

AI TOOLS FOR SMARTER CLINICS AND PATIENT ENGAGEMENT

February 2026 • Volume-10



EDITORS

• Dr. Pravin Gundalwar • Dr. Mukesh Gupta • Prof. Sonu Gupta

ABOUT TIMSCDR

The Thakur Educational Group comprises of three Trusts namely Thakur Educational Trust (Regd.), Zagdu Singh Charitable Trust (Regd.) and Zagdu Singh Educational Trust (Regd.) managed by the Thakur family and runs 16 institutes located in Kandivli, western suburb of Mumbai.

TIMSCDR (Thakur Institute of Management Studies, Career Development and Research) is a dynamic institute striving to provide quality higher education. The institute is an ISO 21001:2018 certified providing two years MCA (Master of Computer Application) course. The MCA course of TIMSCDR is NBA accredited. Institute accredited with A+ Grade by National Assessment and Accreditation Council (NAAC). All possible ways of acquiring academic insight and undertaking appropriate academic initiatives are explored at the institute. TIMSCDR also has an ISTE (Indian Society of Technical Education) chapter. Residence-cum-study facility is available for boys and girls in secured modern hostel buildings with green, clean and healthy ambience situated near the institute.

ABOUT AMC

The Association of Medical Consultants (AMC) was established in 1972 by a small group of energetic, active and concerned medical consultants from distant suburbs who often assembled and animatedly discussed their common problems. Over the years, the immense need rose for an organisation of this nature and the Association grew rapidly. It is now one of the fastest growing Associations of Specialist Doctors in Mumbai and boasts of a membership strength of more than 3000 Medical Consultants. AMC represents consultants practicing at corporate and non-corporate tertiary care referral hospitals (both Government and Private) and individual consultants practicing through their own consulting rooms, clinics & nursing homes spread across Greater Mumbai, Navi Mumbai and Thane districts. It is recognized as a frontline medical organization and is an important opinion making body which addresses vital public health and professional issues facing the medical profession in general and medical consultants in particular. AMC has effectively brought together consultants of various disciplines on one platform and aims to highlight and offer solutions to all the important day-to-day problems faced by consultants.

ABOUT MMA

Malad Medical Association is one of the oldest (since 1964) and one of the largest and most active associations in Mumbai covering consultants, general practitioners and having more than 2200 members and rendering health related services to the community through the discipline of modern medicine. Malad Medical Association plays a crucial role in fostering collaboration, education and excellence in healthcare within our community. We carry out multiple projects for the community as well as for the members' welfare.

ABOUT KMA

The Kandivli Medical Association (KMA) is multi-path, multi-disciplinary society established in 1999 by liked minded doctors practicing and/or residing in Kandivli, Mumbai. KMA conducts workshops and CME for local doctors. KMA in association with other social organisations organises Blood Donation camps and other health educational activities for the local residents of Kandivli.

ABOUT BMB

Borivali Medical Brotherhood (BMB) unites healthcare professionals and their families to promote medical excellence and community well-being through social service, continuous learning, and cultural activities. BMB is a distinguished organization that brings together the medical professionals of Borivali, alongside their families, to create a close-knit community dedicated to both professional excellence and social responsibility. Since its inception, BMB has been a beacon of unity, fostering fellowship through a blend of professional development and community-oriented activities.

ABOUT BMA

Bhayander Medical Association (BMA) was established in 1985 with 70 members under the leadership of Dr. S. R. Desai and the guidance of Dr. S. N. Agarwal. What began as a small group has grown into one of the largest medical associations in the Mira-Bhayander region, with over 800 members from diverse medical streams including Ayurveda, Homeopathy, Allopathy, Dentistry, Physiotherapy, Occupational Therapy, and various specialties, reflecting a strong spirit of unity and collaboration.

ABOUT IMA

The Indian Medical Association (IMA) was founded in 1928 and renamed in 1930 to promote medical sciences, public health, and medical education in India. It emerged during a period of national unrest with strong involvement from leading medical professionals. The IMA later shifted its headquarters to New Delhi and has since grown into one of the largest medical bodies in the country, representing doctors across India.

ABOUT GIST

Global Indian Scientists & Technocrats Forum (GIST) is a visionary organization that was formed to become a key platform to bring together scientists and technocrats from the Indian diaspora from across the world, who are maestros in their fields.

AI Tools for Smarter Clinics and Patient Engagement

February 2026

Volume-10

Copyright

This edition of Information Technology made Handy for Doctors, Volume 8, February 2026 is published in joint association by – TIMSCDR and Association of Medical Consultants – AMC

ISBN 978-81-997623-2-9

February 2026, Volume 10

Editors

Dr. Pravin Gundalwar

Director

Thakur Institute of Mgmt. Studies,
Career Development & Research

Dr. Mukesh Gupta

Media & Communication Cell, AMC,
Founder Director - LeNest

Prof. Sonu Gupta

Deputy Director

Thakur Institute of Mgmt. Studies,
Career Development & Research

Contributors

Ms. Kinjal Doshi

Ms. Anamika Dhawan

Ms. Shweta Waghmare

Mr. Santosh Jain

Dr. Rajesh Kapur

Dr. Ashwini Renavikar

Dr. Padma Mishra

Dr. Sonal Sharma

Ms. Rani Singh

Mr. Shirshendu Maitra

Ms. Rashmi Vipat

Ms. Aprajita Singh

Ms. Rupali Jadhav

Mr. Brijesh Pandey

Ms. Rohini Bagul

Ms. Thara C

Ms. Alifiya Shaikh

Ms. Mira Gohil

Dr. Shiksha Dubey

Mr. Shubham Mishra

Ms. Sweety Sahani

Ms. Anusri Mukhopadhyay

Ms. Vaishnavi Biradar

Ms. Melissa Fernandis

Forward



Dr. Rajeew Agarwal
President – AMC

The Association of Medical Consultants (AMC), Mumbai, firmly believes that the careful fusion of clinical quality, public policy, and digital innovation is the key to the future of healthcare. Our strategic partnership with TIMSCDR is a reflection of our common dedication to national goals and our shared obligation to make a significant contribution to India's developing healthcare system.

I want to express my profound gratitude to the TIMSCDR leadership, faculty, staff, and organizing team for their intellectual vision, institutional dedication, and painstaking work in putting together this significant event. I also want to express my sincere gratitude to Dr. Mukesh Gupta, the former president of AMC Mumbai, whose leadership and vision initially envisioned this strategic alliance between AMC Mumbai and TIMSCDR. His vision has established a solid basis for ongoing cooperation centered on healthcare transformation, innovation, and capacity building.

Artificial intelligence is quickly becoming a fundamental component of contemporary medicine. Predictive diagnostics, individualized treatment plans, population health analytics, workflow optimization, and improved patient involvement are just a few of the many uses for it that go well beyond automation. It is our joint duty as healthcare professionals and institutional leaders to make sure that the deployment of AI complies with changing legal frameworks while adhering to ethical standards, data security, and patient-centric principles.

The major programs of the Indian government, Digital India, the National Health Mission (NHM), and the Ayushman Bharat Digital Mission (ABDM), offer a potent foundation for technology-enabled, accessible, and egalitarian healthcare delivery. The medical community's leadership and informed involvement are crucial to the success of these national initiatives. Clinicians may significantly contribute to enhancing primary care, enhancing health outcomes, and increasing access in both urban and rural India by utilizing digital health records, interoperable platforms, telemedicine, and AI-driven decision support systems.

The morning session of the International Conference on Advances in Information Technology and Management (ICAIM-2026) provides an essential academic and strategic forum for discussing these revolutionary advancements. The conference, which has AI for Bharat@100 as its central topic, fits in perfectly with India's long-term goals of digital empowerment, sustainable development, and innovative healthcare. It promotes interdisciplinary discussion and policy-relevant ideas that can guide future developments in government, education, and healthcare delivery.

The Hands-On Workshop on "AI Tools for Smarter Clinics and Patient Engagement" complements this scholarly discussion and is a critical step toward real-world application. The program, which was created especially for physicians, focuses on providing them with practical, morally sound AI technologies that can be easily incorporated into regular clinical procedures. The training fosters the growth of technologically competent and policy-aware healthcare professionals by focusing on practical applications in clinic management, patient communication, and responsible digital outreach.

A comprehensive and forward-thinking approach to healthcare transformation is reflected in this integrated program, which combines a practice-oriented workshop with an academic conference. It reaffirms AMC's dedication to upholding the fundamental principles of compassion, trust, and professional integrity while coordinating clinical practice with national digital health missions.

This integrated initiative—combining a scholarly conference with a practice-oriented workshop—reflects a comprehensive and forward-looking approach to healthcare transformation. It reinforces AMC's commitment to aligning clinical practice with national digital health missions while preserving the core values of compassion, trust, and professional integrity.

I applaud the organizers from AMC Mumbai and TIMSCDR on their persistent efforts to promote digital literacy, strategic thinking, and professional empowerment among healthcare professionals and send my best wishes to all attendees. I have no doubt that ICAIM-2026 and the Doctors' Workshop will operate as a spur for well-informed action, teamwork, and lasting influence in India's transition to a future of healthcare that is both equitable and digitally enabled.

Dr. Rajeev Agarwal

President

Association of Medical Consultants (AMC), Mumbai

Preface



Dr. Pravin Gundalwar
Director
Thakur Institute of
Mgmt. Studies, Career
Dev. & Research



Dr. Mukesh Gupta
Chairperson-Media &
Communication Cell, AMC,
Founder Director - LeNest,
Gynaecologist & Obstetrician



Prof. Sonu Gupta
Deputy Director
Thakur Institute of Mgmt.
Studies, Career Dev. &
Research

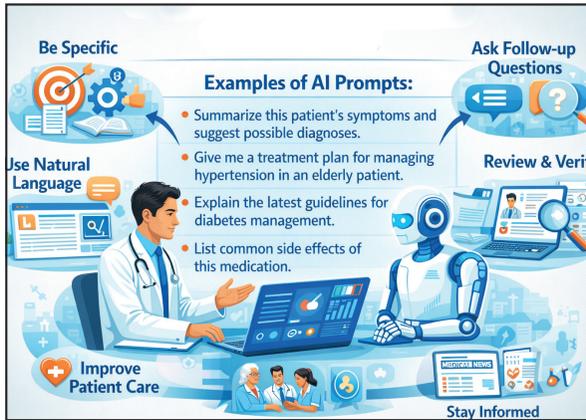
Artificial intelligence has become a revolutionary force in contemporary healthcare, helping medical professionals with data-driven decision-making, accurate diagnosis, report development, and patient monitoring. AI is now a crucial tool for improving patient care's overall quality, efficiency, and precision as digital technologies are incorporated into healthcare more and more.

Healthcare applications and practical knowledge of AI and generative AI are the main topics of ICAIM 2026-IT-Con. With the use of easily navigable AI tools, the program seeks to acquaint physicians with clinical decision-making support, administrative job optimization, and patient involvement. These technologies facilitate better patient involvement and efficient communication, from developing individualized instructional films to using chatbots driven by artificial intelligence.

With the growing importance of Electronic Health Records (EHRs), AI also plays a vital role in secure data management and intelligent analysis, providing actionable insights for day-to-day medical practice. The IT-Con Doctors Workshop serves as a structured first step for clinicians to begin their AI journey, empowering them to responsibly integrate technology into healthcare for better outcomes.

Contents

| Sr. No. | Particular | Page No. |
|----------|--|-----------|
| 1 | AI Prompting Techniques for Doctors | 1 |
| | Why Prompt Engineering Matters for Doctors..... | 1 |
| | Better vs Bad Prompts Using CARE | 2 |
| | Using a Prompt Engineer Tool | 4 |
| 2 | AI as Medical Content Co-Creator | 7 |
| | Part I: AI Tools for Medical Text Content | 7 |
| | • ChatGPT (OpenAI) | 7 |
| | • Claude (Anthropic) | 9 |
| | • Google Gemini | 11 |
| | • Perplexity AI | 12 |
| | Part II: AI Tools for Medical Image Creation & Analysis..... | 14 |
| | • DALL-E 3 (via ChatGPT Plus or Microsoft Copilot)..... | 14 |
| | • Canva AI: Comprehensive Visual Creation | 17 |
| | • Leonardo.ai: Custom Medical Illustrations..... | 20 |
| | • Ideogram: Text-Heavy Medical Graphics..... | 20 |
| | Part III: Video Creation Tools | 21 |
| | • Canva Video: Quick Medical Videos..... | 21 |
| | • Grok AI : Creating Medical 3D Educational Videos Using Grok AI | 21 |
| | • BioDigital Human : 3D Visualization in Patient Education..... | 24 |
| | Part IV: Presentation Tools | 28 |
| | • Gamma: AI-Powered Presentations | 28 |
| 3 | Digital Marketing and Ethical Patient Outreach | 31 |
| | Introduction to Digital Marketing..... | 31 |
| | Buffer: One Dashboard for Social Media Management | 31 |
| | Brevo – Patient Engagement & Communication Platform | 36 |
| | Principles and Best Practices of Ethical Patient Outreach..... | 39 |
| | How to Reach Out to Patients in an Ethical Way..... | 39 |
| 4 | Clinic Management and Operational Efficiency | 41 |
| | Why AI is needed in Clinic Management?..... | 41 |
| | HealthCare AI Tool : TATVACARE | 42 |



AI Prompting Techniques for Doctors

Introduction

Prompt engineering means how you ask questions to an AI tool so that you get useful and safe answers. In practice, it is about being clear, specific, and purposeful while typing your request.

For doctors, this is similar to giving instructions to a junior colleague. If the instruction is unclear, the output may be confusing or incomplete. If the instruction is clear, the response is usually more helpful.

Prompt engineering matters in healthcare because medical information depends heavily on context. AI does not understand a patient unless you explain the situation properly. Clear prompts help AI stay focused and avoid incorrect assumptions.

Why Prompt Engineering Matters for Doctors

The quality of an AI response depends on how the prompt is written. Poor prompts often give broad or unsafe answers. Clear prompts give focused and practical help.

Good prompting saves time in documentation, patient communication, and reading guidelines. It keeps AI in a support role, not a decision-making role.

The CARE Method for Writing Prompts

Doctors can use the CARE method as a simple guide while writing prompts.

C – Context

Provide the patient’s clinical picture such as age, sex, key symptoms, and relevant history.

A – Assign a Role

Tell the AI who it is acting as, for example a general physician, radiologist, or educator.

R – Request

State clearly what you want the AI to do.

E – Exclusions & Constraints

Mention what the AI should avoid, such as diagnosis, treatment advice, or long answers.

Better vs Bad Prompts Using CARE

Scenario 1 - Clinical Notes and Summaries

✗ Bad Prompt

“Summarise this patient case.”

This prompt is unclear and does not guide the AI on format or safety.

✓ Better Prompt

“You are assisting with medical documentation. This is a 45-year-old male with fever and cough for five days and no major past illness. Please summarise the information into a short outpatient clinical note suitable for records, without adding any new details or interpretation.”

CARE Used in This Prompt

- Context: 45-year-old male, fever and cough
- Assign a Role: Medical documentation assistant
- Request: Summarise into an outpatient note
- Exclusions: Do not add new information

Scenario 2 - Supporting Differential Diagnosis

✗ Bad Prompt

“What is the diagnosis?”

This encourages a final answer and is unsafe.

✓ **Better Prompt**

“You are acting as a clinical support assistant. A 60-year-old female presents with breathlessness on exertion and ankle swelling for two weeks. Based on this information, list possible causes that a doctor may consider, without giving a final diagnosis or treatment advice.”

CARE Used in This Prompt

- **Context:** Age, sex, symptoms
- **Assign a Role:** Clinical support assistant
- **Request:** List possible causes
- **Exclusions:** No diagnosis or treatment

Scenario 3 - Patient Education

✗ **Bad Prompt**

“Explain diabetes.”

This is too broad and not patient-focused.

✓ **Better Prompt**

“You are acting as a patient educator. A 50-year-old patient has been newly diagnosed with type 2 diabetes. Please explain the condition in simple, everyday language that the patient can understand, avoiding medical terms and without suggesting any medicines.”

CARE Used in This Prompt

- **Context:** 50-year-old, new diagnosis
- **Assign a Role:** Patient educator
- **Request:** Simple explanation
- **Exclusions:** No jargon, no medicines

Scenario 4 - Guidelines and Reading

✗ **Bad Prompt**

“Summarise hypertension guidelines.”

This lacks focus and practical relevance.

✓ **Better Prompt**

“You are assisting a general physician in OPD practice. Please summarise recent guidelines on blood pressure management in a clear and practical manner that can be applied in routine clinics, keeping the explanation brief and easy to read.”

CARE Used in This Prompt

- **Context:** OPD setting
- **Assign a Role:** Clinical reading assistant
- **Request:** Summarise guidelines
- **Exclusions:** Keep it brief and practical

Scenario 5 - Administrative Work

✗ Bad Prompt

“Write a discharge summary.”

This may lead to assumptions.

✓ Better Prompt

“You are assisting with hospital paperwork. A stable medical patient is being discharged from a general ward. Please create a standard discharge summary template with headings only, without including any clinical decisions or treatment details.”

CARE Used in This Prompt

- **Context:** Stable patient, general ward
- **Assign a Role:** Administrative assistant
- **Request:** Create a template
- **Exclusions:** No decisions or treatment

Using a Prompt Engineer Tool

ChatGPT also offers a custom GPT called “Prompt Engineer” that helps doctors frame better prompts. This tool does not give medical answers. Instead, it helps you rewrite your question more clearly using a structured approach.

Doctors can use this tool when they are unsure how to phrase a prompt or want to improve clarity. You can type your rough question into the Prompt Engineer, and it will suggest a better-structured prompt based on elements like context, role, request, and limits.

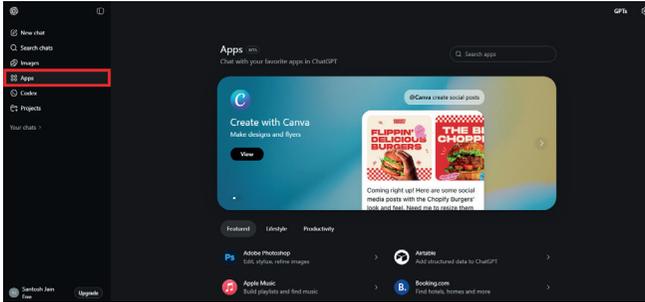
For example, instead of directly asking a clinical question, you can ask the Prompt Engineer to help you frame a safer and clearer prompt first. You can then use that improved prompt with your regular AI tool.

How to Add and Use a Custom GPT in ChatGPT

The Prompt Engineer is a free custom GPT inside ChatGPT. It helps you write clearer and safer prompts.

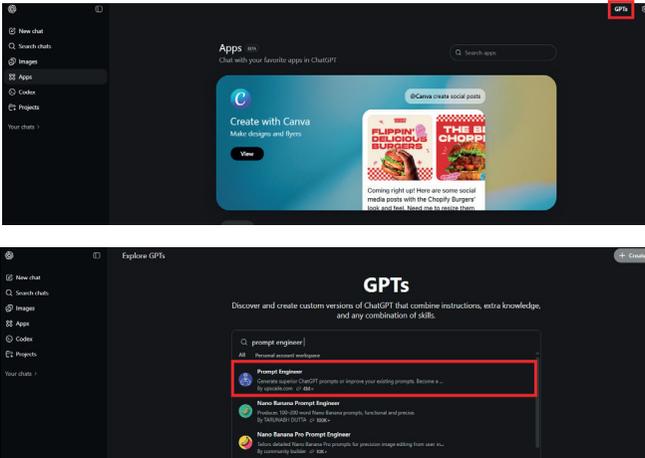
Step 1: Open the Apps Section

Open ChatGPT and look at the left sidebar. At the top of the sidebar, click on Apps.



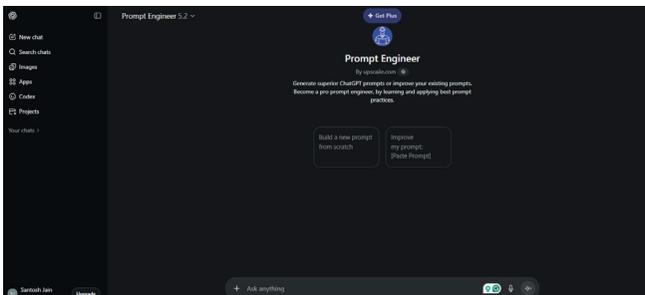
Step 2: Find Prompt Engineer

Inside Apps, select Explore GPTs. Search for Prompt Engineer and click Use GPT.



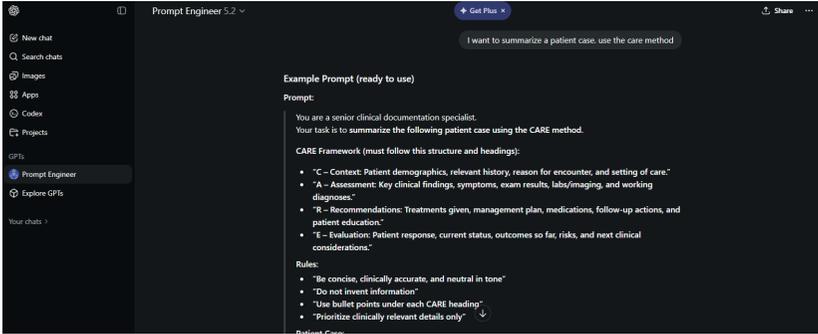
Step 3: Use Prompt Engineer

Open Prompt Engineer and type your rough question or idea. You can ask it to rewrite your prompt using the CARE method.



Step 4: Copy and Use the Prompt

Copy the improved prompt it gives you and paste it into your normal ChatGPT chat.



Conclusion

Prompt engineering is about clear communication with AI. In healthcare, clear prompts help AI give focused and safer responses.

The CARE method offers a simple way for doctors to write better prompts by providing context, assigning a role, stating the request clearly, and setting limits.

AI is a support tool, not a replacement for clinical judgment. When used carefully, it can save time and assist daily practice—while the doctor remains fully responsible for patient care.



AI as Medical Content Co-Creator

Introduction

Artificial intelligence is being used in healthcare for purposes other than diagnosis and therapy planning. Medical professionals nowadays are expected to provide a wide range of content, from social media postings and instructional videos to patient education materials and study summaries. Doctors may now create high-quality content without the need for specialized technological skills thanks to AI-powered tools that have democratized content creation.

This chapter offers a practical introduction to free AI tools that medical practitioners can use right away. Practical examples related to patient care, medical education, and professional growth are provided for each instrument.

Part I: AI Tools for Medical Text Content

1. ChatGPT (OpenAI)

Overview: ChatGPT, developed by OpenAI, is a conversational AI that excels at generating, editing, and refining written content across multiple formats.

Medical Applications:

- Drafting patient education materials at various literacy levels
- Creating clinical documentation templates
- Generating differential diagnoses for educational purposes
- Preparing exam questions and study materials
- Writing abstracts and research summaries
- Composing professional emails and correspondence
- Developing teaching materials and lecture outlines

Practical Example 1: Creating Patient Education Material

Prompt:

Create a patient-friendly explanation of Type 2 Diabetes for a 6th-grade reading level. Include what it is, common symptoms, and why lifestyle changes matter. Keep it under 300 words.

Sample Output: "Type 2 diabetes is a condition where your body has trouble using sugar (glucose) properly. Think of insulin as a key that opens doors in your cells to let sugar in for energy. With Type 2 diabetes, these keys don't work as well as they should, so sugar builds up in your blood instead of going into your cells.

You might notice you're very thirsty, need to urinate often, feel tired, or have blurry vision. Some people don't have any symptoms at first, which is why regular checkups are important.

The good news? You can manage Type 2 diabetes with healthy choices. Eating nutritious foods, staying active, and maintaining a healthy weight help your body use insulin better..."

Practical Example 2: Generating a Clinical Template

Prompt:

Create a SOAP note template for a routine hypertension follow-up visit. Include relevant sections and example documentation prompts.

Sample Output:

SOAP NOTE: Hypertension Follow-Up

SUBJECTIVE:

- Chief Complaint: _____

- Current medications and compliance: _____

- Side effects: _____

- Home BP readings (if available): _____
- Lifestyle modifications attempted: _____
- Symptoms: headaches, dizziness, chest pain, SOB: _____
OBJECTIVE:
- Vital Signs: BP ___/___ HR ___ Temp ___ Wt ___
- Physical Exam:
* General: _____
* Cardiovascular: _____
* Respiratory: _____
...

How Results Are Displayed and Interpreted

ChatGPT displays results as text in a conversation format. Each response:

- Appears below your prompt
- Can be regenerated if you're not satisfied (click the regenerate button)
- Remains in your conversation history for reference
- Can be edited by asking follow-up questions

Interpreting Quality:

- ChatGPT's responses are generally well-structured and coherent
- Medical accuracy varies—always verify clinical information
- Responses may occasionally be incomplete—you can ask it to continue
- If you get an error message, try rephrasing your question

2. Claude (Anthropic)

What Claude Is Used For

Claude excels at:

- Detailed medical writing with nuanced understanding
- Complex case analysis for educational purposes
- Literature review synthesis
- Research proposal development
- Medical ethics discussions
- Long-form content creation (protocols, guidelines)
- Analyzing and summarizing lengthy documents

How to Access Claude

Step 1: Navigate to claude.ai in your web browser

Step 2: Click "Sign Up" or "Log In"

- Sign up with email or Google account
- The free tier provides substantial daily usage
- Claude Pro (\$20/month) offers extended usage and priority access

Step 3: You'll arrive at a clean chat interface similar to ChatGPT

Step-by-Step Usage Workflow

The workflow for Claude is nearly identical to ChatGPT:

Step 1: Type your prompt in the text box at the bottom

Step 2: Press Enter or click the send button

Step 3: Review Claude's response, which appears in real-time

Step 4: Ask follow-up questions or request modifications

Step 5: Copy useful content (hover over response for copy button)

Unique Features:

- Claude can handle longer documents and prompts
- You can upload files (PDFs, documents) for analysis
- Claude tends to provide more detailed, structured responses
- Built-in citation tracking when analyzing documents

Practical Example: Literature Review Summary

Prompt:

Summarize the current evidence on the use of GLP-1 receptor agonists for weight management in non-diabetic patients. Include mechanism of action, efficacy data, and safety considerations. Format as a concise review for colleagues.

Sample Output: "GLP-1 receptor agonists have emerged as effective pharmacotherapy for weight management beyond their established role in diabetes treatment.

Mechanism: These agents mimic glucagon-like peptide-1, enhancing satiety through central appetite regulation, delaying gastric emptying, and reducing food intake.

Efficacy: Clinical trials demonstrate significant weight reduction:

- Semaglutide 2.4mg weekly: average 15-17% body weight loss over 68 weeks
- Tirzepatide: up to 20% weight reduction in trials
- Effects sustained with continued therapy; weight regain observed upon discontinuation..."

3. Google Gemini:

What Gemini Is Used For

Google Gemini (formerly Bard) is particularly useful for:

- Quick medical information retrieval
- Integration with Google Workspace (Docs, Sheets, Gmail)
- Real-time information access (more current than ChatGPT free version)
- Multilingual content creation
- Image analysis and description
- Creating content that integrates with Google tools

How to Access Gemini

Step 1: Navigate to gemini.google.com

Step 2: Sign in with your Google account

- If you have a Gmail account, you're ready to go
- Free tier is available to all Google users
- Gemini Advanced requires Google One AI Premium subscription

Step 3: Interface similar to Google search with chat capabilities

Step-by-Step Usage Workflow

Step 1: Type your medical question or request in the text box

Step 2: Press Enter or click the submit button

Step 3: Gemini provides a response, often with:

- Main answer text
- "Google it" button for related searches
- Suggested follow-up questions

Step 4: Click "View other drafts" to see alternative responses

Step 5: Use the "Modify response" options to adjust tone or length

Step 6: Export to Google Docs or Gmail directly from the interface

Practical Example: Quick Clinical Reference

Prompt:

What are the current ACC/AHA guidelines for blood pressure targets in patients over 65 with diabetes?

Output: "According to the 2017 ACC/AHA Blood Pressure Guidelines and subsequent updates:

For Adults ≥65 Years with Diabetes:

Primary Recommendation:

- Target BP: <130/80 mm Hg

Considerations:

- Individualize based on patient characteristics
- Consider comorbidities, life expectancy, and patient preferences
- If unable to tolerate <130/80, target <140/90 is acceptable

Special Populations:

- Frail elderly: More conservative targets may be appropriate
- Those with limited life expectancy: Focus on symptom management over strict targets
- Standing BP should be checked due to orthostatic hypotension risk

Monitoring:

- Home BP monitoring recommended for accuracy
- Assess for orthostatic hypotension regularly
- Monitor renal function and electrolytes

2023 Updates: Recent literature suggests an individualized approach particularly important in elderly with diabetes, balancing cardiovascular benefit against fall risk and quality of life.

[Gemini provides option to search Google for most current guidelines]"

4. Perplexity AI: Research-Backed Medical Writing

What Perplexity is used for

Perplexity is specifically designed for research and information retrieval with:

- Real-time web search integration
- Source citations for every claim
- Academic and medical literature access
- Fact-checking capabilities
- Comparative analysis of information from multiple sources

How to Access Perplexity

Step 1: Navigate to perplexity.ai

Step 2: You can use immediately without an account, or sign up for:

- Free tier: Limited searches per day
- Pro tier (\$20/month): Unlimited searches, advanced AI models

Step 3: Clean search interface appears

Step-by-Step Usage Workflow

Step 1: Enter your medical question in the search box

Step 2: Perplexity searches the web and academic sources in real-time

Step 3: Response appears with:

- Synthesized answer
- Numbered citations linked to sources
- Related questions
- Sources panel showing all referenced articles

Step 4: Click on citations to verify information

Step 5: Use "Focus" feature to search specific sources:

- Academic: PubMed, research papers
- Writing: Creative or detailed responses
- Wolfram: Computational queries
- YouTube: Video content

Practical Example: Drug Information Verification

Prompt:

What are the contraindications and drug interactions for apixaban?

Output will include:

- Comprehensive list of contraindications with citations
- Major drug interactions with clinical significance
- Links to prescribing information and peer-reviewed sources
- Dose adjustments in renal impairment

Part II: AI Tools for Medical Image Creation & Analysis

Visual content is essential in medical education, patient communication, and professional presentations. AI image generation tools enable physicians to create custom medical illustrations, diagrams, and educational graphics without artistic training. However, medical accuracy is paramount, and these tools require careful use.

1 DALL-E 3 (via ChatGPT Plus or Microsoft Copilot)

Medical Use Cases

DALL-E 3 is valuable for:

- Patient education visuals (simplified anatomy, lifestyle illustrations)
- Presentation graphics
- Conceptual medical illustrations
- Health awareness campaign imagery
- Social media medical content

Important Limitations:

- Cannot generate diagnostically accurate medical images
- Should not be used for anatomical precision
- Not suitable for clinical decision-making
- Must verify medical accuracy before patient use

How to Access DALL-E 3

Option 1: Through ChatGPT Plus

Step 1: Subscribe to ChatGPT Plus (\$20/month) at chat.openai.com

Step 2: Log in and start a new chat

Step 3: Simply describe the image you want in text

Step 4: ChatGPT automatically generates images when appropriate

Option 2: Through Microsoft Copilot (Free)

Step 1: Go to copilot.microsoft.com

Step 2: Sign in with Microsoft account (free)

Step 3: In the chat, describe the image you want

Step 4: Copilot uses DALL-E 3 to generate images at no cost

Step-by-Step Image Creation

Step 1: Write a Detailed Prompt

- Be specific about what you want to see

- Include style preferences (illustration, diagram, realistic, cartoon)
- Specify colors, perspective, and important details
- Mention medical context if relevant

Step 2: Submit Your Request

- Type the prompt and press Enter
- DALL-E 3 takes 10-30 seconds to generate

Step 3: Review the Image

- Image appears in the chat
- Can download by clicking on image and selecting download

Step 4: Refine if Needed

- Ask for modifications: "Make it simpler," "Add labels," "Change to blue color scheme"
- Generate variations: "Create 3 more versions"

Step 5: Download and Use

- Click image to expand
- Download in high resolution
- Edit in presentation software if needed

Sample Prompts for Medical Images

Example 1: Patient Education - Lifestyle

Prompt:

Create a warm, friendly illustration showing a middle-aged person eating a healthy, colorful meal with vegetables, whole grains, and lean protein. Style: simple, encouraging, suitable for patient handout. Avoid text in the image.

Output:



Generates an encouraging, relatable image for nutrition education materials

Example 2: Social Media Health Awareness

Prompt:

Create an eye-catching image for World Heart Day social media posts. Show a vibrant red heart surrounded by elements representing a healthy lifestyle: running shoes, fruits, vegetables. Style: modern, vibrant, Instagram-friendly. No text in image.



Output Format and Quality

Image Specifications:

- Resolution: 1024x1024 pixels (square) by default
- Can request other sizes (wide, tall)
- Format: PNG
- Quality: High resolution suitable for presentations and digital use

Quality Considerations:

- Images are artistic interpretations, not medically precise
- Text within images is often garbled or incorrect
- Anatomical details may be inaccurate
- Best for conceptual and illustrative purposes

Limitations and Safety Warnings

Critical Limitations:

1. Not for Diagnostic Use: Never use AI-generated images for clinical decision-making
2. Anatomical Inaccuracy: AI may create anatomically impossible or incorrect structures
3. Text Problems: Text within generated images is usually unreadable or incorrect
Solution: Add text using PowerPoint or other tools after generation
4. Ethnic and Gender Representation: Be specific if diversity is important

5. Medical Device Representation: May not accurately show medical equipment
6. Cannot Generate Real Patient Images: Should never attempt to create realistic patient photos

Safe Usage Guidelines:

- Use for conceptual and educational purposes only
- Always verify anatomical accuracy with medical references
- Add accurate labels and text externally
- Include disclaimer on patient materials that images are illustrations
- Review with colleagues before patient use
- Never rely on AI images for precise anatomical education

2. Canva AI: Comprehensive Visual Creation

Canva is a comprehensive design platform with AI features, ideal for:

- Detailed medical infographics
- Multi-page patient education materials
- Professional presentations
- Social media content calendars
- Posters and flyers
- Medical practice branding materials

How to Access Canva

Step 1: Go to canva.com

Step 2: Sign up for free account

Step 3: Choose what to create:

- Presentation (for medical talks)
- Infographic (for patient education)
- Document (for handouts)
- Social media post
- Poster

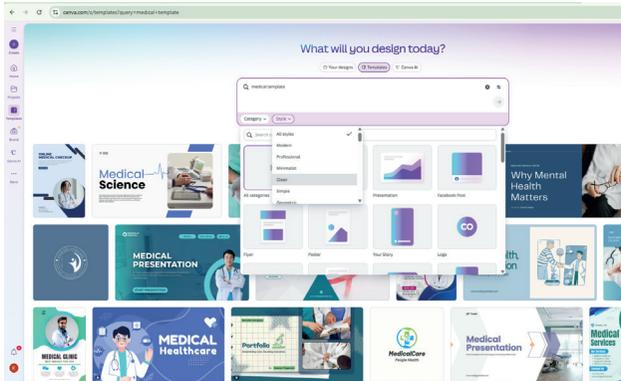


Note: Free tier includes substantial features; Canva Pro (\$13/month) adds premium templates and elements

Step-by-Step Creation Process

Step 1: Select Format

- Click "Create a design"
- Choose format (Presentation, Infographic, Instagram Post, etc.)
- Or search for "Medical" templates



Step 2: Choose Template or Start Blank

- Browse medical-themed templates
- Select one that fits your purpose
- Or start with blank canvas

Step 3: Customize Design

- Click on text to edit
- Drag and drop elements
- Change colors to match your brand/preference
- Add medical icons from elements library

Step 4: Use AI Features

- Magic Write: Generate text content for slides
- Magic Design: Upload an image and get design suggestions
- Background Remover: Remove backgrounds from photos (Pro feature)
- Text to Image: Generate custom medical illustrations

Step 5: Add Medical Content

- Insert medical data, charts, or graphs
- Add authoritative sources/citations
- Include disclaimer text if appropriate

Step 6: Download or Share

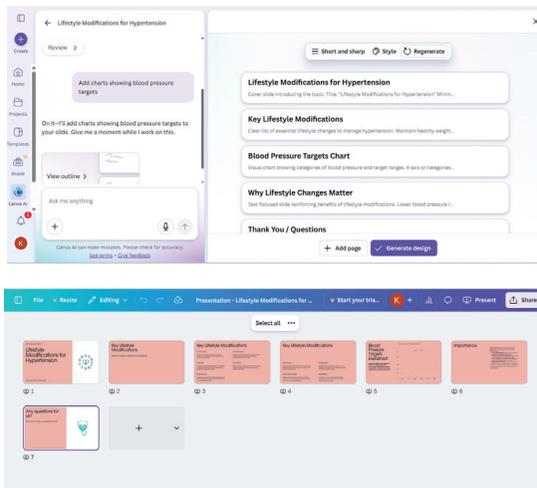
- Download as PDF, PNG, or JPG
- Share link for collaboration
- Present directly from Canva (for presentations)

Sample Medical Creations

Example : Medical Presentation

Conference presentation on Hypertension Management

1. Choose professional presentation template
2. Use Canva's AI to generate slide content:
 - Prompt: "Create bullet points for a slide on lifestyle modifications for hypertension"
 - Review and edit AI-generated content
3. Add charts showing blood pressure targets
4. Include relevant guideline citations
5. Present directly from Canva or download as PowerPoint



3. Leonardo.ai: Custom Medical Illustrations

Overview: Leonardo.ai excels at creating original illustrations with medical accuracy when properly prompted.

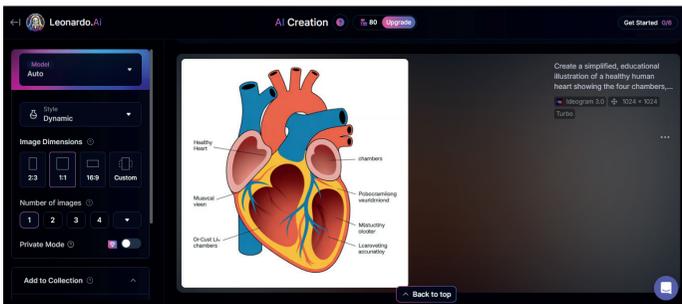
Medical Applications:

- Anatomical illustrations
- Medical concept visualization
- Patient education imagery
- Presentation graphics

Practical Example: Anatomical Visualization

Prompt:

Create a simplified, educational illustration of a healthy human heart showing the four chambers, labeled clearly. Style: medical textbook illustration, cross-section view, clean lines, anatomically accurate.



Tips for medical accuracy:

- Be specific about anatomical details
- Request "anatomically accurate" in prompts
- Specify style (realistic, diagram, cross-section)
- Always verify accuracy before patient use

4. Ideogram: Text-Heavy Medical Graphics

Overview: Ideogram excels at generating images with readable text, ideal for posters and educational materials.

Practical Example: Clinic Poster

Prompt:

Create a waiting room poster with the heading "Flu Season is Here - Get Vaccinated Today" with an image of a family, warm colors, professional medical setting.



Advantage: Text appears clearly and legibly, unlike some AI image generators where text is distorted.

Part III: Video Creation Tools

1. Canva Video: Quick Medical Videos

Overview: Canva's video feature allows creation of animated presentations and simple explainer videos.

Practical Example: Animated Health Tip

Use Case: 30-second video on proper handwashing technique

Process:

1. Choose "Video" format (Instagram/TikTok dimensions)
2. Add text slides with each step
3. Include animated elements (water drops, soap bubbles)
4. Use timer to ensure proper duration for each step
5. Export with background music

2. Grok AI : Creating Medical 3D Educational Videos

Grok AI is a cutting-edge AI platform with strong skills for creating images and videos. Grok has recently added video generating capabilities that let medical practitioners use straightforward language explanations to produce beautiful 3D anatomical representations and instructional medical movies.

Grok AI allows doctors to create professional-quality medical visualizations in minutes by only expressing what they want to see, as contrast to traditional medical animation, which needs costly tools, 3D modeling knowledge, and weeks of production time.

Why Grok AI for Medical Education?

Key Advantages:

Anatomical Accuracy: AI-generated 3D medical visualizations based on extensive medical imaging training data

Cost-Effective: No need for expensive medical animation software or professional animators

Speed: Generate complex 3D medical videos in minutes instead of weeks

Customization: Create exactly the visualization you need for your specific teaching point

Accessibility: Simple text-based interface - no technical 3D modeling skills required

High Quality: Professional-grade output suitable for medical conferences, patient education, and academic presentations

Ideal Medical Applications:

- Anatomical education and demonstrations
- Pathological process visualization
- Surgical procedure animations
- Patient education videos
- Medical conference presentations
- Online medical courses
- Research presentations
- Social media medical education content

Step-by-Step Guide: Creating Medical 3D Videos with Grok

Step 1: Plan Your Visualization

Before writing your prompt, clearly define:

What anatomical structure?

- Specific organ or system
- Normal vs. pathological
- Internal vs. external view

What perspective?

- Camera angle and movement
- Close-up vs. wide view

- Cross-section vs. surface

What style?

- Realistic vs. illustrative
- Transparency levels
- Color scheme (clinical vs. colorful)

What's the educational goal?

- Patient education (simpler)
- Medical professional training (detailed)
- Conference presentation (high-impact)

Step 2: Write Your Prompt

Grok responds to detailed, specific prompts. Use this structure:

Prompt Template for Medical Videos:

Create a [type of visualization] showing [anatomical structure] with [specific features]. Include [important details]. Use [style preferences], [lighting], [background]. [Camera movement]. [Quality specifications].
For [intended use].

• Prompt Components Explained:

1. Type of Visualization:

- "professional medical 3D animation"
- "educational anatomical visualization"
- "clinical demonstration video"
- "scientific medical illustration"

2. Anatomical Structure:

- Be specific: "left ventricle of the heart" not just "heart"
- Include related structures: "with coronary arteries visible"
- Specify view: "cross-sectional view" or "anterior view"

3. Important Details:

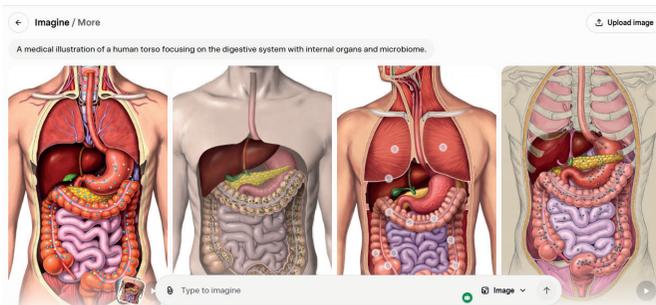
- "accurate anatomical proportions"
- "realistic textures"
- "detailed surface anatomy"
- "visible internal structures"
- "labeled major components" (or "no labels" if preferred)

4. Style Preferences:

- "clean medical illustration style"
- "photorealistic clinical rendering"
- "academic textbook quality"
- "modern medical visualization"

Step 3: Submit Your Prompt to Grok

1. Open Grok AI in X platform
2. Type Your Prompt in the chat box
 - Paste your carefully crafted prompt
 - Review for clarity and completeness
3. Submit the Request
 - Press Enter or click Send
 - Grok begins processing
4. Wait for Generation
 - Processing typically takes 30 seconds to 2 minutes
 - Video will appear in the chat thread when ready
 - You can continue browsing while waiting



Step 4: Review the Generated Video

3. BioDigital Human : 3D Visualization in Patient Education

When addressing intricate anatomical structures, disease processes, or surgical procedures, patients may find it challenging to understand the two-dimensional pictures, diagrams, or spoken explanations that are frequently used in traditional patient education.

By offering dynamic, rotatable, and explorable models that improve patient understanding and engagement, three-dimensional (3D) visualization technology fills this gap.

A comprehensive 3D platform called BioDigital Human (<https://human.biodigital.com/>) enables medical providers to create, alter, and distribute anatomically realistic human body models to patients. Patient education is transformed from passive information transmission to active, visual learning experiences with the use of this potent tool.

What is BioDigital Human?

BioDigital Human is a web-based platform that provides:

- Interactive 3D human anatomy models covering all body systems
- Disease and condition visualizations showing pathological changes
- Customizable presentations for patient-specific education
- Shareable links for patient access at home
- No software installation required - works directly in web browsers
- Mobile compatibility for bedside education

Key Benefits for Patient Education

- **Improved Understanding:** Instead of attempting to imagine from 2D graphics, patients may see exactly what you're conveying.
- **Active learning** is encouraged by allowing patients to zoom, rotate, and examine structures on their own.
- **Enhanced Retention:** When compared to verbal-only instruction, visual, interactive learning enhances information retention.
- **Decreased Anxiety:** Observing real anatomy and procedures makes medical issues and treatments less confusing.
- **Better Informed Consent:** When patients fully comprehend their disease and available treatments, they are better able to make decisions.
- Patients have the ability to review

Getting Started with BioDigital Human

Step 1: Accessing the Platform

1. Open Your Web Browser

- Use Chrome, Firefox, Safari, or Edge
- Navigate to: <https://human.biodigital.com/>

2. Create a Free Account

- Click "Sign Up" in the upper right corner
- Choose account type:
 - Individual Account (Free): Basic access to 3D models
 - Professional Account (Paid): Advanced features for healthcare providers

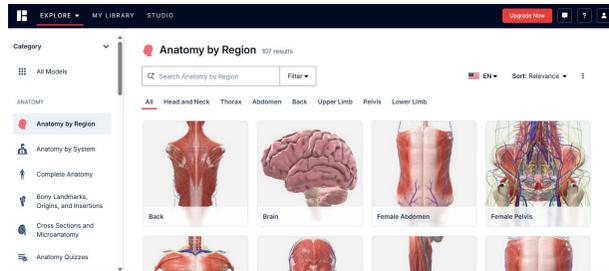
- Institutional Account: For hospitals/medical schools
- Enter your email address and create password
- Verify your email address

Step 2: Navigating the Interface

Once logged in, you'll see the main dashboard:

Top Navigation Bar:

- Search Box: Find specific anatomy or conditions
- Library: Access saved models and presentations
- Create: Build custom educational content
- Share: Generate links for patients
- Account: Manage settings



Main Viewing Area:

- Large 3D model display window
- Interactive controls around the model
- Information panels (can be shown/hidden)

Left Sidebar (when viewing a model):

- Body systems selector
- Conditions and diseases
- Filters and customization options
- Layer controls

Bottom Control Bar:

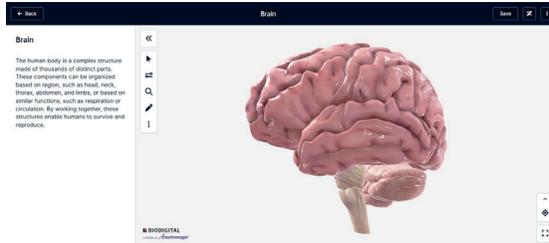
- Play/pause animations
- Reset view
- Fullscreen mode
- Screenshot/share options

Core Features of BioDigital Human

1. Interactive 3D Anatomy Models

What It Includes:

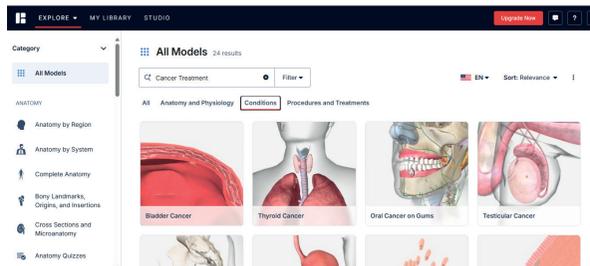
- Complete human body with all major systems
- Individual organs and structures
- Microscopic views (cells, tissues)
- Gender-specific anatomy
- Different age groups (adult, child anatomy)



Feature 2: Disease and Condition Models

Available Conditions (Examples):

- Cardiovascular: Myocardial infarction, atherosclerosis, heart failure
- Respiratory: COPD, asthma, pneumonia
- Orthopedic: Fractures, arthritis, joint replacements
- Neurological: Stroke, Alzheimer's disease, spinal cord injury
- Gastrointestinal: GERD, ulcers, inflammatory bowel disease
- Oncology: Various cancers with staging
- Endocrine: Diabetes, thyroid disorders
- And hundreds more...



Feature 4: Comparison Views

Side-by-Side Comparisons:

Practical Examples:

- Healthy lung vs. COPD lung
- Normal knee vs. arthritic knee
- Pre-surgery vs. post-surgery spine
- Young vs. aged skin cross-section

Feature 5: Animation and Time-Based Sequences

- Heartbeat and blood flow
- Breathing mechanics
- Joint movement
- Disease progression over time
- Surgical procedures step-by-step

Part IV: Presentation Tools

1. Gamma: AI-Powered Presentations

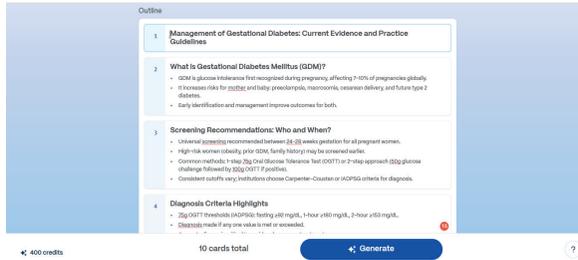
Overview: Gamma creates entire presentations from simple prompts, dramatically reducing preparation time.



Practical Example: Conference Presentation

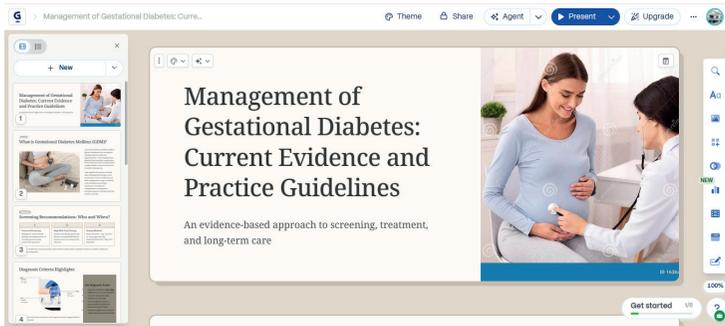
Prompt:

Create a 15-slide presentation on "Management of Gestational Diabetes: Current Evidence and Practice Guidelines" Include: definition, screening recommendations, treatment approaches, monitoring, and postpartum care.



Output: Complete presentation with:

- Title slide
- Structured content slides
- Visual elements and data presentation
- Conclusion slide
- Professional design theme



Customization: Edit content, adjust layout, add specific data or images.

Conclusion

Healthcare personnel may now create material more easily thanks to artificial intelligence.

Without specific technical training, doctors may produce professional patient education materials, captivating social media content, captivating presentations, and lucid explanatory films using the free resources provided in this chapter.

The key to successful implementation lies in:

- **Starting small:** Begin with one tool for one specific application
- **Practicing regularly:** Skills improve with consistent use
- **Maintaining ethics:** Always prioritize patient privacy and content accuracy
- **Iterating and improving:** Use feedback to refine your AI-assisted workflow
- **Sharing knowledge:** Teach colleagues and contribute to the medical community

As these tools continue to evolve, healthcare professionals who develop competency in AI-assisted content creation will be better equipped to educate patients, communicate research, and advance medical knowledge in an increasingly digital world.

The goal of medical communication in the future is to provide healthcare practitioners with technologies that increase their knowledge, broaden their reach, and improve their capacity to educate, enlighten, and heal rather than to replace human competence with artificial intelligence.

Remember: These tools are assistants, not replacements for medical expertise. Your clinical knowledge, ethical judgment, and patient-centered approach remain irreplaceable.

3



Digital Marketing & Ethical Patient Outreach

Introduction to Digital Marketing

Physicians and healthcare facilities may easily create a professional and trustworthy online presence with AI-based digital marketing solutions. Health information, patient education materials, and clinic updates can be sent via email, texting, and social media thanks to these technologies. Automation and AI-driven data can be used by doctors to schedule patient consultations, send follow-up messages and appointment reminders, and monitor patient engagement. All things considered, these kinds of solutions support increased visibility, patient trust, and efficient communication in healthcare marketing while upholding professionalism, ethical standards, and data protection.

1. Buffer: One Dashboard for Social Media Management

<https://buffer.com/>

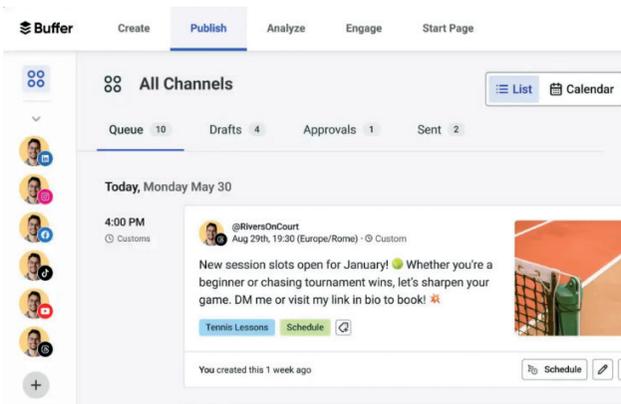
Social Media: A Key Tool for Today's Doctors

- Buffer is a social media management and scheduling software that allows businesses and individuals to plan, schedule, post, and manage social media content from a single dashboard.

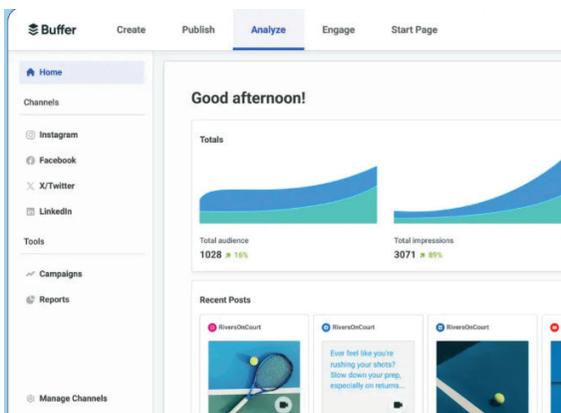
- Buffer helps companies and marketers maintain a steady online presence by automating postings to platforms including Instagram, Facebook, LinkedIn, TikTok, X (Twitter), and more.
- Users may preload material using its queue system, which eliminates the need for them to manually distribute it by posting it at the optimal times based on audience statistics.

Key Features for Digital Marketing

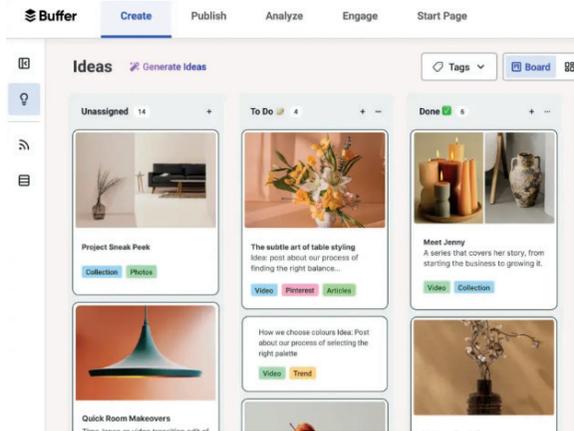
Publishing and Scheduling Add text, images, videos, or links to your posts to make them uniquely yours. To ensure that they arrive at the appropriate times, you may also employ smart queues or establish specified timings for them to arrive.



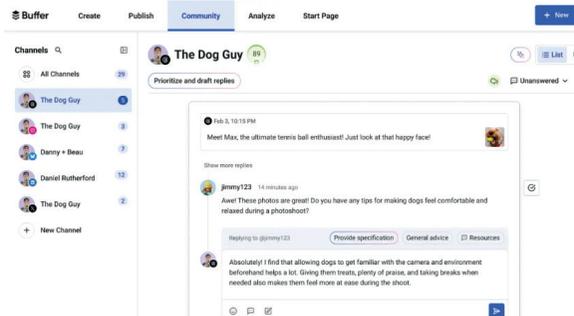
Analytics: To enhance tactics and SEO by obtaining more social signals and traffic, monitor engagement, reach, clicks, and performance metrics.



Content Tools: An AI assistant for brainstorming, a browser plugin for speedy sharing, and choices to adapt material for various platforms.



Community : Interact with your audience ten times faster on Facebook, Instagram, LinkedIn, Bluesky, Threads, and X. You may use Buffer's straightforward dashboard to help you prioritise and reply to comments.



Core Functions of Buffer

1. Social Media Scheduling: Instead of posting manually every day, Buffer allows you to:

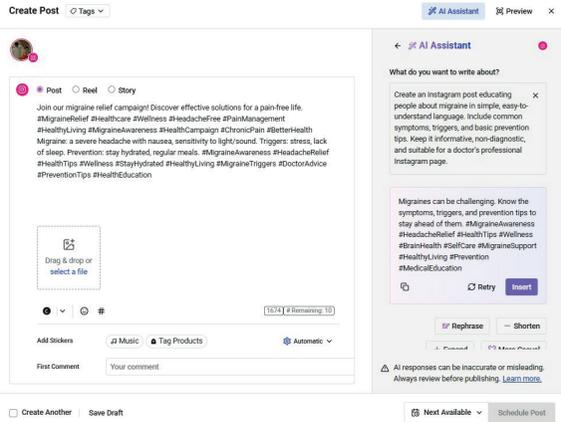
- Schedule posts for:
 - Facebook Pages
 - Instagram (Posts & Reels)
 - LinkedIn
 - X (Twitter)

- Decide date and time

Maintain a regular posting schedule

Example: A doctor schedules 7 health awareness posts on Sunday → they automatically post during the week.

For Example on Instagram channel we can post about “Educating people about migraine”

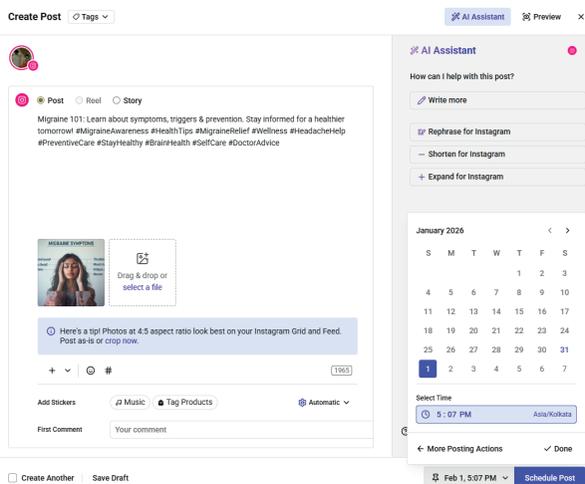


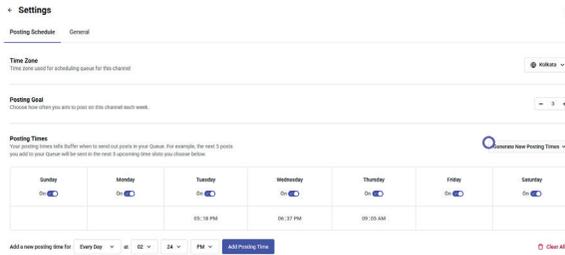
2. Content Planning & Queue System : Buffer uses a queue-based system:

- You set posting times (e.g., 10 AM, 6 PM)
- Add posts to the queue
- Buffer publishes them automatically

Benefits:

- No last-minute stress
- No missed health days
- Ideal for busy professionals





3. Multi-Platform Posting : With Buffer, one post can be adapted and shared across platforms:

- Same message, different tone
- Platform-specific formatting
- Preview before posting

Example:

- Instagram → Health tip with image
- LinkedIn → Same tip with professional explanation

4. Content Preview & Editing : Before publishing, Buffer shows:

- How the post will look
- Caption formatting
- Image/video placement

This is critical for:

- Avoiding errors
- Maintaining professional tone
- Ensuring ethical language

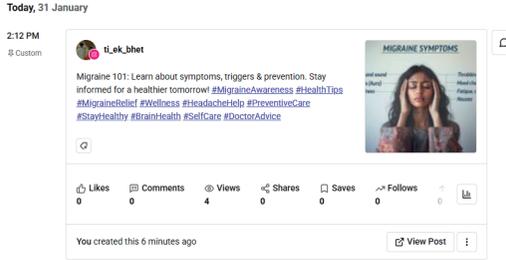
5. Analytics & Insights (Optional, Ethical Use)

Buffer provides basic analytics such as:

- Post reach
- Engagement (likes, comments)
- Best posting time

For doctors, analytics should be used to:

- Understand what educational topics patients engage with
- Improve clarity of awareness content



6. Team Collaboration (Clinics & Hospitals)

With role-based access and draft approval, Buffer enables many users to operate on the same social media account simultaneously. This ensures that information is responsibly assessed and published. This is particularly useful for clinics, hospitals, medical schools, and public health agencies since postings may be written by interns or staff, approved by senior physicians or administrators, and then scheduled in a safe, moral, and professional manner.

Example: Content written by intern → reviewed by senior doctor → scheduled via Buffer.

2. Brevo – Patient Engagement & Communication Platform

Introduction :

In today’s digital era, doctors and clinics need online communication tools to connect with patients, provide health information, and manage appointments. Brevo helps doctors send emails, SMS, and reminders easily. This booklet gives practical scenarios with quality indicators like identity, realism, constraints, and transparency.

Brevo (formerly Sendinblue) is a digital marketing and communication tool. It is used to send emails, SMS, WhatsApp messages, and manage contacts. Doctors and clinics can use Brevo to communicate with patients, send appointment reminders, share health awareness messages, and promote health camps. Brevo also provides reports to check how many people opened the message.

Campaign Purpose: Appointment Reminder + Free Health Camp Promotion

Doctor: Dr. Sharma (CityCare Clinic)

Step 1: Create Brevo Account & LoginTool Step:

1. Go to Brevo website
2. Click Sign Up / Login
3. Verify your email
4. Complete clinic profile (name, logo, email)

Step 2: Add Patient Contacts (with Consent)

1. Go to Contacts
2. Click Add Contacts
3. Upload Excel file or add manually
4. Create list: “CityCare Patients”

Step 3: Create a Segment (Target Group)

1. Go to Contacts → Segments
2. Click Create Segment
3. Set condition:
 - Example: Disease = “Diabetes”
4. Save segment: “Diabetes Patients”

Step 4: Create Email Campaign

1. Go to Campaigns → Email Campaigns
2. Click Create Campaign
3. Enter campaign name
4. Write subject line

Example: “Free Diabetes Check-up Camp – CityCare Clinic”

Create an email campaign

Regular A/B Test

Keep subscribers engaged by sharing your latest news, promoting your bestselling products, or announcing an upcoming event.

Campaign name

Free Diabetes Check-up Camp – CityCare Clinic 46/128

Tags

Select tags

Folder

Add to folder

Cancel Create campaign

Step 5: Design Email Content

Tool Step:

1. Choose Template or Drag & Drop Editor

2. Add:
 - Clinic logo
 - Doctor name
 - Message content
 - Appointment link
3. Add Unsubscribe link (auto added by Brevo)

Free Diabetes Check-up ... Draft Preview & Test Schedule

| | |
|--|-------------------|
| <p>Sender TIMSCDR · shweta.waghmare@timscdmumbai.in</p> | Manage sender |
| <p>Recipients 2 recipients · 300 remaining emails</p> | Manage recipients |
| <p>Subject Subject: Free Health Check-up Camp at CityCare Clinic – Register Now Preview: Limited slots available. Register today.</p> | Edit subject |
| <p>Design Create your email content.</p> | Start designing |
| <p>Additional settings Edit settings</p> | |

Preview View in inbox Send test email

From: shweta.waghmare@timscdmumbai.in 📧

Subject: Free Health Check-up Camp at CityCare Clinic – Register Now

Preview: Limited slots available. Register today.



CityCare Clinic – Dr. Sharma
Your Health, Our Priority

Free Health Check-up Camp – This Sunday

Register from here :
<https://forms.gle/yynGtbS4xn4478J1A>

Who would you like to preview this email as?

Select a contact

🔍 Search by email

After Receiving Email:

Free Health Check-up Camp at CityCare Clinic – Register Now Change Hide all

 TIMSCDR -shweta.waghmare@10495403.brevoeasend.com Unsubscribe
to me



CityCare Clinic – Dr. Sharma
Your Health, Our Priority

Free Health Check-up Camp – This Sunday

Register from here :
<https://forms.gle/yynGtbS4xn4478J1A>

If you wish to unsubscribe from our newsletter, click [here](#)



Principles and Best Practices of Ethical Patient Outreach

Doctors that undertake ethical patient outreach focus on enhancing patient care, respecting privacy, and creating trust via open, courteous, and voluntary contact. It puts placing the patient's well-being first (beneficence), honouring the patient's right to make their own decisions, ensuring tight privacy (HIPAA-compliant procedures), and receiving informed consent before talking to the patient. Outreach should always be transparent about its goals, whether they be health education, preventative screenings, or follow-up treatment. It should also not be forceful or culturally offensive.

Fundamentals of Ethical Outreach:

Protecting Patients' Confidentiality and Privacy

We must respect privacy guidelines to keep patient data safe. Never utilise identifying patient information for fundraising or advertising. This will keep patient information private at all times.

Knowledge-based Consent

Doctors need to make sure that patients expressly agree to receiving communications, especially for non-urgent, instructional, or marketing-related messages. The permission document should be easy for the patient to comprehend and sign.

Participation is optional

To preserve patient autonomy, there should be accessible options for patients to opt out of all types of contact. Patients should never feel like they have to take part.

Beneficence

All outreach initiatives must be in the best interests of the patient. For example, they might aid with managing chronic conditions, receiving preventative treatment, or improving overall health outcomes.

Openness

The patient should be informed about who is contacting them, why, and how their data is being utilised. Accountability and trust will grow as a result.

How to Reach Out to Patients in an Ethical Way :

Management of Targeted Care

Outreach should target particular patient populations that need preventative treatments like immunizations, screenings, or chronic care management rather than broad, uninvited marketing campaigns.

Sensitivity to Culture

Outreach materials must to be accessible to all, culturally sensitive, and simple to understand. This implies that they ought to be offered in a variety of languages and formats that suit a range of patient types.

Being competent

All correspondence should be kind and professional, with a focus on treatment continuity rather than patient volume or revenue generated by the practice.

A Clear Call to Action

Patients should receive accurate and useful information from messages so they may make informed decisions regarding their health.



Clinic Management & Operational Efficiency

AI is revolutionizing healthcare systems by boosting clinic management and operations. AI streamlines administrative procedures, improves patient care, lowers costs, and boosts overall efficiency through the use of machine learning, data analytics, and automation tools. In clinic management, AI helps automate mundane processes, assists decision-making, and improves service quality.

Why AI is needed in Clinic Management?

Artificial intelligence is significant in healthcare administration for various reasons:

1. Lessens the burden of administration

Clinics manage a lot of paperwork, patient records, appointments, and billing. AI reduces human error and saves time by automating these repetitive operations.

2. Enhances Efficiency in Operations

AI systems ensure seamless everyday operations by optimizing staffing, scheduling, and resource consumption.

3. Improves the Experience of Patients

AI technologies shorten wait times, respond more quickly, and make recommendations for individualized care.

4. Improved Assistance with Decisions

AI supports clinical and operational choices by analyzing patient and clinic performance data.

5. Cutting Expenses

Predictive systems and automation cut down on pointless testing, delays, and operational waste.

6. Management Driven by Data

AI transforms unprocessed clinic data into insightful information for forecasting, planning, and performance enhancement.

Tatva Care

TatvaCare is an all-inclusive healthcare platform that leverages technology to speed up clinical practice and enhance patient care delivery. It provides a single, secure platform to handle clinical workflows, communicating with patients, and optimizing office operations for medical professionals. With just one login, the platform's approved by the ABDM electronic medical record (EMR) system enables effective documenting, scheduling appointments, teleconsultations, digital prescriptions, and safe patient data storage. It also makes medical insights, evidence-based healthcare data, and patient engagement tools more accessible, which improves the results for patients and care quality. TatvaCare encourages a data-driven approach to practice growth and chronic illness management while empowering physicians to concentrate more on patient care and less on paperwork by lowering administrative load and linking the care ecosystem.

tatvacare Solutions • Products • ABHA • Blogs • About Us

Let's make every day better!

TatvaCare is a digital system that empowers both healthcare professionals and individuals with chronic conditions to create healthy habits leading to positive health outcomes.

For Individuals For Healthcare Professionals

TATVACARE PRODUCTS

We enable doctors by digitizing their practice journey and provide patients with personalized care programs.

We facilitate a positive health journey and improve patient's outcomes, by improving the quality of care on one end and enhancing the quality of life on the other.

A. Steps to join Tatva Care

1. Open: <https://www.tatvacare.in/tatvapractice/>
2. Select Get 7 days free trial
3. Register using contact number an otp verification
4. Now Setup your Account:
 - a. Enter your name and specialty

Final Setup! Next

Basic Info Clinic Details Upload ID

Your Full name (First & Last name) *

Dr Enter your Full name

Specialty *

Enter your specialty

- b. Enter Clinic Details

Final Setup! Next

Basic Info Clinic Details Upload ID

Clinic Name *

Enter your Clinic Name

Clinic Pincode *

Enter your Clinic pincode Detect Location

Clinic Address

Enter your Clinic Address (Building, Street etc)

- c. Upload government ID and MRC certificate

Final Setup! Skip & upload later Finish Setup

Basic Info Clinic Details Upload ID

Government ID Proof *

Click To Upload

Upload Aadhar Card /PAN Card/any available Government ID proofs for verification

and

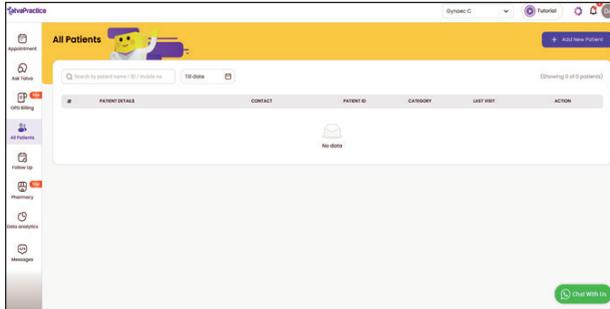
MRC Certificate *

Click To Upload

Upload Medical Registration Certificate for verification

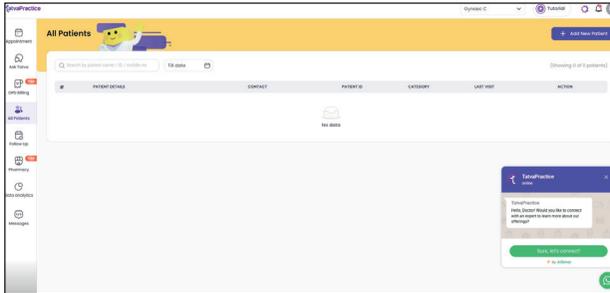
B. Steps to Add patient

1. Select All patients tab



2. Click on Add new patient button

3. Enter patient Details and Click on Add patient button



C. Steps to create appointment for a patient

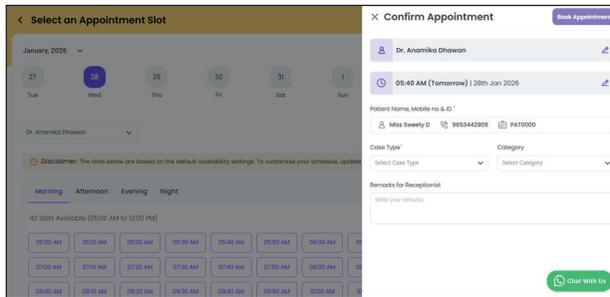
1. Select Appointments Tab



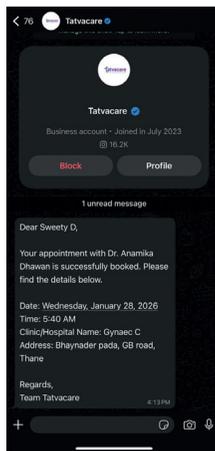
2. Enter Details of appointment

- Select date and time slot
- Select patient from database slot
- Select case type

d. Click on book appointment button

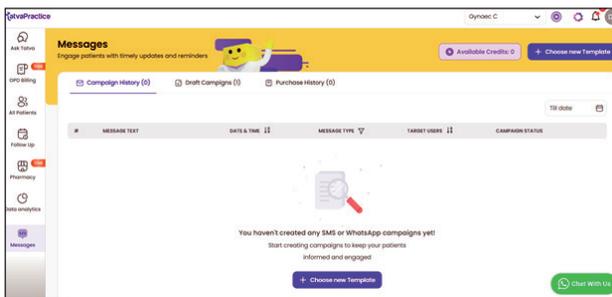


3. Patient will receive Appointment details on registered number WhatsApp

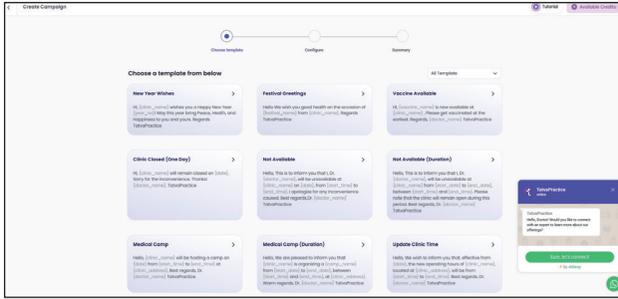


D. Steps to engage patients with timely updates and Reminder

1. Select Messages Tab
2. Click on Choose new template

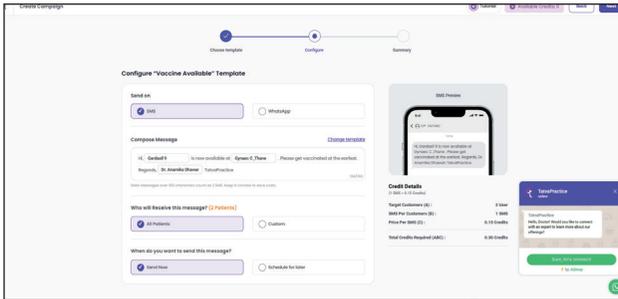


3. Select a template from it for example: vaccine Available

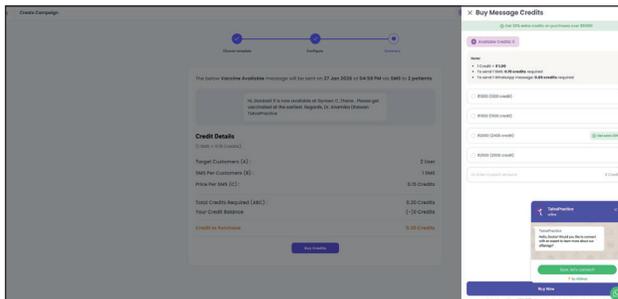


4. Compose message for available vaccine

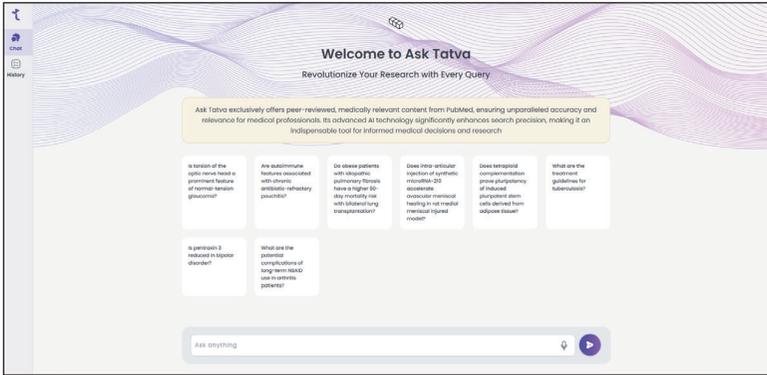
- Enter Vaccine name.
- Enter available center name
- Enter Doctor name
- Click on Next button



5. Here Credits per patient will be utilized as 0.15 credits per message to a patient



Tatva AI



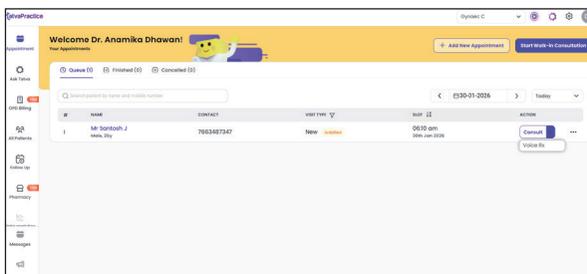
Tatva AI (Ask Tatva) is an innovative, AI-powered clinical research and decision-support tool built exclusively for healthcare professionals. It makes it possible for medical educators, researchers, and clinicians to pose complicated medical queries and get accurate, fact-based responses from peer-reviewed biomedical literature, including PubMed-indexed sources.

The platform makes use of state-of-the-art artificial intelligence to improve information relevancy, contextual comprehension, and search accuracy, enabling users to obtain clinically significant insights more rapidly. Tatva AI facilitates medical information discovery, helps research workflows, and supports well-informed clinical decision-making via an easy-to-use chat-based interface.

Tatva AI functions as a dependable digital assistant for evidence-based medicine, academic research, and ongoing medical education by fusing intelligent query processing with trusted scientific content. This reduces the amount of time spent on manual literature searches while enhancing the standard of care and research results.

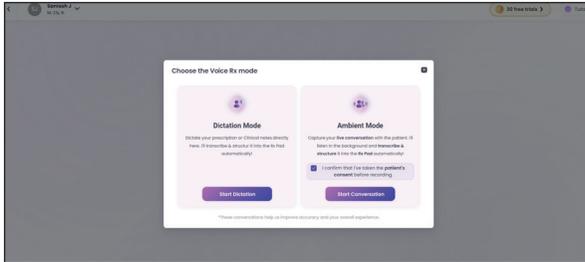
Consultation Using Voice Rx

1. In Appointments tab Select Voice Rx in Action Option

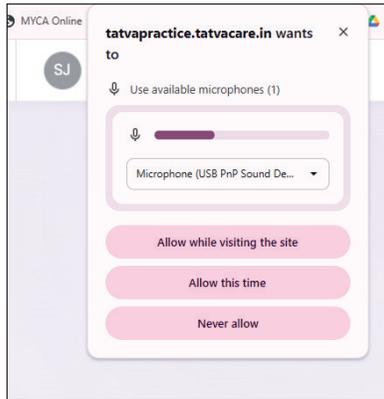


2. Select Start Consultation

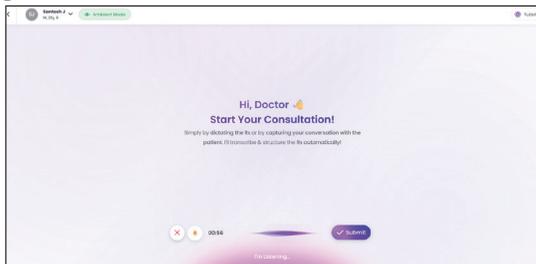
3. Select Preferable mode



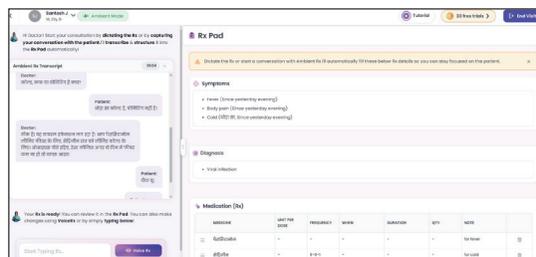
4. Click on Start conversation and allow mic use



5. After Recording click on submit



Rx Pad output after conversation (In Hindi)



Rx Pad output after conversation (In English)

The screenshot shows a patient chat window on the left and the Rx Pad on the right. The chat transcript includes a patient message about cough and throat pain, a doctor's advice to use Amoxicillin and Paracetamol, and a follow-up question about improvement. The Rx Pad displays the following medication list:

| Medicine | Unit Per Dose | Frequency | Route | Duration | Qty | Note |
|-------------|---------------|-----------|-------|----------|-----|--------------------------|
| Amoxicillin | - | 3-3 | - | 3 days | 6 | - |
| Paracetamol | - | - | - | 3 days | - | Take after meals or pain |
| Paracetamol | - | 3-3 | - | 3 days | 6 | - |

Below the medication list, there is an 'Advice' section with the following instructions:

- Single with warm/boil water
- Drink plenty of fluids

B. Steps for Certificate Creation for Patient

1. Select Create Certificate

The screenshot shows the patient profile page for Dr. Anamika Dhowant. The 'Actions' dropdown menu is open, and the 'Create Certificate' option is highlighted. Other options in the menu include Birth Certificate, Advance Report, Add Lab Results, Cancel Appointment, Create Certificate, End Visit, and Upload Medical Records.

2. Select Certificate Type (Ex: Medical Leave Certificate)

The screenshot shows the 'Create Certificate' dialog box. The 'Select certificate template' section lists several options, with 'Medical Expenditure Certificate 52' selected. Other options include Prescription, Birth Certificate, -, DAMA SUMMARY 27, DISCHARGE SUMMARY, DISCHARGE SUMMARY - FINAL, TRANSFER LETTER 04, and Experience Certificate. At the bottom, there is a checkbox for 'Want to create custom certificate?' and a 'Create Certificate' button.

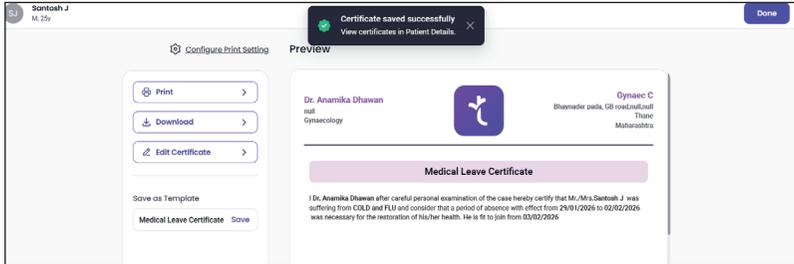
3. Enter Diagnosis, date range for rest(This can also be Customized)

The screenshot shows the 'Medical Leave Certificate' form. The text area contains the following pre-filled text:

Dr. Anamika Dhowant after careful personal examination of the case hereby certify that Mr./Mrs. **Santosh J** was suffering from **Enter Diagnosis** and consider that a period of absence with effect from **dd-mm-yyyy** to **dd-mm-yyyy** was necessary for the restoration of his/her health. We is fit to join from **dd-mm-yyyy**.



4. Select Download/Print/Edit Option as per requirements



INSTITUTES MANAGED BY



THAKUR EDUCATION GROUP



Thakur Vidya Mandir
High School &
Junior College
(1990)



Thakur College of
Science &
Commerce
(1992)



Thakur College of
Engineering and
Technology
(2001)



Thakur Institute of
Management Studies,
C D and R
(2001)



Thakur Institute of
Management Studies
and Research
(2002)



Thakur Public
School
(2003)



Thakur Institute
of Aviation
Technology
(2006)



Thakur Shyamnarayan
College of Education
and Research
(2007)



Thakur International
School
(2008)



Thakur School of
Global Education
(2008)



Thakur Shyamnarayan
High School & Junior College
(English Medium)
(2013)



Thakur School of
Architecture &
Planning
(2014)



Thakur Vidya Mandir
Global School
(Azamgarh, U.P.)
(2016)



Thakur Shyamnarayan
Degree College
(2016)



Thakur Ramnarayan
College of
Arts & Commerce
(2017)



Thakur Ramnarayan
College of Law
(2018)



Thakur Global
Business School
(2020)



Thakur Ramnarayan
Public School
(2021)



Thakur Bhagwanidevi
Musafir Public School
(2023)



Thakur Specialised
Degree College
(2023)



Thakur Shyamnarayan
Engineering College
(2024)



Thakur Shree DPS College Of
Engineering & Management
(2025)



Thakur Indrasandevi Public School
(ICSE School)
(2025)



Thakur Educational Trust's (Regd.)

THAKUR INSTITUTE OF MANAGEMENT STUDIES, CAREER DEVELOPMENT & RESEARCH

Autonomous Institute Affiliated to University of Mumbai, Approved by AICTE, DTE and Govt. of Maharashtra

ISO 21001 : 2018 Certified • MCA Program Accredited by National Board of Accreditation (NBA)

Institute Accredited with A+ Grade by National Assessment and Accreditation Council (NAAC)

Thakur Educational Campus, Shyamnarayan Thakur Marg, Thakur Village, Kandivali (E), Mumbai - 400 101

• **Tel:** 6730 8301, 02, 28840484/91

Email : timsedr@thakureducation.org • **Website :** www.timsedrmumbai.in • www.thakureducation.org