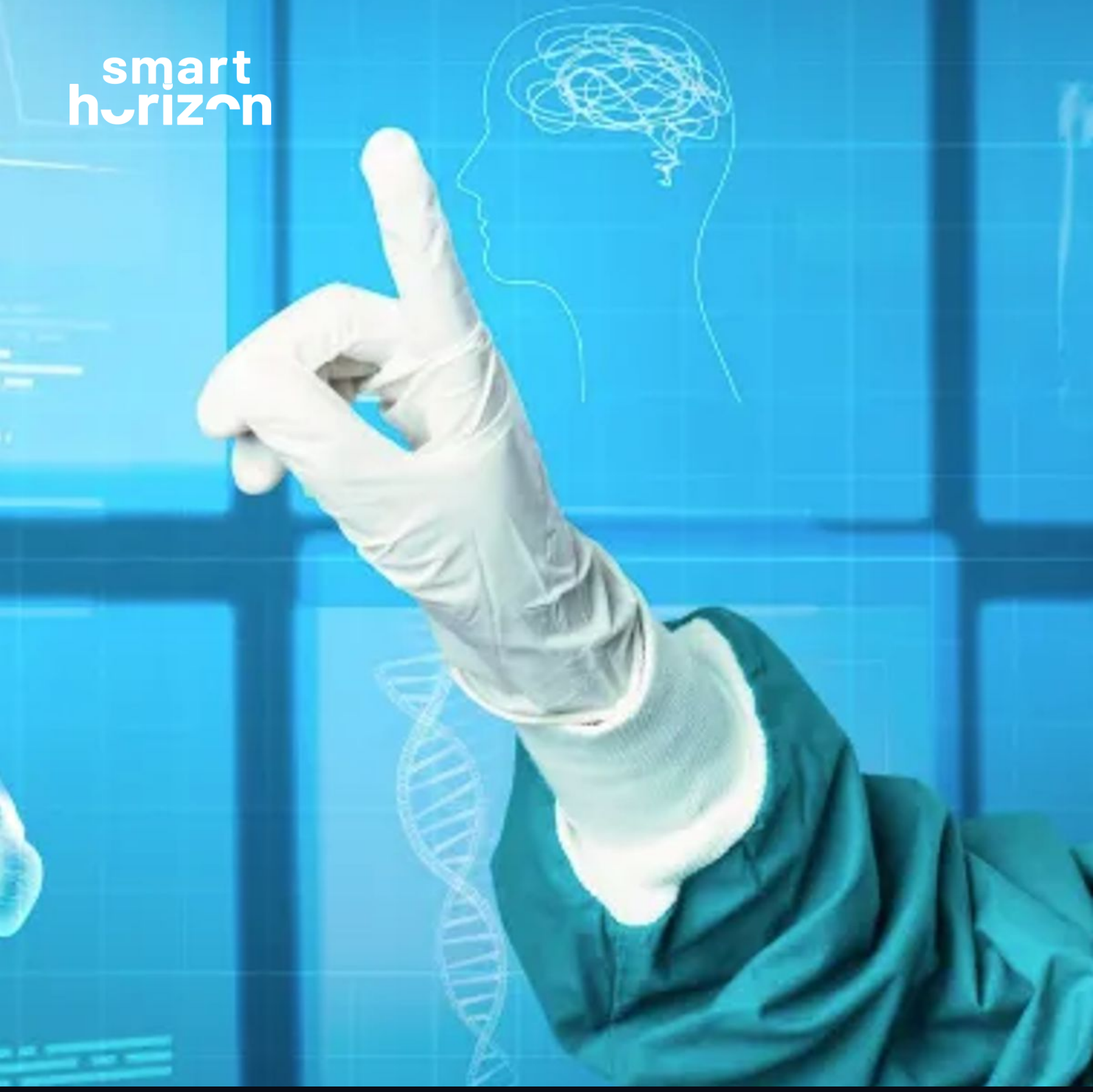


DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

AI Medical Chatbot: Enhancing Patient Communication

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

This course focuses on the development and implementation of AI medical chatbots to improve patient communication. Participants will learn to design, evaluate, and integrate chatbots into healthcare settings, addressing real-world challenges in patient engagement and information dissemination.

Healthcare professionals face increasing demands for effective patient communication, often hindered by time constraints and resource limitations. AI medical chatbots can alleviate these challenges by providing timely responses to patient inquiries, improving access to information, and enhancing overall patient satisfaction. Understanding how to implement these technologies is crucial for modern healthcare delivery, as it allows professionals to streamline communication processes and reduce the burden on clinical staff. Participants will also explore the integration of chatbots into existing systems, ensuring that they complement clinical workflows and enhance patient experiences. This knowledge is vital for professionals aiming to leverage technology to meet patient needs and improve healthcare outcomes.
Participants will engage in hands-on exercises that simulate real-world scenarios, allowing them to design and evaluate chatbot interactions. They will learn to assess patient needs, develop appropriate responses, and integrate chatbots into existing systems. This practical experience will equip them with the skills to enhance patient communication and streamline healthcare processes. By the end of the course, attendees will be capable of implementing chatbot solutions that not only address common patient queries but also provide valuable insights into patient behaviour and preferences, ultimately leading to improved healthcare delivery and patient engagement.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, case studies, and simulations to build practical capabilities. Participants will work in groups to design chatbot dialogues, assess user interactions, and analyse performance metrics. Each day culminates in a hands-on activity where participants create tangible outputs, such as chatbot scripts or evaluation reports, demonstrating their learning and application of concepts. This approach ensures that participants not only understand theoretical aspects but also gain practical experience in developing and implementing AI chatbots in healthcare settings, making the learning process relevant and applicable to their professional roles. By focusing on real-world applications, participants will leave with actionable insights and tools.



Course content

Course objectives

By the end of this course, participants will be able to:
• Design a user-friendly chatbot interface tailored for patient interactions and needs.
• Evaluate existing chatbot technologies based on specific healthcare requirements and user feedback.
• Analyse patient communication challenges and propose AI-driven solutions to enhance engagement.
• Develop a comprehensive chatbot dialogue flow for common patient queries and scenarios.
• Assess the effectiveness of chatbot interactions using user feedback metrics and performance data.
• Integrate chatbot solutions into existing healthcare communication systems and workflows effectively.
• Create a training plan for staff to manage chatbot interactions and ensure optimal performance.
• Justify the selection of chatbot features based on patient demographics and communication preferences.

Target audience

This course is suitable for:
• Healthcare IT professionals responsible for digital communication tools.
• Clinical staff seeking to enhance patient engagement through technology.
• Healthcare administrators aiming to improve operational efficiency and patient satisfaction.
• UX/UI designers focused on healthcare applications and patient interfaces.

Target competencies

Participants will develop competencies in:
• Designing intuitive chatbot interfaces for healthcare applications.
• Evaluating chatbot performance against patient communication needs and expectations.
• Analysing user feedback to improve chatbot interactions and user experience.
• Developing effective dialogue flows for patient inquiries and concerns.
• Integrating AI solutions into existing healthcare frameworks and systems.
• Implementing user-centric design principles in healthcare technology development.
• Creating training materials for staff on chatbot management and usage.
• Justifying chatbot design choices based on user demographics and communication needs.

Course outline



Course content

Day 1: Introduction to AI Chatbots in Healthcare

Applied activity: Participants will analyse a case study of a successful AI chatbot implementation in a healthcare setting. They will identify key features that contributed to its success and discuss potential improvements based on their insights and experiences.
Output: A summary report highlighting key features and improvement suggestions for chatbot implementation.

09:00–09:54	Overview of AI and chatbot technology in healthcare settings.
09:54–10:48	Understanding patient communication needs and challenges in modern healthcare.
10:48–11:00	Key benefits of AI chatbots for patient engagement and satisfaction.
11:00–11:30	**Coffee break**
11:30–12:12	Key benefits of AI chatbots for patient engagement and satisfaction. (continued)
12:12–13:06	Ethical considerations in AI healthcare applications and patient data privacy.
13:06–14:00	Current trends and future directions in medical chatbots and their impact on care delivery.

Day 2: Designing Chatbot Interfaces

Applied activity: In groups, participants will design a prototype chatbot interface for a specific patient scenario, focusing on user experience, accessibility, and dialogue flow. They will present their designs to the class for feedback.
Output: A prototype chatbot interface and a presentation summarising its features and intended user interactions.

09:00–09:54	Principles of user-centred design for effective chatbot interfaces.
09:54–10:48	Creating intuitive conversation flows for patient interactions and queries.
10:48–11:00	Tools and platforms for chatbot development and prototyping.
11:00–11:30	**Coffee break**
11:30–12:12	Tools and platforms for chatbot development and prototyping. (continued)
12:12–13:06	Prototyping chatbot interfaces using design software and user feedback.
13:06–14:00	Testing and iterating on chatbot designs based on user experience evaluations.

Day 3: Developing Chatbot Dialogue Flows

Applied activity: Participants will develop a dialogue flow for a chatbot addressing frequently asked questions about a specific medical condition. They will ensure clarity, empathy, and accuracy in the responses provided to patients.
Output: A detailed dialogue flow document for the chatbot, including sample interactions.



Course content

09:00–09:54	Identifying common patient queries and concerns to inform chatbot responses.
09:54–10:48	Crafting effective and empathetic responses for chatbot interactions.
10:48–11:00	Utilising natural language processing to enhance understanding of user inputs.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising natural language processing to enhance understanding of user inputs. (continued)
12:12–13:06	Testing dialogue flows for clarity, engagement, and effectiveness in real scenarios.
13:06–14:00	Iterating on dialogue based on user testing results and feedback.

Day 4: Evaluating Chatbot Performance

Applied activity: Participants will evaluate a sample chatbot's performance using provided user feedback data, identifying strengths and areas for improvement. They will prepare recommendations for enhancing chatbot interactions based on their analysis.
Output: An evaluation report with recommendations for chatbot enhancements and performance metrics.

09:00–09:54	Metrics for assessing chatbot effectiveness in healthcare communication.
09:54–10:48	Collecting and analysing user feedback to inform improvements.
10:48–11:00	Identifying areas for enhancement based on performance data and user experiences.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying areas for enhancement based on performance data and user experiences. (continued)
12:12–13:06	Best practices for ongoing chatbot evaluation and adaptation.
13:06–14:00	Case studies of chatbot performance in real-world healthcare settings.

Day 5: Integrating Chatbots into Healthcare Systems

Applied activity: In teams, participants will create an integration plan for their chatbot solution, detailing steps for implementation, staff training, and performance monitoring. They will present their plans to the group for feedback.
Output: A comprehensive integration plan for the chatbot, including timelines and training resources.

09:00–09:54	Strategies for integrating chatbots into existing healthcare workflows and systems.
09:54–10:48	Collaboration with IT and clinical teams for effective implementation.
10:48–11:00	Training staff to use and manage chatbot systems effectively.



Course content

11:00–11:30	**Coffee break**
11:30–12:12	Training staff to use and manage chatbot systems effectively. (continued)
12:12–13:06	Monitoring chatbot performance post-implementation and making necessary adjustments.
13:06–14:00	Future-proofing chatbot solutions for evolving patient needs and technological advancements.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,820.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,450.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Rome Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Singapore Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,820.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Vienna Confirmed dates	3 May 2027	7 May 2027	**€2,940.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Paris Confirmed dates	24 May 2027	28 May 2027	**€2,860.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Istanbul Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,540.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,890.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Singapore Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,820.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**€3,150.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,840.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.–**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.–**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Istanbul Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,650.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,540.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Cape Town Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,890.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,820.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
London Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online