[Justification for AI Award Phase](https://malue.sharepoint.com/sites/MalueArchtecture/_layouts/OneNote.aspx?id=%2Fsites%2FMalueArchtecture%2FSiteAssets%2FMalue%20Archtecture%20Notebook&wd=target%28AI%20and%20Machine%20Learning.one%7CC65D1B39-F0B0-4A94-85CB-CA292533CD71%2FJustification%20for%20AI%20Award%20Phase%7C595148B5-A238-4FD1-954C-A70B09DAF3A0%2F%29)

Inefficiencies and waste in healthcare are widely acknowledged. This is exacerbated by the paucity of good information about the real usability, efficacy and sustainability of these products and services.

Malue intends to reverse the lack of information by collecting healthcare workers’ and patients’ experience of products and services, analysing these, and providing recommendations to enable more sustainable and appropriate choices.

Providing this feedback enables those in healthcare to be proactive in improving both the targeting of spending and overall patient outcomes by choosing, or at least influencing the future choice of, the best product for the circumstances.

By collecting the real-life experience of products and services close to the point of use Malue will create a powerful collection of detailed data from which Artificial Intelligence algorithms will be used to make recommendations about the optimum product or service based on the ambient conditions of, for example, a proposed procedure.

The purpose of the proposed project is to build on the investigations that have been undertaken in the form of literature analyses, interviews with healthcare professionals, both clinical and management and the results of six structured Focus Groups involving healthcare professionals, management and patients. This initial phase has enabled Malue to construct a proposed design for a platform collecting experiential data using mobile, web and desktop applications, analysing the data using AI recommendation algorithms and presenting it back to these contributors.

The projected outcome of this project will be:

* validation of the Malue premise: that experiential data collected from healthcare professionals and patients can be used to contribute to influencing better choices.
* refined and validated AI models to be used for recommendations and analyses.
* a version of the Malue platform, ready for piloting to a wider NHS audience.
* substantial quantitative analysis of the data collected