



## **DecisionSim, Inc. Announces Name Change to Kynectiv™**

**Chadds Ford, PA, October 27, 2015** – DecisionSim, Inc. today announced a name change, effective immediately, to Kynectiv, Inc. to better reflect the company’s full portfolio of simulation-based products and technology platforms. Kynectiv applies simulation to solve clients’ biggest challenges: modeling decision-making to understand how and why decisions are made, and enhancing decision-making through immersive simulation programs that create enduring change. The name Kynectiv represents the connection between decisions and outcomes as well as the connection made by clients and their key audiences, through Kynectiv’s offerings.

“This marks an important milestone in our company’s evolution, on the heels of our recent Series A financing, as we add new clients, introduce new products, and enhance our technology platforms,” says Bob Yayac, Kynectiv CEO. “We look forward to continuing to work with organizations to help audiences make well-informed decisions and improve outcomes.”

Kynectiv’s portfolio of simulation-based products and technology platforms includes:

- DecisionSim™, which allows organizations to easily create assessment, education and training programs that deliver insights and improve outcomes through “real-world” engagement;
- CommSim™, which allows efficient, effective and engaging encounters to be conducted remotely between a role-playing coach and a learner;
- Synapse DX™, a multi-faceted offering to help healthcare organizations understand and influence their audiences’ decision-making experiences.

To learn more and keep up to date on our latest activities, visit [www.Kynectiv.com](http://www.Kynectiv.com) and follow us on [Twitter](#) and [LinkedIn](#).

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