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ASIA EDITION

Australia's Heidi launches 'Evidence' and acquires 'AutoMedica' to accelerate its AI Care partner platform

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Bridging the gap between clinical documentation and real-time clinical reasoning



Heidi, Australia's leading healthcare AI platform, has announced two major milestones in its mission to redefine healthcare: the launch of Heidi Evidence and the acquisition of AutoMedica, a UK-based clinical AI pioneer. This comes alongside the launch of Heidi Comms, an AI partner for healthcare teams to coordinate patient communications across calls, bookings, reminders and follow-ups.

These moves mark Heidi’s evolution from an AI scribe into a comprehensive AI Care Partner, bridging the gap between clinical documentation and real-time clinical reasoning. Clinical evidence underpins everyday decisions in patient care, from confirming diagnoses and selecting treatments to determining dosages, follow-up plans, and safety considerations.

"We believe that for AI to be a true care partner, its evidence integrity must be non-negotiable," said Dr. Thomas Kelly, Co-Founder and CEO of Heidi. "As we see more general-purpose AI platforms like OpenAI move toward ad-supported models, consumers are rightly concerned about hidden influence.

In a healthcare setting, that concern becomes paramount. Bringing transparent, clinical-grade insights into the room makes it easier to deliver quality care, but that information must be free from the ambiguity of commercial influence. By committing to Evidence being ad-free and independent, we ensure clinicians can stay present with their patients, knowing their decision-making is built on pure clinical rigor, not a business model."

Heidi Evidence: Bridging the "Knowledge Gap" at the Point of Care

Medical knowledge now doubles every 73 days, making it impossible for clinicians to stay updated with new methods and research. While many have turned to general-purpose AI, these tools lack transparency and local clinical context. This "search engine" approach often erodes the perceived authority of the encounter, leading to a profound lack of patient comfort when they feel their symptoms are being researched via the same tools they use at home.

Heidi Evidence solves this by providing a clinical-grade research tool integrated directly into the Heidi platform. Key features include:

Authoritative Sourcing: Built in partnership with HealthPathways, EMGuidance, MIMS, Vidal, NICE, BMJ Group amongst others, to ensure guidance reflects regional standards and formularies.

Ad-Free Integrity: A permanent commitment to non-commercial, auditable data, ensuring clinical decisions are never influenced by advertising.

Seamless Integration: Available as a standalone tool or alongside Heidi's AI Scribe, which has already supported over 100 million clinical interactions globally.

Traceable Intelligence: Provides concise summaries with transparent citations and verbatim excerpts, allowing clinicians to verify every insight.

Ethical Accessibility: Heidi Evidence is free for individual clinicians, ensuring high-quality medical knowledge isn't a privilege of wealth. While consumer AI monetizes via ads and data, Heidi uses enterprise revenue to subsidize access for practitioners in resource-constrained or fragmented markets. This provides a professional, bias-free alternative to ad-supported search engines that prioritize profit over clinical accuracy.

Strategic Acquisition of AutoMedica

AutoMedica's evidence-led AI framework and strong relationship with UK national regulators will underpin Heidi's Evidence capabilities. The strategic acquisition accelerates Heidi's technical and regulatory capabilities and access to the MHRA AI Airlock, a prestigious regulatory sandbox for healthcare AI. This will extend Heidi's footprint in the UK, reinforcing its commitment to being a regulator-aligned partner for global health systems.

A New Standard for Healthcare AI

Heidi Evidence is in part built on Claude, Anthropic's AI models, to deliver real-time clinical insights at the point of care. Claude's strength in interpreting complex, unstructured clinical conversations, synthesizing dense medical literature, and generating accurate, grounded outputs makes it particularly well suited to high-stakes healthcare environments, where precision and reliability are critical. This reflects the evidence-based, safety-first approach that underpins both Anthropic's model development philosophy and Heidi's market position.

This alignment on clinical integrity is what distinguishes Heidi's market position from the "growth-at-any-cost" models prevalent in consumer AI.

"Heidi is tackling one of the hardest problems in healthcare AI: how to scale capability without compromising trust," said Michael Tolo, General Partner at Blackbird. "By treating evidence as core infrastructure, not content monetised through ads or influence, Heidi is building the kind of defensible, globally relevant platform healthcare systems are demanding."

CAPTION
From L to R:
Waleed Mussa, CFO and Co-Founder; Dr. Thomas Kelly, Co-Founder and CEO; Yu Liu, CTO and Co-Founder