



HEALTHCARE SECTOR TRANSFORMATION

Multi-Tenant AI Content Automation

with Human-in-the-Loop Governance



UNITED KINGDOM



HEALTHCARE AI
HUMAN-IN-THE-LOOP

Multi-Tenant AI Content Automation

Human-in-the-Loop Governance



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ENGAGEMENT MANDATE

A multi-clinic healthcare provider faced declining patient engagement due to inconsistent communication and limited internal capacity to deliver personalised, compliant content at scale.

The commercial risk included missed reactivation opportunities, reduced appointment bookings and brand inconsistency across locations.

CB Tech Consulting was engaged to design and deliver an automated solution that removed operational bottlenecks while maintaining full brand and regulatory control.

STATEMENT OF WORK DELIVERED

CB Tech Consulting designed and delivered a multi-tenant AI content automation platform with the following scope:



AI engine generating clinic-specific editorial content



Automated segmentation across distinct patient lists and locations



Human-in-the-Loop approval workflow routing drafts to clinic owners with explicit accept/decline controls



GDPR-aligned data handling and delivery logic



The solution was architected to operate autonomously post-delivery, without ongoing consultancy dependency.





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COMMERCIAL & OPERATIONAL OUTCOMES



EFFICIENCY

~90%

Reduction in weekly editorial effort



REVENUE UPLIFT

£12,000+

Estimated annual revenue uplift, based on conservative client reactivation assumptions



RETENTION

Improved patient retention through consistent, personalised communication



OVERHEAD

Zero additional staffing or operational overhead



RISK & CONTROL



100% brand safety enforced through approval gates



Governance embedded into the workflow by design



Clean delivery with no requirement for ongoing operational involvement

