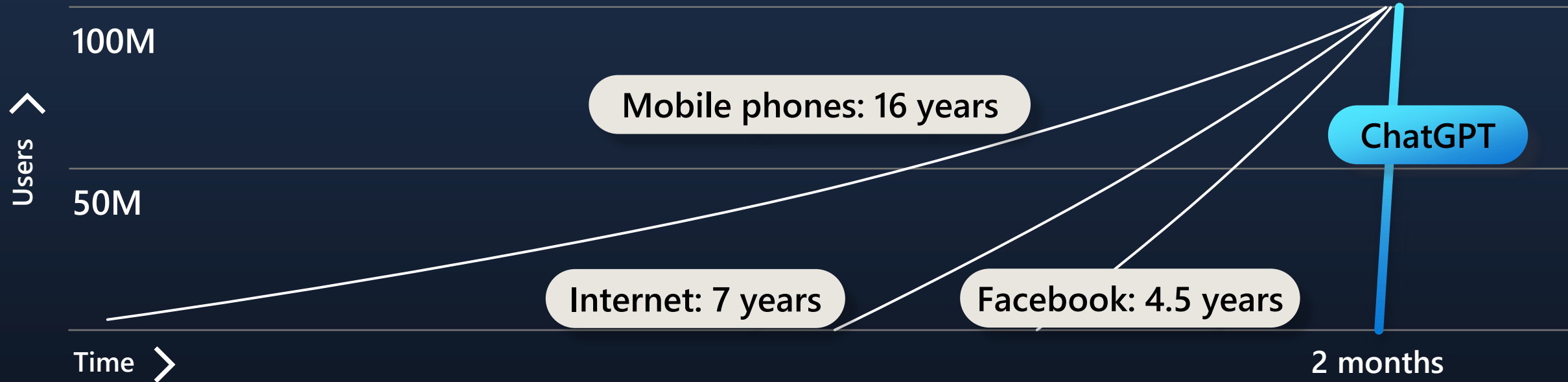


AI im Gesundheitswesen



Claudio Mirti
Sr. Advanced Analytics & AI Lead EMEA

Time to reach 100 Million users



The power of usability, performance and social sharing

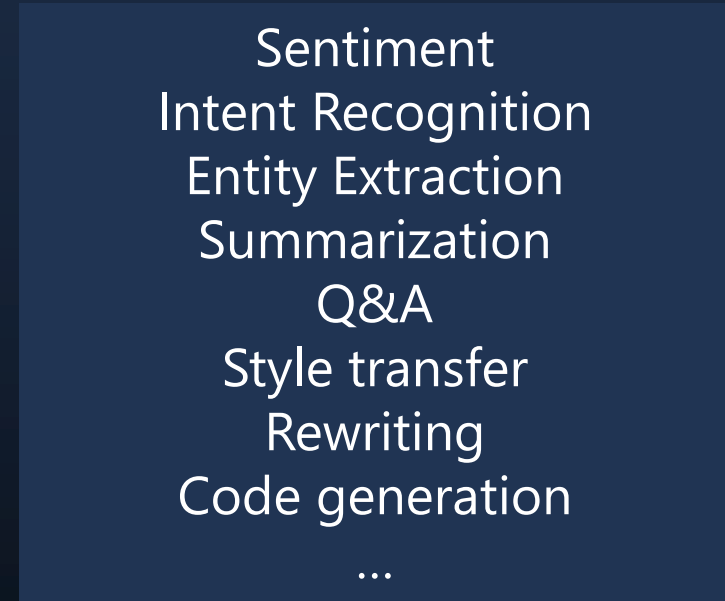
Why is OpenAI different?

Typical Machine Learning....



One model per capability
Lots of data to train
Highly optimized for use case

OpenAI GPT-4



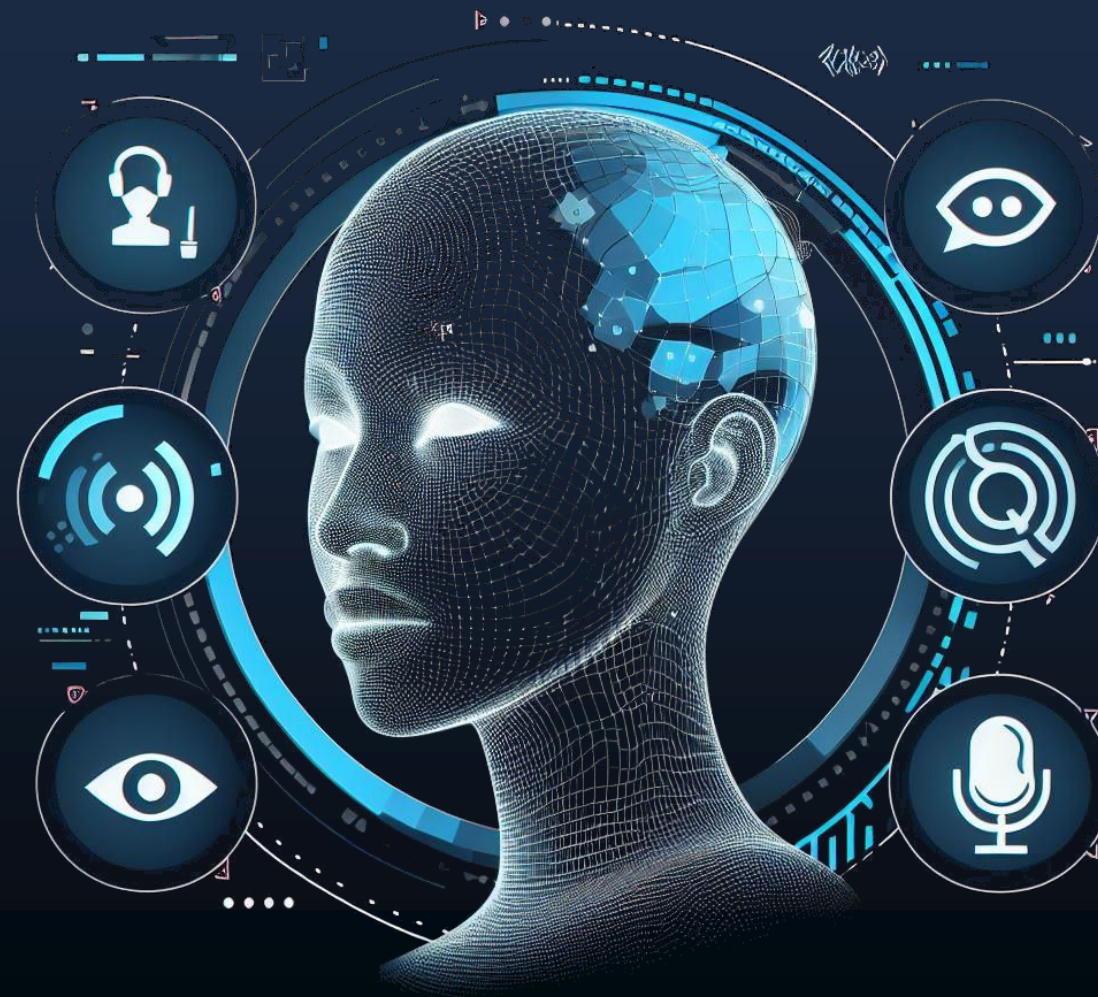
Single large model for all use cases
Describe in «human language» what you
want it to do

Multimodality is here

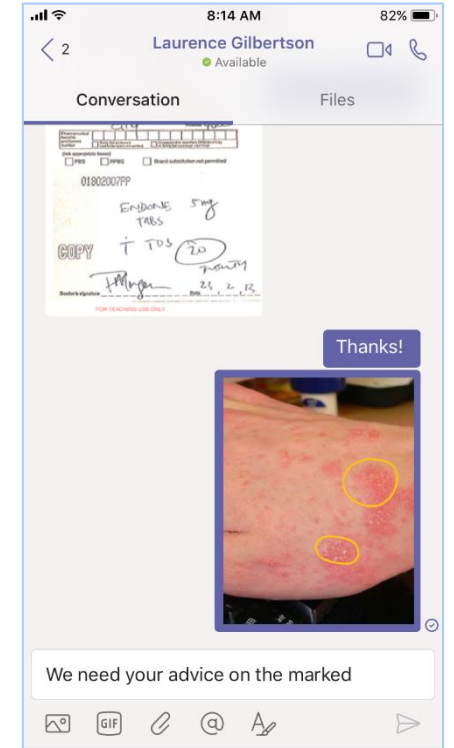
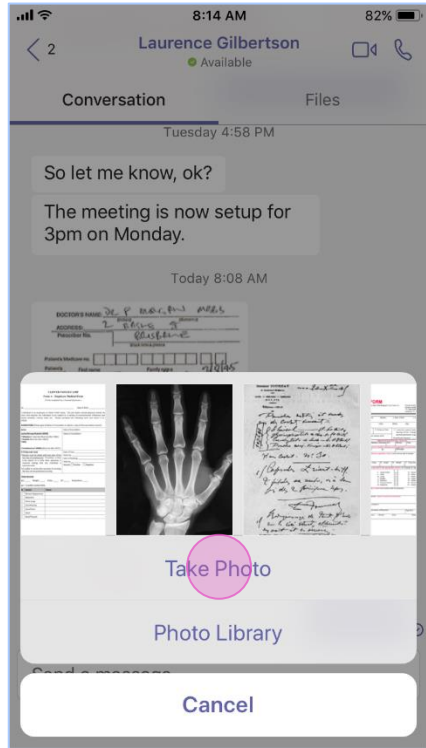
Language

Speech

Vision



Healthcare Messaging: Image Annotation

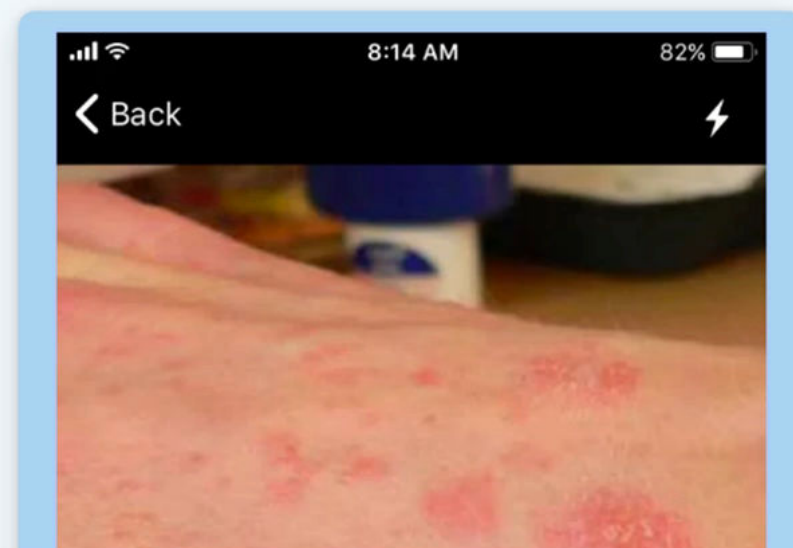


Chat playground

Deploy to ▾

↑ Import setup ↓ Export setup ⚙ Show panels ▾

🗑 Clear chat | ⚙ Playground settings | 📄 View code | Show JSON



Type user query here. (Shift + Enter for new line)

- Patientenbetreuung und Aufklärung
- Medizinische Forschung
- Diagnoseunterstützung
- Medizinische Ausbildung
- Automatisierte Datenauswertung
- Personalisierte Medizin
- Arzneimittelentwicklung
- Gesundheitspolitik
- Patienten- und Einrichtungsmanagement



Azure OpenAI und Copilots im Gesundheitsbereich

Satya Nadella Highlights Swiss Healthcare Innovation at Microsoft Build!

Switzerland's **Luzerner Kantonsspital** is at the forefront of healthcare innovation, showcased at Microsoft Build.

This pioneering project not only streamlines nurse scheduling but also significantly improves job satisfaction and patient care, embodying our commitment to transforming healthcare through technology.

[Build with AI \(microsoft.com\)](https://aka.ms/BuildAIStories)



Prompt Design / Strategien

Die Art und Weise, wie Sie

- Ihre Aufforderung formulieren,
- Beispiele geben,
- Ergebniserwartungen ausdrücken,
- das Modell anweisen vorzugehen




sind alles Prompting-Mechanismen.

Suggest names for animals that are superheroes

Animal: cat
Names: Captain Sharplaw, Agent Fluffball, The Incredible Feline

Animal: dog
Names: Ruff the Protector, Wonder Canine, Sir Barks-a-Lot

Animal:|
28/500

Ziel: [was soll das Modell machen]

Format: [geben Sie Beispiele]

Zielgruppe: [für wen ist das Ergebnis]

Tonalität: [förmlich, sarkastisch, humorvoll, seriös...]

Stil: [orientiert an Person, Film, Buch...]

Vermeidung: [Liste von Dinge, die das Modell nicht tun soll]

Patient experience journey map



DIGITAL HOT SPOTS

Prior to Visit

Seeking healthcare information, remote triage
 Choosing a physician or caregiving facility for treatment
 Appointment scheduling and reminders

Diagnosis and Treatment

Remote interactions with providers
 Accessing and sharing electronic health records (EHR)
 AI-based provider support
 Care team collaboration

Follow-up Care

Filling, refilling, and approving prescriptions
 Remote health monitoring
 Ongoing patient care and plan reminders

THANK YOU.



Claudio Mirti

