

Artificial Intelligence & Machine Learning

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Marcos A. Sanchez-Gonzalez, MD, PhD, MSMEd, LSSBB

Lake Erie College of Osteopathic Medicine

School of Health Services Administration, Bradenton, FL, USA

Adjunct Professor, Health Services Administration & AI in Healthcare ;Chief Research Officer, edYOU

Leveraging AI Beings for Personalized Learning and Patient Engagement

The integration of artificial intelligence (AI) in education has transformed both teaching and learner engagement, particularly within flipped classroom models. This seminar explores the dual role of adaptive AI beings in reshaping medical education and extending their utility into patient education pathways. Drawing on research from a series of implementation studies—including published findings from middle school to medical schools and residency programs—the present seminar examines how conversational AI tutors (via the edYOU platform; Los Angeles, CA, USA) enhance academic performance, engagement, and real-time feedback in undergraduate and graduate medical education. Central to this approach are the Personalized Ingestion Engine (PIE), which tailors content to each learner's needs, and the Intelligent Curation Engine (ICE), which ensures ethical, bias-free, and secure delivery of educational material. Together, these systems support dynamic adaptation, meaningful feedback, and instructional integrity. Building on this foundation, we further explore how the same AI-powered adaptive logic is being repurposed to guide patients through evidence-based digital Health Journeys. These journeys—such as the “Painless” series—automate behavioral interventions and deliver tailored resources in response to patient assessments, providing scalable support in primary care, pain management, mental wellness, and lifestyle modification. This presentation showcases AI-driven personalization for lifelong learning in education and healthcare. It will cover training, patient self-management, and digital medicine strategies at the population level.

Keywords

Artificial Intelligence in Education; Flipped Classroom; Personalized Learning; Conversational AI; Digital Health Journeys; Adaptive Learning Technologies

Biography

Dr. Marcos A. Sanchez-Gonzalez is a physician-scientist, healthcare executive, and educator with nearly two decades of experience across academia, clinical care, and the pharmaceutical industry. At LECOM, he serves as Adjunct Professor of Health Services Administration and Lead Professor for AI in Healthcare and Machine Learning. He is also the Chief Research Officer at edYOU, where he leads AI-enhanced learning innovation, and Vice President of Medical & Scientific Affairs at QHSLab, advancing digital health strategies. Dr. Sanchez-Gonzalez is recognized for his leadership in quality improvement, curriculum innovation, and translational research that improves clinical outcomes.