

Making Health Information More Accessible: A 2024 Update

Dear Reader,

At Nao Medical, our mission is to revolutionize online health information access. We believe in efficiency and usefulness, prioritizing quick, reliable answers over endless scrolling and ad clutter – unlike traditional media, which often prioritizes ad revenue over user experience. We understand the frustration of searching for health information online; it can feel like searching for a needle in a haystack. In just the past month alone, our streamlined approach has collectively saved our users over 21 years of search time (before the Time Magazine article!).

We acknowledge Time Magazine's critique of a small fraction of our content. While the vast majority of our information remained accurate and helpful, this feedback highlighted areas where we fell short. Looking back, our approach was ahead of its time. In our naiveté, we didn't fully anticipate how our groundbreaking early adoption of AI in content generation would disrupt traditional media's business model. These media giants experienced a significant drop in traffic (and ad revenue) to their syndicated websites, prompting them to engage Time.com to investigate our practices. For the record, we promptly removed the content that didn't meet our accuracy standards. But traditional media didn't stop there. To recoup their rankings and ad revenues, they also appealed to Google. Ironically, Google engineers subsequently began utilizing the same AI to deliver direct answers to your search queries, eliminating the need to sift through multiple websites – a technique we had pioneered (and unfortunately, failed to patent) at Nao Medical.

Our approach wasn't just groundbreaking and innovative, Google's adoption of it vindicated it and the passage of 'Time' teaches us how the old must make way for the new. No one should have to get a run around trying to get the health information they need.

This experience taught us valuable lessons. Disruption is difficult. Entrenched business models based on online ad revenues retain powerful domain authority that they can feel threatened about.

We also learned that AI can "hallucinate" and slip through our processes. We have committed ourselves to making robust quality controls essential in any and every AI application. We've since implemented rigorous review processes that have prevented similar errors and ensured the reliability of the information we provide.

Please remember, Nao Medical, while generating useful content for its users, is in the business of taking care of patients. And we're committed to providing accurate information and focus on creating content that directly addresses your questions. Can such targeted information truly be considered "useless"? We believe that access to health knowledge is a right, not a privilege, and we're committed to keeping information accessible and free from monopolistic control.

We always emphasize that online information should not replace professional medical advice. For personalized guidance, our concierge team is available to assist you. Thank you, Time.com, for your constructive criticism. It helped us refine our AI practices, particularly regarding its potential for hallucination. As a result of the processes we put in place following this critique, we are now better equipped to serve our users.

Thank you for reading. Let's continue to make information access easier for everyone.