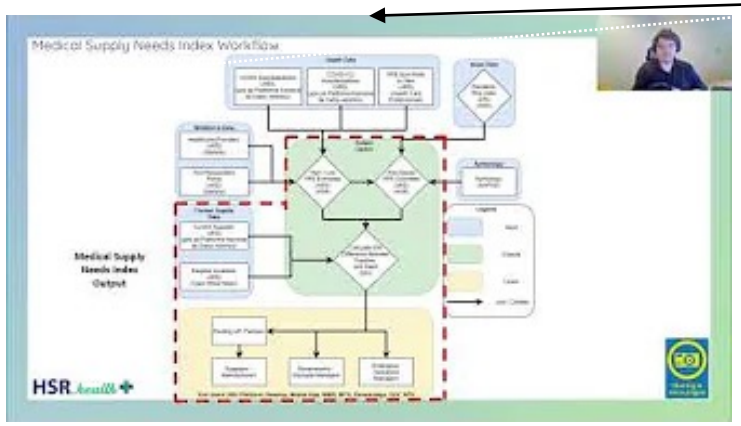
April '20 identification of ventilator needs & locations



Real Life Validation

Pilots Successfully Demonstrated Globally

De-Risk through support from: NOAA, NASA, ESA, FEMA, USGS, Singapore Land Authority, CONIDA, NRCan, UKHO



Pilots demonstrated to intergovernmental delegations, videos on our YouTube channel.

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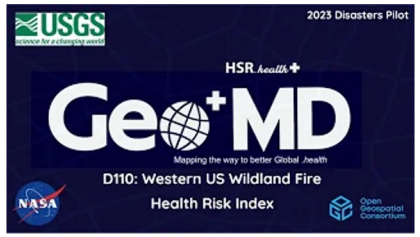
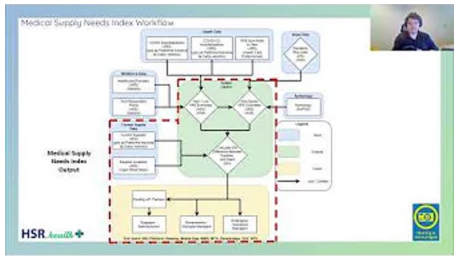
GROUP ON EARTH OBSERVATIONS

AGU American Geophysical Union

Solutions Presented at Numerous Global Venues





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Thank you

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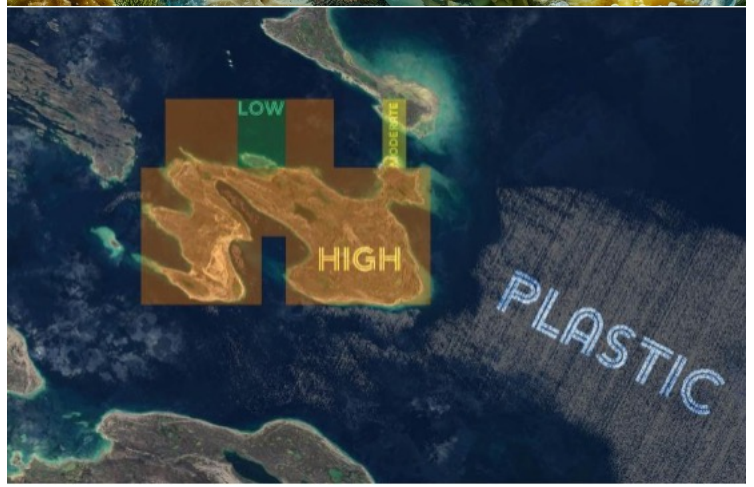
Stop Plastic Pollution in our Oceans

- Marine life globally is affected.[1]
  - 86% of sea turtle species.
  - 44% of sea seabird species.
  - 43% of all marine mammal species.
- Plastic harms marine ecosystem services – resulting in over $3T loss annually.[2,3]
- Using EO and currents to identify and track plastics in bodies of water.
- Funded by Natural Resources Canada (NRCan) and NOAA.
- Open to collaboration & Need your support.



1. cleanwater.org; 2. wwfint.awsassets.panda.org; 3. ncelenviro.org