***Company Background:***

**Company Background:**  
Medical AI Solutions (MAIS) is focused on improving patient adherence to medication and treatment plans through AI-driven solutions. Our platform is designed to support patients outside the clinical setting by providing personalised medication reminders and tailored support, delivered through accessible channels such as telephone calls. The company’s mission is to empower patients by providing them with accessible healthcare information, enabling them to make well-informed decisions that ultimately lead to improved adherence and better health outcomes.

The question aims to address a critical issue in healthcare, medication non-adherence. Non-adherence leads to poor health outcomes, increased hospitalisations, and higher healthcare costs. High-risk groups, such as elderly patients, often struggle with adherence due to low technological proficiency or lack of access to modern digital tools. By exploring strategies to engage these patients effectively, the question seeks to identify ways in which AI-driven solutions, can be leveraged to bridge these gaps and overcome barriers to adherence.