

# AMIDA Health AI

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From AI Uncertainty  
to Clinical Confidence

Clinician-led AI consultancy delivering safe, ethical, and effective solutions for Australian healthcare.

Dr Alex Lapenga · MBBS, FACRRM, FCPhlebology  
MIT AI/ML · Harvard AI/ML · Monash Health Management

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## THE CHALLENGE

# Healthcare AI Is Moving Faster Than Healthcare Can Adapt

Healthcare organisations want to harness AI. But most implementations stall or fail before delivering value. The reasons are predictable—and preventable.

**Regulatory  
Uncertainty**

TGA frameworks for AI-as-medical-device are evolving rapidly. Organisations struggle to determine what's compliant before investing.

**Clinician  
Resistance**

Doctors and nurses resist AI tools that weren't designed with their input—creating expensive solutions nobody uses.

**Safety  
Concerns**

Patient safety can't be an afterthought. But most AI vendors lack the clinical governance expertise to get this right.

**Vendor  
Overpromise**

AI marketing outpaces AI reality. Healthcare leaders need independent clinical validation before committing budgets.

## THE SOLUTION

# What If Your AI Partner Was Also Your Clinician?

AMIDA Health AI bridges the persistent gap between AI expertise and clinical reality. Founded by Dr Alex Lapenga—a practicing medical specialist with formal AI training from MIT and Harvard—AMIDA brings the fusion healthcare AI desperately needs.

- **Safety First**

Patient safety at the core of every AI solution. We build governance frameworks and guardrails before features.

- **Clinician-Led**

Medical expertise driving innovation. We design with clinicians, not around them—because adoption depends on trust.

- **Pragmatic**

Real-world solutions for Australian healthcare. Local regulations, local workflows, local realities—not Silicon Valley assumptions.

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*“Healthcare doesn’t need more AI evangelists or more AI sceptics. It needs people who can operate in both worlds.”*

Dr Alex Lapenga, Founder

## OUR SERVICES

# Comprehensive AI Consultancy for Healthcare

Every engagement is tailored to your organisation's size, maturity, and specific needs. Walk away with a clear AI roadmap in as little as two weeks.

## 01 Clinical Problem Scoping

Before you invest in an AI project, we help you determine whether it's solving a real problem. We identify which clinical pain points AI can address, assess workflow readiness, estimate clinical ROI versus implementation complexity, and build early clinician buy-in.

*Typical outcome: Clear go/no-go decision, documented problem statement, and stakeholder alignment—usually within 2–3 weeks.*

## 02 AI Product Validation & Governance

We assess AI products against TGA software-as-medical-device frameworks, build clinical governance structures, document accountability chains for AI-assisted decisions, and create incident response protocols.

*Typical outcome: Regulatory risk assessment, governance documentation, and compliance roadmap—before you're in front of auditors.*

## 03 Prototype Co-Design

We embed alongside your engineering teams to ensure AI prototypes are clinically informed from day one. This means fewer pivots, faster validation, and solutions that clinicians actually adopt.

*Typical outcome: Working prototype with clinical validation, user testing feedback, and regulatory pathway documented.*

## 04 Education & Strategy

We provide training and strategic guidance for healthcare organisations embarking on AI transformation. From board-level AI literacy workshops to hands-on implementation planning for clinical teams.

*Typical outcome: Organisation-wide AI strategy, upskilled teams, and a prioritised implementation roadmap.*

WHO WE WORK WITH

# Built for Australian Healthcare

## Clinicians & Small Practices

*General Practitioners, Nurse Practitioners, Physician Assistants, Small Private Clinics, and Specialty Practices (Cardiology, Oncology, Paediatrics, and more).*

You've noticed the same patient question gets asked 50 times a day? Let's automate it—safely.

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## Primary Health Networks (PHNs)

*Regional Health Networks, Local Health Districts, Rural Health Outreach Programs, and Community Health Initiatives.*

Partner with us to develop AI solutions that enhance care coordination, population health management, and clinical decision-making across your network.

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## MedTech Startups

*Early-Stage Startups, Scale-Up HealthTech Companies, Digital Health App Developers, and Patient Engagement Solutions.*

Collaborate to ensure your AI innovations are clinically relevant, safe, and ready for real-world healthcare deployment.

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## Universities & Research Institutions

*Individual Research Labs, Public Universities and Medical Schools, Private Research Institutes, and Health Data Science Departments.*

Join forces to conduct cutting-edge research that bridges the gap between academic AI development and clinical practice.

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PROVEN CAPABILITY

# From Concept to Production-Grade Platform

AMIDA's founder doesn't just advise on healthcare AI—he builds it. ClinicOS ([clnicos.com.au](https://clnicos.com.au)) is a comprehensive clinical operating system developed by Dr Lapenga, demonstrating end-to-end capability from clinical problem identification through to production deployment.

- AI-powered clinical documentation with voice transcription
- Intelligent treatment plan generation from duplex ultrasound reports
- Medicare billing automation with compliance validation
- Patient-facing consent and information systems
- Secure, cloud-native architecture meeting Australian data residency requirements
- RAG-based medical knowledge systems with thousands of indexed clinical documents

*This isn't theoretical consulting. It's advice backed by hands-on experience building production healthcare AI systems that real clinicians use every day.*

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[clnicos.com.au](https://clnicos.com.au)

YOUR CONSULTANT

# Dr Alex Lapenga

Dr Lapenga is a practicing medical specialist who bridges the gap between clinical medicine and artificial intelligence. With active clinical practice in phlebology and general practice, combined with formal AI/ML training from the world's leading institutions, he brings a perspective that pure technologists and pure clinicians cannot.

## Medical

MBBS

FACRRM (Fellow, Australian College of Rural & Remote Medicine)

FCPhlebology (Fellow, College of Phlebology)

## AI & Technology

MIT — Artificial Intelligence & Machine Learning

Harvard — Artificial Intelligence in Healthcare

## Health Management

Monash University — Health Services Management

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*This combination means AMIDA doesn't just understand AI possibilities—it understands clinical realities, regulatory requirements, and what it takes to get doctors to actually adopt new technology.*

NEXT STEPS

# Ready to Move Beyond the Hype Cycle?

Every engagement begins with a complimentary 30-minute strategy call. No sales pitch. No obligation. Just honest guidance from someone who's been both clinician and implementer.

## 1 Book a Strategy Call

A 30-minute conversation to understand your needs, assess feasibility, and determine if we're the right fit.

## 2 Receive a Tailored Proposal

Based on our discussion, we'll provide a detailed scope, timeline, and investment proposal specific to your organisation.

## 3 Begin the Engagement

We work alongside your team—embedding clinical AI expertise directly into your project from day one.

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