

MaIA: A virtual assistant for women's health, stemmed from the collaboration between FBK and Kelyon

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A new project, a new strategic partnership, and a new technological challenge with a clear and tangible goal: to improve access to accurate, up-to-date information for women of childbearing age, during pregnancy, and in the postpartum period.

Introducing MaIA (**Maternal Artificial Intelligence Assistant**), the virtual assistant being developed through the collaboration between **Fondazione Bruno Kessler** and Kelyon **s.r.l.**, as part of the “[Test Before Invest](#)” initiative of the Italian node of the European [Digital Innovation Hub in the health sector \(SoE DIPS\)](#).

This initiative, part of the broader strategic plan of TrentinoSalute4.0's innovation pathways, builds on the experience of TreC Mamma, the app already used by over 5,000 pregnant women. If the results are positive and of interest, the new features could be directly integrated into the app, providing even more comprehensive support.

The goal of the MaIA project? To develop a conversational system powered by **artificial intelligence** and **large language models (LLMs)** that integrates verified and validated sources. Its aim is to support women during a particularly delicate phase of life, providing clear, personalized, and easy-to-access information.

An inclusive chat, focused on real needs

The system will be accessible through a Telegram bot, designed to be intuitive and inclusive, overcoming linguistic and cultural barriers. The approach is **data-driven**, with continuously updated content made possible through collaboration with clinical and scientific partners.

The AI technologies used—including models such as LLaMA, **Phi**, and Mistral—will be carefully selected and adapted to ensure safe use in line with the principles of “**trustworthy AI**.”

A replicable and scalable model

The MaIA **project** goes beyond the development of a digital tool—it seeks to establish **a model that can be replicated** across other areas of public health. The development work will take nine months (scheduled for completion by November 2025), progressing through various phases: **co-design, real-world user testing**, and **scientific validation**.

Details on the collaboration are provided by both partner organizations, **Mauro Dragoni** (Head of the *Intelligent Digital Agents* Unit at the Center for [Digital Health and Wellbeing](#) at Fondazione Bruno Kessler) and **Stefano Tagliaferri** (Technical Director of Kelyon), who discussed the project in a “**double interview**,” answering the following questions:

1. What benefits will this collaboration bring?
2. What is your organization’s contribution to the MaIA project?

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- Intervista a Mauro Dragoni (a capo dell'Unità Intelligent Digital Agents (IDA) del Centro Digital Health and Wellbeing della Fondazione Bruno Kessler) e Stefano Tagliaferri (direttore tecnico di Kelyon): <https://youtu.be/QCbK9wtYNbI>

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