

Empower AI One-Pager

One-liner: Empower AI is a digital health startup leveraging AI to educate and empower patients after hospital discharge, improving health literacy and reducing readmission rates.

Problem: Patients discharged from hospitals, particularly those from underserved backgrounds, struggle to recall critical diagnoses and treatment plans, leading to higher readmission rates, wasted resources, and poor health outcomes.

Target User: Recently discharged acute-care patients across all demographics, targeting 500 patients in the first 12–18 months and scaling to 5,000 by year 3 within large hospital systems.

Solution / Product: An AI-powered SMS-based platform delivering personalized, multimodal educational content (text, video, audio) aligned to each patient's discharge plan, aiming to improve patient recall of diagnoses and treatment plans.

Revenue Model: The revenue model is not explicitly stated, but it is likely to be based on subscription fees or per-patient charges, potentially supported by corporate partnerships or funding from Unity Health Toronto.

Moat / Tech Edge: Empower AI's proprietary patient-encounter data and advanced analytics, combined with generative AI capabilities, provide a unique edge in delivering personalized content tailored to diverse literacy levels, languages, and cultures.

Market Thesis: The market thesis is that there is a significant care gap after hospital discharge, worsened by the ongoing human resource crisis. Empower AI's solution addresses this gap by leveraging AI to deliver personalized patient education, reducing readmission rates and associated costs.