The research commercialisation office of the University of Oxford, previously called **Isis Innovation**, has been renamed **Oxford University Innovation**

All documents and other materials will be updated accordingly. In the meantime the remaining content of this Isis Innovation document is still valid.

URLs beginning www.isis-innovation.com/... are automatically redirected to our new domain, www.innovation.ox.ac.uk/...

Phone numbers and email addresses for individual members of staff are unchanged

Email : enquiries@innovation.ox.ac.uk

Deontics –
Deontics Clinical Pathways and Decision Support

An Artificial Intelligence (AI) company with award winning software products to build Clinical Pathways and Clinical Decision Support Systems (CDSS) to drive personalised medicine, improve patient safety and eliminate unwarranted variability in clinical practice.
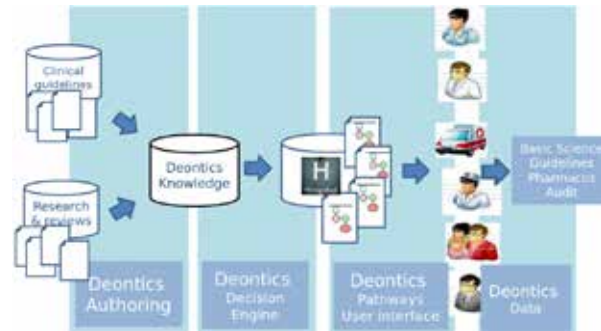
Clinical Pathways are effectively roadmaps to guide clinical decisions when caring for patients. They link scientific evidence to clinical practice and are designed to improve patient safety and ensure consistency in clinical practice. The Deontics software gathers, processes and presents the very latest scientific and clinical information, allowing a personalised treatment guide to be generated for each patient. Hence doctors have the tools at their fingertips to make best-practice decisions for each and every patient and in turn, patients receive gold-standard treatment. Patients can also access the same information as doctors but in a lay format, empowering them to be involved with and understand their own care.

Deontics solutions simultaneously integrate individual patient data with local clinical quality standards in a reactive environment such that

i) whenever any input data items change, the system will instantly (milliseconds) re-evaluate the relevant evidence and patient data and render new outputs;
ii) will publish alerts where a specific patient's treatment or data indicate that they are in breach of local clinical quality standards;
iii) compliance with clinical guidelines in practice is increased

Because decision data (including rationales and guideline compliance status) are captured and timestamped alongside outcomes and all other clinical data i.e. the 'why' as well as the 'what', Deontics provides the capability to fully 'measure' clinical performance at both an individual

and population level and provide benchmarks for improvement. All such data are available for audit and research purposes and can be analysed individually or at population level in real-time. This provides the capability to implement performance standardisation and increase patient safety both at unit level and across sites or regions effectively combating unwarranted variabilities in clinical practice.

Deontics pathway and decision solutions render personalised evidence extracted from selected clinical guidelines at the point of care thereby promoting personalised, evidence-based medicine.

Dr. Guy Wood-Gush
CEO, Deontics Ltd.