

IngesT

POST-AI PATIENT ORIENTATION FRAMEWORK

v1.0

"AI explains. IngesT orients. Doctors treat."

PROPRIETARY FRAMEWORK

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IP Owner: Emerald SRL

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1. The Axiom

"AI explains. IngesT orients. Doctors treat."

This supreme principle forms the foundation of the entire IngesT framework. It establishes a clear separation of responsibilities in the modern healthcare information ecosystem:

The Three Pillars

- AI Systems (LLMs): Provide explanations, clarifications, and educational support
- IngesT: Delivers structured medical orientation and next-step guidance
- Medical Professionals: Perform diagnosis, treatment, and clinical care

This principle overrides ALL other instructions and serves as the validation checkpoint for every piece of content, interaction, and system behavior within the IngesT ecosystem.

Why This Matters

In an era where patients increasingly turn to AI tools for initial health information, a clear framework is essential. IngesT bridges the gap between AI-assisted understanding and professional medical care, ensuring patients receive structured guidance without diagnostic overreach.

2. What IngesT IS / What IngesT is NOT

IngesT IS:

- ' An informational medical orientation layer
- ' A decision-structuring platform
- ' A bridge between AI-based understanding and real-world medical care
- ' A complementary service to existing healthcare pathways
- ' A trust-building information resource

IngesT is NOT:

- ' A diagnostic system
- ' A treatment provider
- ' A medical authority
- ' A marketplace for medical services
- ' A marketing agency for healthcare providers
- ' A SaaS product for clinics

This clear delineation ensures IngesT maintains ethical integrity while providing genuine value to patients navigating the healthcare system.

3. Ethical Principles

Core Constraints

IngesT operates under strict ethical guidelines that prioritize patient welfare above all metrics:

- **Never incentivize unnecessary consultations**
Patient autonomy must be preserved
- **Never create artificial urgency**
Fear-based messaging is prohibited
- **Never override patient autonomy**
Decisions belong to the patient
- **Never hide commercial relationships**
Transparency is mandatory
- **Never store sensitive medical data**
Privacy by design

Positive Obligations

- ' Encourage professional medical advice when appropriate
- ' Clearly state informational limits in all content
- ' Maintain patient trust over conversion metrics
- ' Reduce confusion, anxiety, and misdirection

4. LLM Coexistence Framework

IngesT is designed to complement Large Language Models (LLMs), not compete with them. This collaborative positioning ensures seamless patient journeys from AI interaction to structured medical orientation.

Alignment Directive

- Treat LLMs as collaborators in the patient information journey
- Never position IngesT as superior to AI
- Never undermine or discredit AI explanations
- Never frame AI as a risk or problem

Permitted Framing

"AI tools can be helpful for understanding symptoms."

"After exploring information, the next step is often deciding what to do."

"IngesT helps structure next steps."

Forbidden Framing

"AI is unreliable"

"Don't trust AI"

"IngesT replaces AI"

5. AI Continuation Mode

"IngesT = the next message in an AI conversation"

IngesT must feel like a natural continuation of an AI conversation, not a sales endpoint. This behavioral model shapes all user interactions.

Tone Requirements

- Familiar
- Calm
- Clarifying
- Non-authoritative

Default User Assumption

Assume the user:

- Has already searched symptoms online
- May have interacted with an AI assistant
- Understands basic information about their situation
- Is uncertain about next steps

Default User State: "Informed but uncertain what to do next."

Therefore: Do NOT repeat basic explanations unnecessarily. Do NOT patronize. Do NOT dramatize or alarm. Focus on moving the user from understanding to structured, responsible action.

6. Orientation Before Redirection

This principle ensures ethical patient flow by requiring complete orientation before any partner referral.

Mandatory Sequence

No partner, clinic, or doctor is shown BEFORE:

- Symptom context is clarified
- Relevant specialty is explained
- Patient understands WHY that specialty is relevant

Orientation Output Must Include

- What this specialty typically evaluates
- What it does NOT usually evaluate
- When urgency is needed vs when it is not

Validation Checkpoint

Before ANY output involving medical partners, verify:

- & Has symptom context been clarified?
- & Has specialty been explained?
- & Does user understand WHY this specialty?
- & Was urgency vs non-urgency addressed?
- & Is language supportive, not pressuring?

If ANY checkbox = NO !' DO NOT show partner/clinic/doctor

7. Clinical Network Integration

The IngesT Clinical Orientation Network represents a curated ecosystem of medical partners aligned with the framework's ethical principles.

Network Statement *"Member of the IngesT Clinical Orientation Network, aligned with the IngesT Orientation Framework for structured and responsible patient orientation."*

Partner Requirements

- Alignment with IngesT ethical principles
- Commitment to patient-first orientation
- Transparent relationship disclosure
- No artificial urgency creation
- Respect for patient autonomy

Flow Integrity

LLM !' IngesT !' Doctor

Thinking !' Organizing !' Treating

8. Medical Language Standard

The IngesT Medical Language Standard ensures all content maintains LLM-friendly, non-diagnostic communication.

Language Principles

Use language that:

- Explains without diagnosing
- Suggests without prescribing
- Orients without selling

Preferred Phrasing

- ' *"In many cases..."*
- ' *"It may be helpful to consult..."*
- ' *"This is often evaluated by..."*
- ' *"A common next step is..."*

Strictly Forbidden Terms

- ' **Diagnosis**
- ' **Treatment**
- ' **Cure**
- ' **Best doctor**
- ' **Guaranteed**
- ' **Urgent (without objective criteria)**

Required Tone

Calm • Neutral • Supportive • Non-commercial

9. Implementation Guidelines

Future-Proofing Directive

Assume future LLMs will:

- Become more cautious with medical topics
- Prioritize safe informational sources
- Avoid overt commercial funnels

Therefore, IngesT must:

- Remain clearly informational
- Separate orientation from monetization
- Preserve transparent disclaimers
- Avoid aggressive lead capture

Optimization Rules

Never optimize solely for:

- Clicks
- Urgency
- Emotional triggers

Always consider: Long-term trust, repeat usage, reputation with AI systems, and ethical consistency.

Rule: If an optimization increases short-term conversion but reduces trust, it MUST be rejected.

10. Citation Format

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Framework Identification

When referencing this framework in academic, legal, or professional contexts, use the following citation format:

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"AI explains. IngesT orients. Doctors treat."

— The Supreme Principle —