



AI-Enabled Medication Advisor Frequently Asked Questions

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1. What is AI ASSISTANT TECHNOLOGY?

AI ASSISTANT TECHNOLOGY is an emerging solution that uses safe and secure conversational and generative AI to communicate between providers, professionals, and patients in healthcare. AI ASSISTANT TECHNOLOGY's full-stack platform, which encompasses front-end, middleware and back-end layers, is scalable, customizable, and can be fully optimized to deliver enhanced patient engagement through human-like, conversational AI. With the ability to also complete desired tasks to increase productivity and performance, AI ASSISTANT TECHNOLOGY transforms AI use in healthcare to better the provider and patient experience in a timely manner.

2. How does AI ASSISTANT TECHNOLOGY work?

AI ASSISTANT TECHNOLOGY operates under a full-stack platform configuration consisting of front-end, middleware, and back-end layers. Each layer of the stack intercepts the inflow and outflow of information in a seamless and purposeful way resulting in the desired outcomes.

Front-End Layer:

- A human-like response engine capturing patient questions and responding with informed and validated answers
- Multimodal response available as a full avatar or voice-only

Middleware:

- Intercepts communications with data anonymization and safety filter while maintaining communication intention for processing in the Back-End layer

Back-End:

- The Large Language Model (LLM) interprets the intent behind the communication from the patient. The LLM is trained to generate responses aligned with outcomes desired by the client.
- AI ASSISTANT TECHNOLOGY uses Retrieval Augmented Generation, (RAG) to enhance the output of the LLM, incorporating and contextualizing it to client-approved and validated data. RAG is an AI framework for improving the quality of LLM-generated responses by leveraging external sources of knowledge to enhance or supplement the LLM's knowledge base. This framework is utilized by other well-known, highly reputable technology companies.
- This is a self-contained, ringed fence environment disconnected and isolated from external data. Thus eliminating the risk of hallucination, copyright infringement, and unintentional biases.

3. How do I access AI ASSISTANT TECHNOLOGY?

AI ASSISTANT TECHNOLOGY is accessible through a unique, generated URL or QR Code. The experience begins upon clicking a link or scanning a QR code. MedAdvisor Solutions provides pharmacy-driven omnichannel patient engagement. The AI assistant is one of the latest communication channels. The AI assistant is launched via the patient's pharmacy-driven engagement mechanism such as SMS, MMS, or a print at the pharmacy, available to users through their pharmacy.

4. What can I do with AI ASSISTANT TECHNOLOGY?

AI ASSISTANT TECHNOLOGY aims to create efficiency in workflows to save time to providers and offer simpler, quicker responses to patients, and an overall enhanced patient experience. The AI ASSISTANT TECHNOLOGY is an expert in its field, able to source knowledge about a particular topic (disease condition, medication usage, FDA guidelines, etc.) and/or complete a simple yet often burdensome administrative task.

For example, assistants like Sandy (MedAdvisor Solutions' pharmacy avatar) can be asked a multitude of questions about a particular medication. Sandy can then provide step-by-step instructions, address any concerns about the medication and answer any questions that arise after the medication has been prescribed.

5. How does AI ASSISTANT TECHNOLOGY's personality differ from other AI models?

The AI ASSISTANT has unique personalities, each with a customized look, sound, and feel. AI assistants incorporate expressive appearances and voices including made to order tones, styles, levels of empathy, and friendliness.

AI ASSISTANT TECHNOLOGY stands out in its ability to recognize and adapt its personality to the patient's mood, preferences or the context of the conversation. This ability enables it to provide a more dynamic, personalized and engaging experience to help patients along the medication journey.

6. How accurate are the responses generated by AI ASSISTANT TECHNOLOGY?

AI ASSISTANTS are trained on primary data sources provided as well as evaluated by the MedAdvisor Solutions' clinical team. By the client as well as secondary data approved by the client (including Food and Drug Administration information). The primary data use sources can be provided by the customer depending on the use case. All data sources of information are verified and validated, serving as the bedrock of accurate response generation. AI ASSISTANT TECHNOLOGY's system also undergoes continuous refinement, evaluation, and integration of diverse drug manufacturer updates. Making AI assistants precise, robust and capable of addressing a wide range of questions and scenarios.

7. What are the benefits of using AI ASSISTANT TECHNOLOGY?

Using AI Assistants offers numerous benefits in the context of pharmaceutical services including:

- 24/7 Availability
- Consistent & reliable information
- Reduced wait times
- Personalized guidance
- Improved health literacy
- Privacy
- Confidentiality

8. What advantages does AI ASSISTANT TECHNOLOGY have over other platforms?

Unlike other AI platforms, AI ASSISTANT TECHNOLOGY is exclusively trained on the information provided to it. This ensures that the AI assistants give accurate responses without the risk of hallucinations, copyright infringement, or unintentional biases. If the assistant cannot answer a question based on the content knowledge repository, on data it has received, it will simply state it does not know and direct the user to an alternative source. This experience directly contrasts with alternative AI offerings that rely on unvetted open sources of information such as the Internet, which can lead to inaccurate responses and information.

9. How can AI ASSISTANT TECHNOLOGY contribute to patient counseling?

Because AI assistants are always available, they can help solve and answer pharmacy-related patient questions on a 24/7 basis. Their information is consistent and reliable, personalized to the user, and secure in ensuring privacy and confidentiality on behalf of patients. This approach can improve health literacy and reduces overall wait times for important medication related questions.

10. What are the ethical considerations for healthcare applications when utilizing AI ASSISTANT TECHNOLOGY?

MedAdvisor Solutions addressed several ethical considerations to ensure responsible and safe implementation prior to deploying AI assistants in pharmacy counseling. AI ASSISTANT TECHNOLOGY prioritizes accuracy, reliability, and the use of a visibly animated avatar to clearly inform users that they are interacting with an AI, not a human pharmacist.

11. How can AI ASSISTANT TECHNOLOGY improve patient engagement?

In a time—and resource—constrained world, patients are not always able to have their questions or concerns addressed when visiting a practitioner or pharmacist. It can also be difficult to talk openly about personal matters when in an environment surrounded by peers. These limitations greatly hinder the pharmacist-patient relationship, ultimately negatively affecting patient engagement and ultimately patient outcomes. Interactions between patients and the AI assistant are 1:1 and available when needed, giving the patient the time and space to ask questions or express concerns without constraints or other ancillary stressors. By fostering an empathetic and non-judgmental environment aided by an intuitive and user-friendly interface, AI ASSISTANT TECHNOLOGY nurtures a positive relationship between patients and their pharmacy-driven medication pharmacy journey.

12. What challenges are associated with implementing AI ASSISTANT TECHNOLOGY?

AI ASSISTANT TECHNOLOGY has overcome the challenges of delivering accurate, reliable, and secure messaging and guidance through a multidisciplinary approach involving technologists, healthcare

professionals, and legal experts. Our unique technology, continuous monitoring, adaptation and collaboration ensures the successful implementation of our commitment to patient safety and well-being.

13. Can AI ASSISTANT TECHNOLOGY help with medication adherence during patient counseling?

AI assistants can help with medication adherence during the patient counseling stage, providing an easy lifeline to receive quick and convenient answers to prescription questions. Assistants like Sandy, address medication-related questions for patient education such as dosage instructions, side effect information, and actively assist with adherence in the form of reminders, appointment scheduling, provider follow-up, and progress tracking. The 24/7 availability allows patients to access information and guidance when, and where works for their schedules.

14. Are there regulations governing the use of AI ASSISTANT TECHNOLOGY in healthcare?

With exposure to medical information, the AI platform is governed by the Health Insurance Portability and Accountability Act (HIPAA). AI ASSISTANT TECHNOLOGY is HIPAA compliant as well as SOC 2 Type 1 compliant, which prioritizes patient data security. MedAdvisor Solutions actively monitors and engages in state and federal AI regulation discussions and continuously assesses the tools for ethical AI governance. Our board, consisting of esteemed doctors and former senior government officials, guides our product development. Following these guidelines is a priority for MedAdvisor Solutions.

15. How does AI ASSISTANT TECHNOLOGY ensure that patient counseling is personalized?

AI ASSISTANT TECHNOLOGY delivers customized patient counseling via innovative AI technologies, adaptive algorithms, and tailored human-like interactions made specifically for individual patient profiles. This includes our omnichannel approach in targeting and providing communications with patients, delivering patients messages when and where they prefer.

16. What are the limitations of AI ASSISTANT TECHNOLOGY in-patient counseling?

The AI pharmacist assistant offers valuable support during patient counseling, but there are limitations that require a pharmacist or physician to provide the remainder of care. For example, the AI solution does not offer any form of medical diagnostics of any medical condition. It also does not provide any type of specialized care or handle complex medication cases that require significant knowledge of a patient's medical history. The AI assistant cannot be used to treat, cure, prevent, mitigate or diagnose conditions. The AI assistant is intended to supplement the pharmacist rather than replace any pharmacist-patient interactions or consults.

17. How is patient privacy maintained during AI-driven counseling sessions?

AI ASSISTANT TECHNOLOGY's key technical advancement lies in its capacity to maintain patient privacy during AI-driven counseling sessions. This is achieved through its proprietary infrastructure that allows personalized engagement while isolating and insulating patient data.

18. Can AI assist in lifestyle counseling such as diet and exercise recommendations?

Yes, AI assistants support lifestyle counseling by offering dietary guidance, meal planning, exercise recommendations, fitness tracking as well as behavioral support. Specific content can be ingested to tailor conversations to meet the needs of individual patients.

19. How can patients be ensured that the information provided by the AI assistant is accurate?

The accuracy of AI is dependent on the accuracy of the data provided to it. It will not "make-up" an inaccurate response if the answer to the question is not in the data provided to it—and we are confident that our data at MedAdvisor Solutions is always accurate. Unlike alternative AI solutions, AI ASSISTANT TECHNOLOGY is not connected to unverified, public forums of information. This is in the interest of predictable, reliable and safe responses to patients. A client may ask for supplemental, supporting information from a third-party source (e.g., academic textbook or research paper) to be provided to AI to bolster and widen the scope of potential questions; however, this is at the discretion of the client.

20. What are the limitations of the AI assistants' responses?

The AI assistants' responses are limited by the scope of information provided to it. Therefore, it cannot generate responses pertaining to unrelated topics. The assistant is also limited to providing only informational responses and select actions. It cannot treat, cure, prevent, mitigate or diagnose conditions.

21. What resources are available for patients to learn more about AI-assisted counseling?

Comprehensive support for AI assistants is available through MedAdvisor Solutions' customer support team and support documentation. Each client that engages with the assistant is provided a customer support representative that can help troubleshoot inquiries that come through the client's customer support team. Additionally, tailored materials to support specific use cases are provided.

22. What is the difference between this and ChatGPT?

Our AI technology is designed for a specific domain such as in the case of healthcare and patient counseling, while ChatGPT is designed to be general and open-ended. At the heart of this distinction is the use and treatment of data. The response engine of the AI assistant is predicated on client-provided data,

servicing as a walled garden that protects sensitive data and is closed off from unregulated, unsubstantiated or unintentionally biased information. ChatGPT and other alternatives like Gemini embrace the open Internet and dynamic data sources. Furthermore, unlike ChatGPT, our AI is privacy-driven with HIPAA and SOC 2 Type 1 compliance. Our solution is tailored specifically for healthcare related use cases where responses must be more regulated for accuracy.

23. Where does the information come from that the AI assistant utilizes to formulate responses?

The AI assistants are trained exclusively on the information provided to it, encompassing internal and external documentation, as well as real-time data from internal business systems. We strictly refrain from utilizing open internet sources to generate responses. One of our use cases leverages the Food and Drug Administration's (FDA) Medguides, Monographs and drug images to provide a more streamlined patient experience for patients seeking information about their medication. All content and AI assistant responses are extensively reviewed by MedAdvisor Solution's clinical team. Notably, our information is taken from the Food and Drug Administration and other peer-reviewed research channels.

24. How does the use of the AI assistant affect the pharmacist-patient relationship?

Our AI assistants are complementary and made to enhance pharmacist-patient relationships. They can answer patient questions on a 24/7 basis, providing medically accurate information about prescriptions and treatment options, and assist in administrative operations such as appointment scheduling. This saves critical time for medical professionals to focus on bringing the highest quality of care to patients and provides improved customer service because patients receive faster results on more elementary inquiries.

25. Could the AI ASSISTANT TECHNOLOGY offering help serve rural and underserved populations?

The AI assistant offers substantial advantages for rural and underserved communities, providing 24/7 access to reliable medication guidance, education to enhance health literacy, personalized administrative and scheduling assistance, and cost-effective pharmacy services.

26. What are example use cases of the AI Assistant?

AI assistants are customizable and configurable to accommodate various applications, such as medication adherence, patient education, ambient medical scribe, medication FAQ assistance, and patient management. The AI assistant avatar for example, can communicate virtually to help schedule a vaccine appointment for a patient looking to get their annual flu shot at their local pharmacy—through both voice and text interfaces.

27. Once AI ASSISTANT TECHNOLOGY is implemented, what are the process/standards for ensuring all content is up to date?

MedAdvisor Solutions conducts quarterly business reviews which include a review of all content for accuracy. Our product management team, in tandem with the customer, monitors the industry for relevant and necessary updates to the technology and information sources. If there are substantial changes made to a medication, vaccine, or disease state, the content is updated immediately (within a two-week period for standard content or within a 24-hour window for urgent changes). This robust policy ensures patients are receiving the highest quality and most up-to-date medication information.

28. If multiple clients sign up for the same use case, will the data be shared, or does it remain separated by client?

The data for each customer is entirely ring fenced. If multiple clients are engaging with the same use case, their data remains private and unshared. Customers do not benefit from each other's models. The base content that is offered in our product is provided to everyone, but the implementation of the content is completely ring fenced to other customers—ensuring a personalized but not shared bank of information.

29. How is Adverse Drug Event (ADE) Reporting handled if a patient reports an ADE while interacting with the AI ASSISTANT TECHNOLOGY?

MedAdvisor Solution's AI ASSISTANT TECHNOLOGY can understand the intent and context of any potential AE reported by a patient. Furthermore, our solution can integrate with external systems such as call centers, if need be. All conversations are transcribed and securely stored and encrypted on the MedAdvisor Solutions platform.

For more information, scan the QR code or visit [medadvisorsolutions.com](https://www.medadvisorsolutions.com).



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