High-Fidelity AI Personas for Health, Civic & Marketing Research

Persona + Verify = Prsnify

The Challenge

- Traditional research and polling undersample hard-to-reach communities

- Fieldwork is slow, expensive, and difficult to iterate

- Organizations struggle to predict how opinions shift with changing information

- Message pre-testing before costly deployments remains elusive

Our Solution

- Prsnify builds a trustworthy engine for AI-driven digital personas that respect consent, protect privacy, and deliver actionable, fidelity-verified predictions.

- We help organizations understand communication dynamics and social influence by creating high-fidelity synthetic personas grounded in consented data, rigorous validation, and ethics-first principles.

- We replace or augment slow, expensive fieldwork with simulated pre-tests, unlocking insights on sparse communities including diasporas, rural micro-regions, linguistic subgroups, health communities, and low-information voter populations.

Sim Suite: Four Products, One Pipeline

SimForge — Persona & Twin Creation

- Converts small, consented seed samples into high-fidelity digital twins

- Parameter-efficient fine-tuning with memory-enabled agents and hard constraints

- Inputs: surveys, social media, case studies, narratives, voice samples

SimPanel — Scaled Synthetic Panels

- Uses MRP (multilevel regression and post-stratification) to expand subcommunities into representative panels

- Privacy protections: k-anonymity thresholds and membership-inference checks

- Unlocks insights on communities where traditional sampling is sparse

SimTest — Scenario & Message Engine

- Exposes panels to A/B/C message variants, channel mixes, and care-path decisions

- Returns predicted lift, elasticities, subgroup differentials with uncertainty bands

- Informs content, timing, and allocation decisions

SimNet — Interpersonal Influence Layer

- Agent-based modeling for network diffusion on realistic topologies

- Estimates word-of-mouth, caregiver amplification, clinical team influence over time

- Ideal for community outreach, clinical education, and programmatic interventions

Applications Across Three Verticals

Health & Medical

- Care-journey mapping with patient/caregiver/clinician triads
- Community outreach simulation for screening and treatment drives
- Condition-focused pilots for rare or underrepresented conditions
- Clinical education and HCP adoption modeling

Politics & Civic Life

- Voter education persona development and message testing
- Electoral turnout initiative modeling
- Public opinion pre-testing across diverse segments
- Community organizer influence simulations

Marketing Communications

- Creative pre-testing with A/B/C variants
- Subculture and demographic audience insights
- Message elasticity forecasting
- Brand influence propagation modeling

Trust & Ethics: A Competitive Advantage

Privacy-First Operations

- Informed, granular consent for all seed data
- EU GDPR Article 6 and AI Act GPAI compliance
- Data Protection Impact Assessments

No Microtargeting, Ever

- Outputs always aggregated and synthetic
- Membership-inference checks
- Contractual prohibition on misuse

Validation & Transparency

- Holdout experiments and parallel panel testing
- Uncertainty quantified as first-class in all reporting

Governance

- Ethics Director with authority to halt launches
- Responsible AI development practices

Contact

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