

# MediLingo+: Empowering Healthcare Literacy with AI

Welcome to our presentation on MediLingo+, an innovative AI-driven application that revolutionizes medication information accessibility. We'll explore how this tool empowers patients, healthcare providers, and businesses by simplifying complex medical data.

# Introducing MediLingo+

## AI-Powered Insights

Combines OCR, Watsonx Assistant, and OpenAI for personalized medication information.

# User-Centric Design

Tailors content based on age,  
sex, language, and clarity needs.

## Comprehensive Information

Provides details on ingredients, side effects, and natural alternatives.

# The Problem We're Solving

**1**

## **Global Challenge**

Millions struggle with complex medication instructions daily.

**2**

## **Vulnerable Groups**

Elderly, non-native speakers, and those with limited healthcare literacy face difficulties.

**3**

## **Healthcare Inefficiency**

Professionals spend significant time addressing repetitive medication questions.



# Meet Our Team



## Developers

Experts in AI and natural language processing.



## AI Enthusiasts

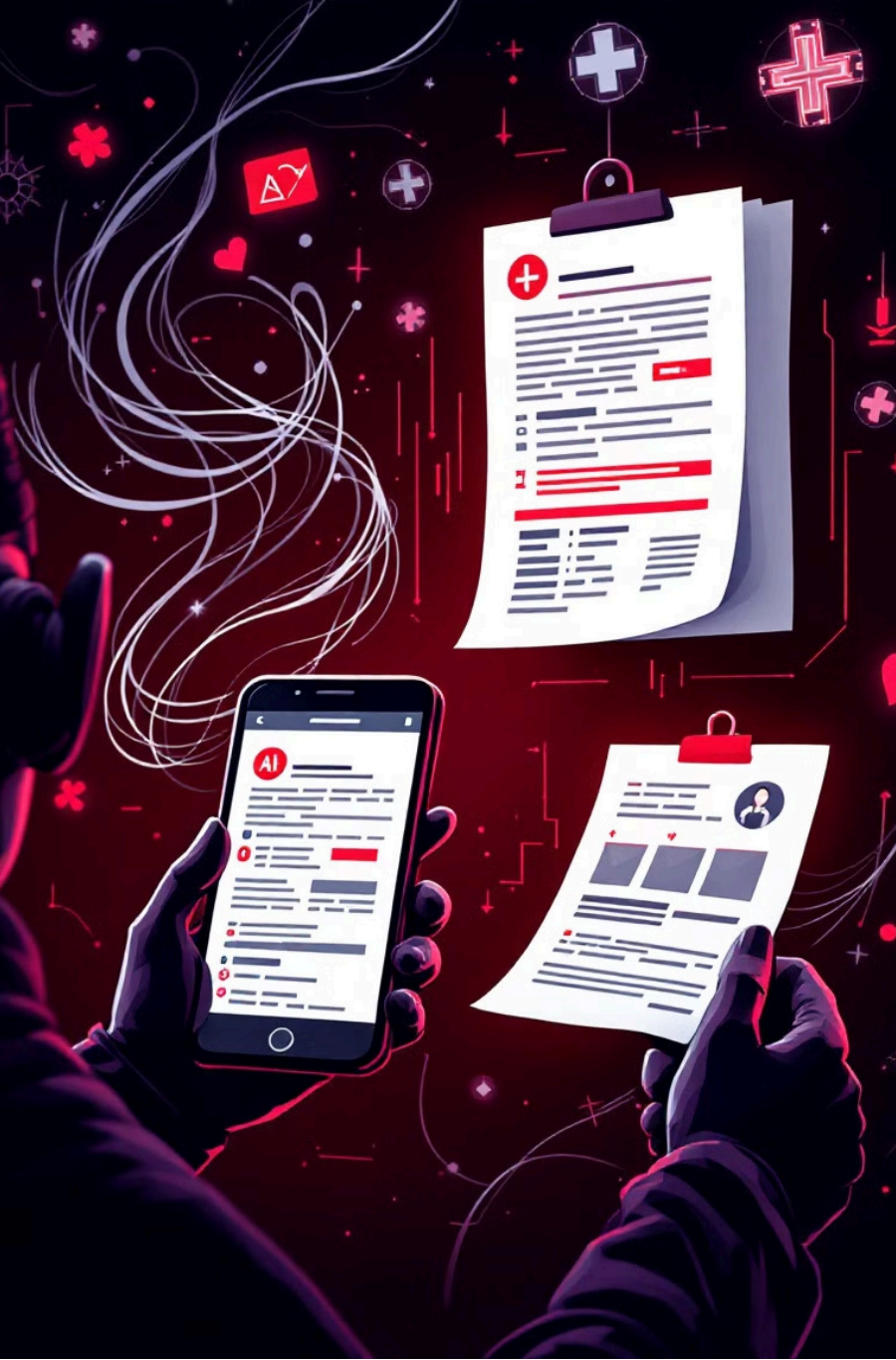
Passionate about leveraging AI for healthcare solutions.



## Problem Solvers

Dedicated to improving healthcare accessibility through innovation.





# How MediLingo+ Works

1

## Input

Users upload a photo or type the medicine name.

2

## Processing

OCR extracts information, combined with user-specific settings.

3

## AI Analysis

Watsonx Assistant uses NLP, RAG, and OpenAI for tailored insights.

4

## Output

Personalized, accessible information in the user's preferred language and style.



# Market Opportunity

**\$60B**

**Market Value**

Projected value of healthcare apps by 2025.

**11.8%**

**CAGR**

Expected growth rate of the healthcare information market.

**2**

**Key Segments**

Addressing both patient and healthcare provider needs.

# Revenue Model

## Freemium Model

Basic functionality free, premium features via subscription.

## B2B Licensing

Integration for pharmacies and telemedicine platforms.

## Data Partnerships

Insights from anonymized user interactions, adhering to privacy standards.

# Future Developments

1

## Multilingual Expansion

Broadening language support to serve diverse populations.

2

## Interaction Checker

Integrating medication interaction features for enhanced safety.

3

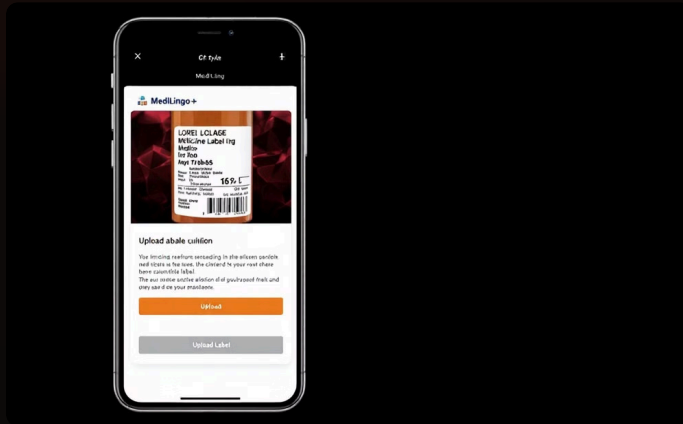
## Real-World Pilots

Partnering with healthcare organizations for practical implementation.



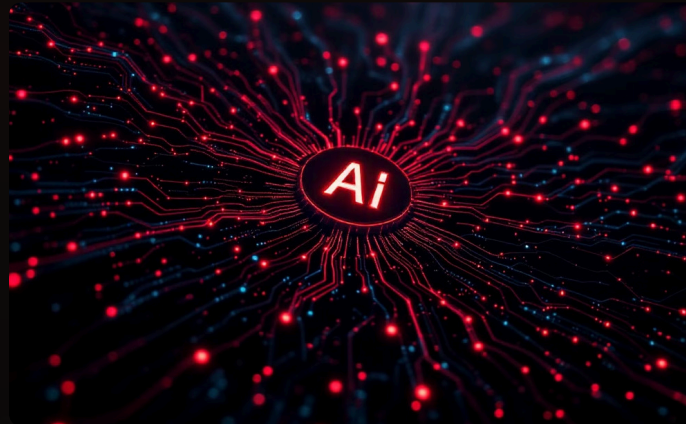


# MediLingo+ in Action



## User Input

Upload medicine label or type name.



## AI Processing

Watsonx Assistant analyzes and retrieves information.



## Tailored Output

Clear, concise information specific to user needs.



# Empowering Healthcare for All

## Accessibility

Making complex medical information understandable for everyone.

## Efficiency

Streamlining healthcare operations and patient support.

## Innovation

Leveraging cutting-edge AI to transform healthcare literacy.