Doctronic

IMPLEMENTED 2025 ONWARDS · HEALTH AND LIFE SCIENCES · US · BAND B · CLAIMED ONLY

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A US health start-up that markets a personal AI doctor. Under an agreement with the state of Utah, its AI renews routine prescriptions for chronic conditions. Nine months of pilot data are the company's own and had not been audited when reported in October 2026.

ABOUT THIS SYNOPSIS

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Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date. Check the original source before relying on any figure.

The impact band, proof marker and SEAM view are MarLuc's opinion. The organisation is not a MarLuc client and has not reviewed or endorsed this synopsis. Names and trademarks belong to their owners.

NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI-native company: built around AI from the start and attempting transformational change. It claims band A; MarLuc grades it on what is evidenced.

AI used: Generative AI chatbot that interviews patients and decides whether to renew an existing prescription.

Implemented: 2025 onwards. Grade: band B, Operating model redesign, Claimed only.

Headline result, as reported: 2,317 refill requests in nine months and fewer than 600 completed by the AI, per pilot data and the state; no adverse events, by the company's account

1 · The case

The facts, as reported by the 5 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Doctronic. Health technology start-up based in New York, founded in 2023. It offers a free AI medical chat and paid video visits with doctors across the US, and runs an AI prescription renewal pilot in Utah. It has raised $65 million, per KUER. Staff numbers: Not reported. Canvas block: 4. Operations and process. Also 8. Governance and risk, 3. Customers and proposition.

Business challenge

The challenge. Doctronic and the state of Utah presented the pilot as an answer to medication non-compliance: patients who should be taking a medicine and do not. Delay and difficulty in getting routine renewals is one possible cause, according to the head of Utah's Office of Artificial Intelligence Policy. Co-founder Dr Adam Oskowitz put avoidable medical costs from non-compliance at over $100 billion a year.

How it was addressed. Under a 12-month agreement in Utah's regulatory mitigation programme, Doctronic's AI may renew prescriptions first written by a human clinician, from a list of about 190 noncontrolled medicines for chronic conditions. Patients prove their identity and location, and a chatbot asks about symptoms, side effects, adherence and other medicines. If the checks pass, the refill order goes to a pharmacy; if the AI is unsure, the case goes to a doctor. Physicians review the first 250 renewals in each drug class, and the company said 10% would be sampled after that. Patients paid a $4 fee at launch. Outside the pilot, the company offers a free AI chat and video visits with doctors at $39. [1] [2] [3] [4] [5]

Who implemented it

In-house (In-house): The company's own system.

Technology (SEAM pillar E)

SEAM types: T1 Chat assistants, T3 API integrations, T7 AI agents. Deployment: Not reported. Vendors and products: Doctronic.

Where it was built in: A prescription renewal link on Doctronic's website; the system checks identity and location, uses a shared pharmacy database to confirm an earlier prescription, interviews the patient by chatbot and sends approved refill orders to a pharmacy.

What changed

Before: a clinician reviewed and approved each routine renewal. After: an AI interviews the patient and makes the renewal decision. In October 2026 the state said the pilot was still in its first stage, where one and usually two clinicians review each case before a prescription is issued. [1] [2] [3] [4] [5]

What it cost

Not reported. Doctronic has raised $65 million in investor funding, per KUER.

What it saved

Not reported. Pilot activity for January to September 2026, per data Doctronic reported to the state: 2,317 refill requests, with fewer than 600 completed by the AI, per the state. The company said the process almost always takes less than 30 minutes. Effects on adherence, cost or doctors' time: Not reported. [1] [2] [3] [4] [5]

Governance and control

The pilot runs under an agreement with Utah's Office of Artificial Intelligence Policy, with reporting to the state. The drug list excludes controlled substances, and the AI must escalate safety flags to a physician. Doctronic says it holds a malpractice insurance policy that covers its AI. The data had not been analysed by regulators when reported; ten volunteer clinicians were

S2 · Accountable owner · Evidenced
The pilot runs under an agreement with Utah's Office of Artificial Intelligence Policy, whose head speaks for it publicly; the accountable clinical owner inside the company is not reported. [1] [3]

A1 · Safe use · Evidenced
The contract limits the AI to renewals from a list of 191 drugs, none of them controlled substances, per The Salt Lake Tribune. [3]

A2 · Human in the loop · Evidenced
In the first stage one and usually two clinicians review each case before a prescription is issued, according to the head of Utah's AI policy office. [1]

A3 · Monitoring and assurance · Evidenced
Doctronic reports pilot data to the state and ten volunteer clinicians are reviewing it; the data are self-reported and had not been analysed by regulators, per KUER. [1]

A4 · Vendor AI · Not reported
Not reported.

A5 · Agent controls · Claimed
The AI is programmed to defer to a clinician when unsure, by the company's account; Mindgard reported in March 2026 that it had manipulated the system's medical guidance, per KUER. [1] [2]

A6 · Standards and regulation · Outside scrutiny (a regulator, court, auditor or similar body acted)
Utah's Department of Commerce waived certain rules for a year-long trial under its regulatory mitigation programme; the American Medical Association has urged caution. [2] [4]

What worked, what did not, what is unproven

WORKED

– A state agreed to relax its rules for a controlled test.

– No adverse events in nine months, by the company's account.

– Human review caught disagreements: 13 cases were flagged for safety concerns where both doctors disagreed with the AI.

DID NOT

– Completion: fewer than 600 of 2,317 requests were completed by the AI, according to the state.

– The security company Mindgard reported in March 2026 that it had manipulated the AI system, including into accepting that OxyContin doses were triple the standard dose, per KUER.

– The study used in the application to Utah was not peer reviewed and was co-authored by the chief executive; the state's AI policy head called it not conclusive.

UNPROVEN

– Safety and agreement rates once checked by someone independent of the company.

– Whether the AI can safely renew prescriptions without clinician review before issue.

– Effects on medication adherence, cost and doctors' time.

Timeline

2023 Founded by Matt Pavelle and Dr Adam Oskowitz [4]

Jul 2025 Company co-authored study of 500 urgent-care telehealth visits published on medRxiv, not peer reviewed [3]

Oct 2025 12-month agreement with Utah's Office of Artificial Intelligence Policy begins, per the Utah Department of Commerce [3]

Mar 2026 Security company Mindgard reports manipulating Doctronic's AI system [1]

Jul 2026 Chief executive cites 97% agreement with human doctors and zero adverse events at a conference [1]

Oct 2026 Utah Investigative Journalism Project reports nine months of pilot data: 2,317 refill requests [1]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: A. Grade: B, Operating model redesign. Proof: Claimed only. Route: Model-led.

Operating model change (Level 3, band B), claimed as business model change (band A). The service is designed around AI making the renewal decision; in the pilot's first stage clinicians still review each prescription before it is issued, and the results are the company's own data.

Graded B, claimed A. The service is built around AI doing the clinical interview and the renewal decision, with doctors as a backstop, and a state has changed its rules to allow it. Volumes are small, clinicians still review each prescription before it is issued, and the safety data are the company's own.

The SEAM view and lessons learnt

The technology is in use, and the controls around it are doing much of the work. A regulator set the limits: a fixed drug list, renewals only, clinician review of early cases and reporting to the state. The weak point is assurance. The safety figures were reported by the company, and the state had only begun an informal review nine months in. For an established healthcare provider, the transferable point is to agree who checks the results, and how, before the AI is given the decision.

1. Agree independent checking of results before the pilot starts.
2. Limit the AI to a defined list of low-risk cases and escalate the rest.
3. Test the system against deliberate manipulation before patients use it.

Evidence

Score 2 of 4. Self-reported: the pilot data are Doctronic's own reports to the state, obtained and published by the Utah Investigative Journalism Project; the state had not audited them.

Evaluation method. Self-reported company figures and press reporting: pilot data the company reported to the state, obtained by the Utah Investigative Journalism Project; no official evaluation published.

Sources disagree. Fortune and The Salt Lake Tribune reported in January 2026 that the AI renews prescriptions without doctor review; Utah's AI policy head told KUER in October 2026 that one

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/doctronic

[1] KUER: Utah's AI prescription pilot mindset is more tech bro than doctor, critics say
https://www.kuer.org/health/2026-10-22/utah-ai-prescription-pilot-doctronics

[2] Medical Economics: Utah lets AI refill chronic prescriptions in state-backed pilot program
https://www.medicaleconomics.com/view/utah-lets-ai-refill-chronic-prescriptions-in-state-backed-pilot-program

[3] The Salt Lake Tribune: Utahns can now use A.I. to renew prescriptions. Here's what to know.
https://www.sltrib.com/news/2026/01/09/utahns-can-now-use-ai-renew/

[4] Fortune: As Utah gives AI the power to prescribe some drugs, physicians warn of patient risks
https://fortune.com/2026/01/08/ai-prescription-renewals-doctronic-utah-doctors-warn-puts-patients-at-risk/

[5] Doctronic: Your Personal AI Doctor (home page)
https://www.doctronic.ai/

Doctronic website: https://www.doctronic.ai/

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VERSION HISTORY

v1.1 15 November 2026 Method update: standards and regulation (A6) relabelled "outside scrutiny" because the evidence is a regulator, court, auditor or similar body acting, not the organisation's own compliance.
v1.0 15 November 2026 First published