

October 23, 2024



Amesite Announces Customization for Paid NurseMagic™ Enterprise Licensees

Dramatically Increases the Number of Workers and Professions Who Can Benefit from NurseMagic™

DETROIT, Oct. 23, 2024 (GLOBE NEWSWIRE) -- Amesite Inc. (NASDAQ: AMST), a pioneering technology company specializing in the development and marketing of B2C and B2B AI-driven solutions, announced today the company's app, NurseMagic, enables multiple professions to use the app with customized features for each. Enterprises can now deliver tailored features to employees across different professions using a single solution, with a paid subscription.

Enterprise employees currently using NurseMagic™ range from CEOs and other executives to clinical officers, CNSs, NPs, RNs, Pediatric RNs, PTs, OTs, LVNs/LPNs, CNAs, NAs, Home Care Nurses, HHAs and caregivers. These professions collectively represent 13M individuals in the United States.

[Amesite is presently piloting the enterprise tool with long-term care companies.](#) Long term care markets are enormous, spanning skilled nursing, home health care, assisted living, hospice & palliative care and others, comprising over \$490 billion in value. [Amesite's recently released Home Health Care Outlook Report](#) details some of the biggest market pains in the industry. Turnover, for example, is both rampant and expensive, with 80% of employees leaving within their first 100 days on staff, costing an agency with 100 workers over \$420,000 per year in replacement costs alone. Over 700,000 job openings for home health and personal care aides are anticipated each year over the next decade.

NurseMagic™ enables organizations to deploy one app for their entire workforce while providing the specific functionalities employees need. This capability reduces complexity and eliminates the need for extensive menus and training typically required with many enterprise software platforms. Most electronic health record (EHR) and electronic medical record (EMR) systems are difficult to navigate, with complex menus and permissions that require training to use. NurseMagic™ simplifies this process by delivering only what users need and eliminating the need for complex navigation.

Brandon Owens, Amesite's Vice President of Sales, said, "With NurseMagic, enterprises can license a single app and be confident that it will meet the diverse needs of employees in different professions. Instead of overwhelming users with unnecessary menus and requiring extensive training, NurseMagic can dynamically serve the functionality each person requires – saving both time and costs, and enabling any user in the organization to improve their performance using the app."

Sai Nittala, Amesite's Senior AI Manager, commented, "We decided to completely rethink

how users in healthcare experience software. Our solution enables each and every user to have a personalized experience – prioritizing radical ease-of-use. Instead of training users to adapt to the app, NurseMagic™ dynamically follows the user, offering personalized experiences that are customized to their enterprise, profession and tasks.”

Amesite CEO Dr. Ann Marie Sastry said, “This significant update provides development and deployment cost savings for organizations, as one platform can be customized and delivered to employees across all sectors. By offering a single, streamlined solution, Amesite helps enterprises operate more efficiently, allowing them to focus on delivering patient care.”

View a short video explainer on this release by Amesite CEO Dr. Ann Marie Sastry here: <https://youtu.be/aWpjhtA33c>

Pricing is available by contacting Amesite at <https://www.nursemagic.ai/pricing>.

About Amesite Inc.

Amesite Inc. (Nasdaq: AMST) is a pioneering technology company specializing in the development and marketing of B2C and B2B AI-driven solutions, including its higher ed platform that offers professional learning. Leveraging its proprietary AI infrastructure, Amesite offers cutting-edge applications that cater to both individual and professional needs. [NurseMagic™](#), the company’s mobile app for healthcare professionals, streamlines creation of nursing notes and documentation tasks, enhances patient communication, and offers personalized guidance to nurses on patient care, medications, and handling challenging workplace situations.

Forward Looking Statements

This communication contains forward-looking statements (including within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and Section 27A of the Securities Act of 1933, as amended) concerning the Company, the Company's planned online machine learning platform, the Company's business plans, any future commercialization of the Company's online learning solutions, potential customers, business objectives and other matters. Forward-looking statements generally include statements that are predictive in nature and depend upon or refer to future events or conditions, and include words such as "may," "will," "should," "would," "expect," "plan," "believe," "intend," "look forward," and other similar expressions among others. Statements that are not historical facts are forward-looking statements. Forward-looking statements are based on current beliefs and assumptions that are subject to risks and uncertainties and are not guarantees of future performance. Actual results could differ materially from those contained in any forward-looking statement. Risks facing the Company and its planned platform are set forth in the Company's filings with the SEC. Except as required by applicable law, the Company undertakes no obligation to revise or update any forward-looking statement, or to make any other forward-looking statements, whether as a result of new information, future events or otherwise.

Investor Relations Contact:

MJ Clyburn

TraDigital IR

clyburn@tradigitalir.com

Sources:

1. <https://nacns.org/2021/05/national-association-of-clinical-nurse-specialists-releases-census-results/#:~:text=The%20NACNS%202020%20census%20was,practice%20and%20educ>
2. <https://www.aanp.org/about/all-about-nps/np-fact-sheet>
3. <https://www.aacnnursing.org/news-data/fact-sheets/nursing-workforce-fact-sheet>
4. <https://www.pncb.org/cpns-numbers>
5. <https://www.bls.gov/oes/2023/may/oes291123.htm>
6. <https://www.bls.gov/oes/2023/may/oes291122.htm>
7. <https://www.bls.gov/oes/2023/may/oes292061.htm>
8. [https://www.bls.gov/oes/2023/may/oes311131.htm#\(1\)](https://www.bls.gov/oes/2023/may/oes311131.htm#(1))
9. <https://www.zippia.com/home-care-nurse-jobs/demographics/>
10. <https://datausa.io/profile/soc/home-health-aides?redirect=true>
11. <https://www.ahip.org/resources/caregivers-in-america>
12. <https://www.zippia.com/support-specialist-jobs/demographics/>



Source: Amesite Inc.