



## **Laife Reply**

### **Type of organization**

AI, Bid data application/ digital health solution supplier

### **Headquarters (country)**

Milan

### **Maturity Level**

In the market

### **Organization description**

Reply is a company specializing in Consulting, System Integration and Digital Services, dedicated to the conception, design and implementation of solutions based on new communication channels and digital media.

Laife Reply is the Data & AI company of the Reply S.p.A. group, specialized in delivering solution for the healthcare market, i.e. public and private healthcare companies, in-house regions, pharmaceutical industry, CROs, universities. Laife Reply also collaborate with several Pharma company, designing solutions based on the most innovative technologies.

### **Solution/service description**

Laife Reply operates as a system integrator with a young and dynamic team whose skills range across all proprietary and open source technologies of the Data & AI world. The solutions created exploit the modern technological paradigms of the Cloud, BigData, IoT & Wearable world to acquire data from any touchpoint and analyze them through complex predictive models applied to structured and unstructured data. Some of the most succesfull use cases include: AI for medical imaging, patient digital twin, well-being platform, severals AI & Big Data platform for smart monitoring and disease predictions, chatbots, natural language processing for medical records. Innovation is a key concept in Laife which has three different R&D team working on hot topics like: Genomics, Imaging and Digital Therapeutics.

## **Features/product description**

X-RAIS is the medical platform developed by Laife Reply dedicated to the analysis of diagnostic images that combines Artificial Intelligence and Radiomics techniques. X-RAIS supports the doctor in the reporting phase by automatically suggesting suspicious areas and related classification, with the aim of reducing the number of misdiagnoses and improving the efficiency of the entire diagnostic process. In a sector subject to continuous innovation such as artificial intelligence, it is essential to stay up to date; for this reason, X-RAIS can count on a large research and development team, committed to constantly improving and expanding the platform's offer. The platform can be integrated into various PACS and fits into the normal operating process of the radiologist.

ROY is a platform for health related data collection and analysis, thanks to its profiling and virtual coaching capabilities it can suggest behaviours aimed at improving the user lifestyle. Furthermore, ROY can manage different kind of data, from clinical report to readings coming from smart bands, wearable and IoMT devices. In addition, a direct line functionality with affiliated specialists (doctor, nutritionist, personal trainer) can complete this innovative dependent-centric ecosystem, forming an integrated platform for the management of the individual's well-being at 360°. Diaries are what make ROY such a feature rich platform, they allow to group functionalities which can be activated, deactivated or even improved depending on the needs.

## **Contact**

[www.reply.eu](http://www.reply.eu)

Name: Carlo Malgieri

Mail: [c.malgieri@reply.it](mailto:c.malgieri@reply.it)