AI@MEDI5.0 Artificial Intelligence meets Healthcare

1. Management summary

Founder
Tino Senoner is a Swiss AI innovator known for the "Disable = Enable" concept and for launching Switzerland's first AI-assisted labour market mapping system (2007). His current focus is AI@MEDI5.0, an intelligent, inclusive healthcare platform integrating personalized medication, health data, and employability.

Organizational Framework
Built on an agile Profiling–Mapping–Learning–Clustering model and FAIR data principles, the organization operates with key strategic partners:

- Dynajobs / Dynaskills (CH) – AI-based learning tech with PwC collaboration
- GoHRTech (CH) – Scalable open-source ICT systems
- Merlin Consulting (AT) – Social inclusion through HR/MediTech
- Meristeem IP (NL) – Developer of 4MedBox for secure biomedical data

Platform Overview:

- A dynamic digital health ecosystem providing
- AI-driven medication & dosage recommendations
- Continuous feedback from patients & professionals
- Clinical decision support & diagnostic guidance
- Real-time learning system that evolves with data

Target Customers

- Healthcare professionals (HCPs) needing AI support
- Governments & insurers for cost-effective care delivery
- Patients seeking personalized treatment
- Pharma & biotech for better trial design and drug targeting

Market Potential

- Global AI healthcare market growing >40% CAGR
- Medication waste in Switzerland alone: CHF 4B/year
- Over 4.5 billion people globally lack adequate coverage

Strategic Edge

- First-mover in AI-based drug ecosystem
- Modular and interoperable with EMR, pharma, and diagnostics
- Real-world impact across both developed and underserved regions

Scale-Up Roadmap
CHF 1M – Feasibility study & pilot design
CHF 5M – Platform development & validation
CHF 50M – Rollout in key markets
CHF 500M+ – Global scale-up & metaverse health integration

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Content

2. Founder & Organisation

2.1. Tino Senoner – Visionary in AI and Inclusive Workforce Innovation

Tino Senoner is a pioneer in the field of artificial intelligence and labour market integration, known especially for his groundbreaking concept "Disable = Enable". By leveraging genetically selected algorithms and deep learning, he opens new paths for inclusion, healthcare, and employability. As early as 2007, he developed the first AI-assisted mapping system in Switzerland to connect individuals with the labour market. Currently, he is working on AI@MEDI5.0, an intelligent platform that interlinks health data, medication, and employability in a seamless ecosystem.

Driven by a strong commitment to an inclusive society, Tino views people with health-related limitations not as a challenge, but as a valuable resource. His work bridges FinTech, HealthTech, and HRTech – consistently delivering measurable societal impact.

2.2. Organisation

The organization is built on the agile Profiling–Mapping–Learning–Clustering model and adheres to FAIR data principles, ensuring global interoperability and knowledge reuse. Its AI system underpins a scalable ecosystem that integrates technologies like RPA and intelligent profiling for complex healthcare and HR applications. Key strategic partners include:

Dynajobs Ltd / Dynaskills LLC (Switzerland)
Based in Olten, Switzerland, Dynajobs Ltd and Dynaskills LLC are the proprietors of a pioneering AI-powered learning technology. The companies hold a global Joint Business Development Agreement with PwC, enabling high-impact implementations such as *learn@ibf* in Singapore—a trailblazing initiative bridging HRTech and FinTech.
Contact: Tino Senoner, Dipl. Ing. HTL – AI Technology Specialist

GoHRTech Ltd (Switzerland)
GoHRTech specializes in open-source integration solutions, offering agile and scalable ICT team development tailored to diverse project needs. The company's approach enables rapid deployment of precisely skilled professionals.
Contact: Dr. Christine Vanoirbeek – ICT Solutions Expert

Merlin Consulting (Austria)
Merlin Consulting is the founder of the *Disable=Enable* initiative, a unique integration of HRTech and MediTech. The company has successfully led multiple social inclusion projects under commission from the Austrian Ministry of Social Affairs.
Contact: Dr. jur. Michael Peter – Social Integration Specialist

Meristeem IP BV (Netherlands)
Meristeem IP BV is the developer of *4MedBox*, a digital Biomedical Passport designed to serve as a personal, secure repository for sensitive healthcare data. The solution supports the evolution of personalized healthcare through robust data protection.
Contact: Arthur Schreuder, IBV Management – Expert in Healthcare Data Security

3. AI@MEDI5.0 – Intelligent, Inclusive, Individualized Healthcare

AI@MEDI5.0 is a groundbreaking digital health platform that uses AI to deliver personalized medication and treatment recommendations based on dynamic patient clustering. It bridges medical data, treatment feedback, and real-world outcomes to empower healthcare professionals (HCPs) and patients alike.

Key Capabilities

- AI-Driven Recommendations: Tailors drug and dosage suggestions for individual patients based on real-time data, EMRs, diagnostics, and feedback.
- Feedback Loops: Continuously improves through input from HCPs and patients, optimizing both clustering and treatment protocols.
- Decision Support: Identifies missing data and suggests next diagnostic steps to enhance precision.
- Learning System: Evolves with every interaction, enabling smarter, safer, and more efficient care delivery over time.

Ecosystem Strategy

- Government & Insured Markets: Collaborate with health authorities and insurers for systemic adoption and cost optimization.
- Out-of-Pocket Markets: Empower HCPs with differentiation tools that improve care quality and patient engagement.
- NGOs & Low-Income Markets: Enable access to core functionality and optimized drug allocation through lean, scalable infrastructure.

Competitive Edge

- First Mover in AI-Driven Health Ecosystems: Building the only integrated ecosystem focused on adaptive, data-driven medication.
- Global Interoperability: FAIR-compliant, open to integration with EMR systems, pharmacies, biotech, and R&D platforms.
- Real-World Impact: From reducing medical waste (e.g. CHF 4B discarded drugs/year in Switzerland) to improving access in underserved regions.

Commercial Vision

- **Pilot to Global Scale**
  - ⇨ Milestone 1 (CHF 1M) – Feasibility study and pilot design.
  - ⇨ Milestone 2 (CHF 5M) – Development, validation, and pilot.
  - ⇨ Milestone 3 (CHF 50M) – Targeted roll-out with proven efficacy.
  - ⇨ Milestone 4 (CHF 500M+) – Global scale-up and multiverse integration.

4. Market analysis

Market overview

The global AI in healthcare market is experiencing exponential growth, driven by rising data volumes, a shift toward personalized medicine, and cost pressures. With a projected CAGR of over 40%, the market is expected to exceed hundreds of billions USD by the late 2020s.

World Population	Population	**100.00%**	**Doctors per 10'00**	**Number of Doctors**
Billionaires	2'640	0.00%		
With Adequate Health Coverage	3'962'036'360	46.82%	35	13'867'127
With Insufficient Health Coverage	3'352'665'036	39.62%	5	1'676'333
Without Any Health Coverage	1'147'334'964	13.56%	0.5	57'367
Total	**8'462'039'000**	**100.00%**		**15'600'827**

About 15 Mio. Doctors could be supported worldwide by the project

Products & Services potential	**With Adequate Health Coverage***	**With Insufficient Health Coverage***	**Without Any Health Coverage*****	**Total**
World health medcation map	193	25'000	6	25199
Medical experts UI	13'867'127	1'676'333	57'367	15600826.53
Patients UI	3'962'036'360	3'352'665'036	1'147'334'964	8462036360

*190 Countries are members of the United Nations (UN), most prominent international organization dedicated to maintaining international peace and security, developing friendly relations among nations, achieving international cooperation, and being a centre for harmonizing the actions of nations.

** The estimated number of organizations worldwide competing for healthcare patients and seeking to optimize efficiency and costs as healthcare insurers is approximately 25,000. This figure reflects the complex and dynamic nature of the global health insurance market, which includes a wide variety of entities. This estimate underscores the vast and varied landscape of healthcare insurance providers globally, each aiming to meet the needs of patients while navigating the challenges of cost, efficiency, and quality of care.

*** Major organizations are at the forefront of enhancing healthcare in impoverished countries. Key entities such as the World Health Organization (WHO), the United Nations Children's Fund (UNICEF), Médecins Sans Frontières (Doctors Without Borders, MSF), the Bill & Melinda Gates Foundation, Partners In Health (PIH), and the International Red Cross and Red Crescent Movement (ICRC/IFRC) undertake significant efforts in these domains. Their actions, aimed at addressing and mitigating healthcare challenges in underprivileged regions, could be further supported and amplified by the project.

Target Customers

- Primary: Healthcare Professionals (HCPs) seeking AI support for diagnosis and treatment decisions.
- Secondary: Governments, insurers, and healthcare institutions aiming to improve outcomes and reduce costs.
- Tertiary: Patients looking for personalized, data-informed treatment and participation in care decisions.

Competitive Landscape

- Global Players: Biotech and tech giants (e.g., USA, China, Germany, Switzerland) have resources but lack agility.
- Tech Giants: Meta, Microsoft, Apple, and AWS are entering health with infrastructure but not clinical focus.
- Direct Competitors: Focused startups in digital health and EMR; most are potential integration partners rather than threats.

Market Gaps & Opportunity

- Medication Waste vs. Access: CHF 4B/year in discarded drugs in Switzerland contrasts starkly with global unmet needs.
- Underinsurance: Over 4.5 billion people lack essential healthcare coverage.

AI@MEDI5.0 First-mover to build a modular healthcare ecosystem linking AI recommendations, drug optimization, and patient feedback across all care settings and enables scalable, efficient care delivery and medication personalization to close this gap globally

5. AI applications in healthcare

There are many different fields in healthcare, where AI applications can improve outcomes and care delivery: early detection, diagnosis, decision support, treatment, patient management and care, population health management, identification of new biomarkers, administration.

The table below shows the most concrete examples of AI applications in healthcare, some of them still in early stages of exploration and research:

Therapy support	Self-care/ prevention/ wellness	Triage and diagnosis	Diagnostics	Clinical decision support	Care delivery	Chronic care management
Curate.AI: AI-derived personalized tacrolimus dosing for pediatric liver transplant	**AliveCor**: personal ECG activity and sleep trackers	**Symptom checkers**: Babylon, Mediktor, Ping An Good Doctor, Ada Health	**Sight Diagnostics**: point of care blood testing	**IBM Watson** for Oncology	**Moxi**: nurse assistant robot	**Sensley**: virtual nurse
AI-assisted prediction of differential response to antidepressant classes using electronic health record			**Arterys**: medical image analysis	**DeepMind:** prediction of acute kidney injury	**Amelia**: virtual health assistant	**Karantis360**: automated personal monitoring and alerting
Machine learning predicts individual cancer patient responses to therapeutic drugs with high accuracy			**Idx**: detection of diabetic retinopathy		**Bionic Pancreas**: insulin/glucagon administration for Type 1 diabetics	**AICure**: treatment adherence
Development of a system to support warfarin dose decisions using deep neural networks			**DeepMind, UCL and Moorfield**: detection of eye diseases		**EarlySense**: contact free patient monitoring	**Pill Pack**: personalized presorted meds for repeat prescriptions

The field of digital applications in healthcare is much bigger than the field of AI applications in healthcare but we did some investigation here as well to understand which areas we eventually can integrate into our Metaverse of Health:

Diagnostics / therapy	Networked care	Virtual reality / gamification	Gamification	Web and mobile apps
GenKnowme Blood testing to help HC professionals in guiding their patients towards healthier lifestyles	**Ocumeda** A network of ophthalmologists that offers easily accessible eye check-ups in cooperation with opticians and nursing homes	**Neuria** develops science-based solutions to enhance public health through digital interventions delivered via video games	**GlucoPlay** is a mobile application that uses gaming to help children understand and manage their diabetes	**YLAH** Eances therapy by offering an interactive web and mobile application for blended psychotherapy in outpatient and inpatient clinics
Learning: Digital tools are accepted by HC professionals as aid in their diagnostics and therapy recommendations	**Learning:** Use the power of networks in healthcare to improve care delivery, bring the care to where the people live	**Learning:** Virtual reality and gamification are accepted approaches in delivering healthcare	**Learning:** In particular gamification / a virtual environment makes it easier for children to receive care	**Learning:** Interactive web and mobile applications are accepted in care delivery

6. Product / Service / Marketing / Sales

For Patients:

An AI-powered digital platform enables patients to easily provide feedback on ongoing treatments through web or smartphone interfaces using structured, intuitive questionnaires. Before clinical visits (e.g., emergency or routine), patients can complete a symptom self-assessment, enabling pre-visit triage—such as initiating lab tests—thus streamlining care and reducing waiting times.

For Healthcare Professionals (HCPs):

The platform integrates seamlessly with existing practice software or web systems, requiring no additional tools. It aggregates available patient data (e.g., diagnosis, EHR, vitals, wearable data) to assign the patient to a specific cluster, recommends personalized medication options with dosage guidance, and flags data gaps, prompting further diagnostics. It also documents agreed treatment plans.

For Healthcare Systems (Governments, Insurers):

The platform continuously analyzes patient data to refine and optimize drug recommendations by indication and cluster. Over time, it builds a dynamic, evidence-based medication ranking that can be scaled across conditions and drug combinations, driving efficiency, cost-effectiveness, and improved outcomes at scale.

For Pharmacies:

Pharmacists receive digital prescriptions directly from healthcare providers, including precise dosage and packaging instructions. This supports custom preparation (e.g., repackaging pills to exact quantities), reducing medication waste and enhancing patient compliance.

For Pharma and Biotech Companies:

During Phase III clinical trials, the platform enables identification and characterization of patient clusters and helps determine optimal dosages, enhancing trial design, regulatory alignment, and targeted drug development.

For Healthcare Ecosystem Partners:

The platform provides secure APIs and modular interfaces for third-party healthcare companies to integrate diagnosis, therapy, or monitoring solutions, promoting interoperability and cross-sector innovation.

In later stages, the platform will support virtual consultations in a secure, AI-driven metaverse environment, allowing patients and professionals to connect remotely for routine check-ups and follow-up care.