



HEALTHCARE SECTOR TRANSFORMATION

# Multi-Tenant AI Content Automation

with Human-in-the-Loop Governance



UNITED KINGDOM



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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

