

Redefine Patient Education with GenAI



Making content faster



Translation of content automatically



Information tailored to each patient



Less work for clinical reviews

Client

A medical product company that works all over the world and focuses on wound care, ostomy care, continence care, and critical care. The company sells advanced products and offers educational support to patients and healthcare professionals.

Problem Statement



The client faced challenges in managing patient education resources, which were often slow to produce, inconsistent, and difficult to validate. They needed a solution that could grow with them and provide high-quality, validated, and compliant educational materials, especially for patients needing ostomy care.

Business Need

- ✓ Ability to use GenAI to make educational content that is patient-specific, compliant, and correct
- ✓ A system for checking and confirming the validity of sources
- ✓ A single platform that can translate content into several languages
- ✓ Ability to personalize learning materials based on patient needs

Solution

Innominds partnered with the client to set up a GenAI-based system for creating content aimed at educating ostomy patients on self-care.



Advanced GenAI models generated learning guides for patients



Added a way to check the authenticity of sources and include traceable source information in documents that were made.



Made it possible for automatic translation into multiple languages, which made it possible to make multilingual patient education materials from one place.



Provided personalized, patient-centered educational content, with clinicians making sure that the information was medically correct.

Business Outcomes

- ➔ 65% shorter cycles for content creation and reviews
- ➔ 40% reduction in clinical reviews
- ➔ Adherence to copyright rules and ensuring proper citations
- ➔ Ability to generate numerous resources with accurate content with related documents and links
- ➔ Customized, multi-lingual materials that help a wide range of patients
- ➔ Enhanced patient understanding through targeted content delivery

Tools and Technologies

- GenAI
- Natural Language Processing (NLP)
- Language Translation Technologies
- Data Compliance Frameworks



Leverage GenAI to accelerate patient education with validated, multilingual, and personalized content.

Learn how Innominds can help facilitate AI-powered patient learning.

Visit www.innominds.com or contact marketing@innominds.com

