

# ANDY SQUIRE

The Architect | Founder & CEO, [PatientCentricCare.AI](https://PatientCentricCare.AI)

Basel, Switzerland | [andy@patientcentriccare.ai](mailto:andy@patientcentriccare.ai) | LinkedIn: [Andy Squire](#)



## #PatientFirstAI | Empowering Patient Independence using AI & Robotics

### THE VISION

A 35-year veteran of Healthcare Business, IT, and Service Design, bridging the gap between clinical necessity and robotic capability. Founder of PatientCentricCare.AI, the company building the "Safety OS" for the \$1 Trillion Humanoid Healthcare market. Pioneering the "US-First" regulatory strategy to deliver FDA-cleared robotic caregivers by 2031.

### CORE COMPETENCIES

**Strategic Architecture:** Designing complex, regulated ecosystems where AI, Hardware, and Humans collaborate safely.

**Regulatory Strategy:** Expert navigation of FDA/MDR frameworks for Software as a Medical Device (SaMD).

**Patient Advocacy:** 2-time cancer survivor and advocate, ensuring technology serves patient dignity and independence.

**AI Orchestration:** Creator of the "Strategic Triad" operating model (Human-Architect / AI-Orchestrator / AI-Builder).

### PROFESSIONAL EXPERIENCE

#### Founder & CEO | PatientCentricCare.AI

2024 – Present

- Developing the industry-standard "Safety OS" for humanoid robotics in healthcare
- Designed the proprietary "Sluice Gate" liability management framework
- Secured strategic roadmap for US (2031) and EU (2033) market entry via FDA SaMD pathway
- Orchestrated lean, AI-augmented operation achieving venture-scale outputs with capital efficiency
- Driving 3x month-over-month website traffic growth through strategic content and positioning

#### Senior Digital Business Analyst | Roche (contractor)

2019-2023

- Architected a streamlined medical inquiry workflow, balancing stakeholder requirements with compliance protocols
- Accelerated Global Patient Journey Platform scaling across Sprint teams & divisions
- Nominated for Patient Change Agent Award in Entrepreneurship Program

#### Digital Solution Expert | Takeda (contractor)

2018-2019

- Optimized HCP / patient customer experience CX - trust, relevance, simplicity, Score increased by +20%
- Co-created multi-channel EU ecosystem for HCP Portal, website, email, social, mobile, e-Congress, webinar etc
- Product Owner for HCP Portal - prioritised features (Agile Sprints) - increased usage of HCP Portal by >50%

#### Global Lead Digital Content | Novartis (permanent)

2009-2017

- Directed a high-performance team of 10 FTEs, establishing **Governance Framework** for the Social Media CoE
- Developed multichannel strategy, including \$5M insights campaign for \$1.5B Ophthalmology brand

### EDUCATION & CREDENTIALS

#### AI IN HEALTHCARE

#### ARTIFICIAL INTELLIGENCE PROGRAMME

#### AI FOR LEADERS IN HEALTHCARE

#### AI DATA-DRIVEN DESIGN FOR CX

#### B.Sc. (Hons) BIOMEDICAL SCIENCES

Harvard Medical School (2026 Cohort)

Saïd Business School / University of Oxford Q4-25

Microsoft / INSEAD, Q2-25

University of Cambridge, Q4-24

University of Bradford, UK, 1986-1990