



# What Sets PKC and Couplers Apart?

Three factors make Couplers different from—and *better* than—all other medical guidance:

## 1. The PKC Knowledge Net

Couplers are built on a large database of carefully crafted “knowledge objects,” or **Facts**. Each Fact carries the knowledge of which journal articles and textbooks it came from. They can automatically combine with other Facts to create “synthetic” Facts. Like the keys on a piano, these Facts can be used in an almost infinite number of combinations, creating countless unique patterns—*one pattern for each patient*. Couplers use this pattern of Facts, which represents carefully pre-positioned knowledge from the medical literature, to provide a detailed, nuanced view of any patient’s problems and options.

Couplers present an analysis of the situation far beyond the capacity of any human mind, while stopping short of making any decision for the patient and provider.

The PKC KnowledgeNet is the specialized database PKC developed to manage these Facts. It has been continuously expanded and refined since 1987 and it is constantly updated with the latest medical information and clinical evidence. The KnowledgeNet is also continuously augmented to reflect the growing understanding of ethnic, cultural, and genetic factors of disease. As the complexity of the medical literature continues to grow, the PKC KnowledgeNet becomes a more necessary and powerful tool.

## 2. The PKC medical content staff

No other organization maintains a better or more disciplined staff of knowledge managers. Twenty-five full-time on-site researchers, analysts, archivists, doctors, and nurses maintain the PKC KnowledgeNet and Couplers. They are supported by a dedicated team of engineers and quality control personnel who continuously test and review Couplers for consistency, simplicity, and exactness.

We select our medical content personnel for objectivity and attention to detail; we train and test them for a minimum of six months before offering them a permanent position. They extract information using PKC KnowledgeNet editing tools for process control, and all their work undergoes a regular peer review to ensure it is unbiased and clear to both the professional and non-professional user.

## 3. PKC *only* builds Couplers

At PKC, fifteen years of dedication to a single mission have led to a unique set of tools for medical problem-solving. While the concepts underlying our work are straightforward, the methods for accomplishing it are complex and the person-years required to input the medical content daunting.

Other companies have sought simpler and more mechanical methods for indexing and displaying medical articles, but PKC has crafted a toolset that pre-positions medical knowledge so it can be matched to the detailed pattern created for each individual patient.

Other companies support the healthcare system as it currently exists, but PKC has built tools for a healthcare system that uses technology in a more sensible fashion. This sensible, sustainable healthcare system is emerging right now, and Couplers will be an integral part of it.

Finally, other companies have changed their products to match the momentary needs of any paying customer, but PKC has never built anything other than Couplers. The result is a company in the finest traditions of master craftsmanship and constant improvement.