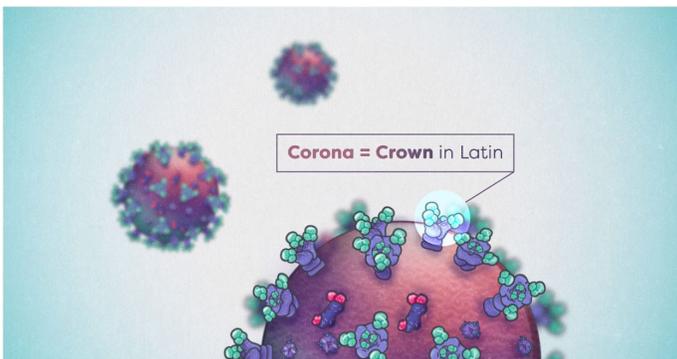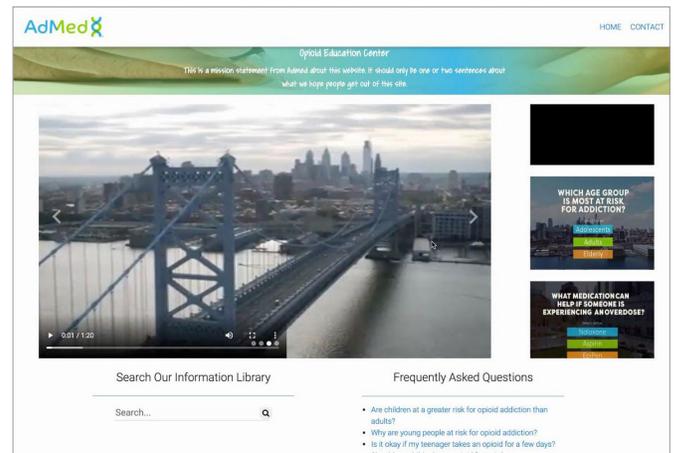# HOW ADMED AND IBM CREATED AN AI CHATBOT AND VISUAL LEARNING VIDEO ON COVID-19

Make Healthcare Education Smarter with Watson

There doesn't seem to be an easy way to communicate accurate scientific information, especially in times where the COVID-19 pandemic is by far the most searched topic on Google, driving our news, politics, and economy. Having so much information available has also led to the wide spread of all sorts of misinformation, including conspiracy theories and unproven treatments which easily go viral only to worsen the already existing public health crisis.

And just like COVID-19, there are a number of other public health issues which need to be addressed, including the opioids epidemic. According to the CDC, between 1999 and 2018, almost 450,000 people died from an overdose involving any opioid, including prescription and illicit opioids.

AdMed Inc. has partnered with IBM to create the ultimate learning experience for these and other crucial healthcare topics, making the information available to a variety of audiences ranging from sales teams and healthcare professionals, all the way to consumers. By leveraging IBM's AI platform, AdMed has opened a new umbrella of possibilities for smarter and more interactive learning.

Understand the Science

AdMed Inc. is an integrated agency whose mission is to ensure that healthcare professionals, sales teams, employees, and consumers understand the science behind their products. AdMed is able to make science simple with their under-2-minute video lectures presented by doctoral-level scientists who educate on new medicines to treat disease and improve quality of life. AdMed is coupling its visual learning experience with an interactive interface utilizing Watson, to cover a variety of topics, including:

Credit: Jeffrey Totaro

1. **Covid-19:** The science behind the virus, the mechanism of action, and upcoming treatments under approval.

2. **Opioid addiction and epidemic:** The science behind the neurobiology of addiction/substance abuse and what we can do to prevent the next generation from suffering.

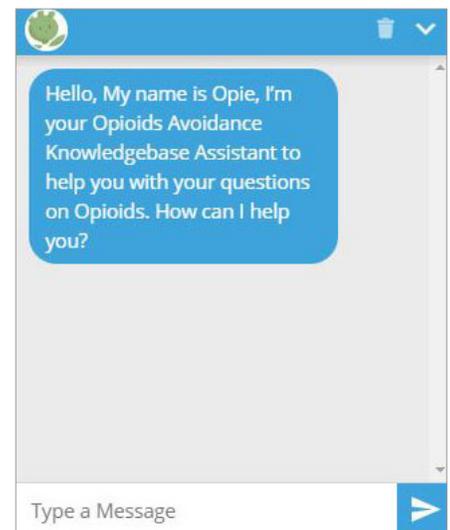3. **Women's health:** The science behind diseases and treatments to improve quality of life.

Just ask Watson — I mean Opie

© 2020 AdMed Inc.

AI can certainly help make learning experiences smarter. Imagine you could ask questions to a virtual teaching assistant, and get not only the answers but also references to videos and playback containing the searched topics. This is exactly what Watson Assistant enables, giving birth to Opie, the cutest virtual assistant in town.

Powered by IBM Natural Language Understanding research, "Watson Assistant lets you build, train, and deploy conversational interactions into any application, device, or channel. Most chatbots try to mimic human interactions, which can frustrate users when a misunderstanding arises. Watson Assistant is more. It knows when to search for an answer from a knowledge base, when to ask for clarity and when to direct users to a human. Watson Assistant can be deployed in any cloud or on-premises environment — meaning smarter AI is finally available wherever you need it."

Hello, My name is Opie, I'm your Opioids Avoidance Knowledgebase Assistant to help you with your questions on Opioids. How can I help you?

Type a Message

**Contact AdMed to see a demo of our PI Assistant at 267-750-8471 or info@admedinc.com.
Visit us at www.admedinc.com.**

With Watson™

AdMed | Chatbots and Microlearning Videos
admedinc.com | info@admedinc.com | 267-750-8471

With Watson is a trademark of IBM Corp., registered in many jurisdictions worldwide.
© 2020 AdMed Inc.