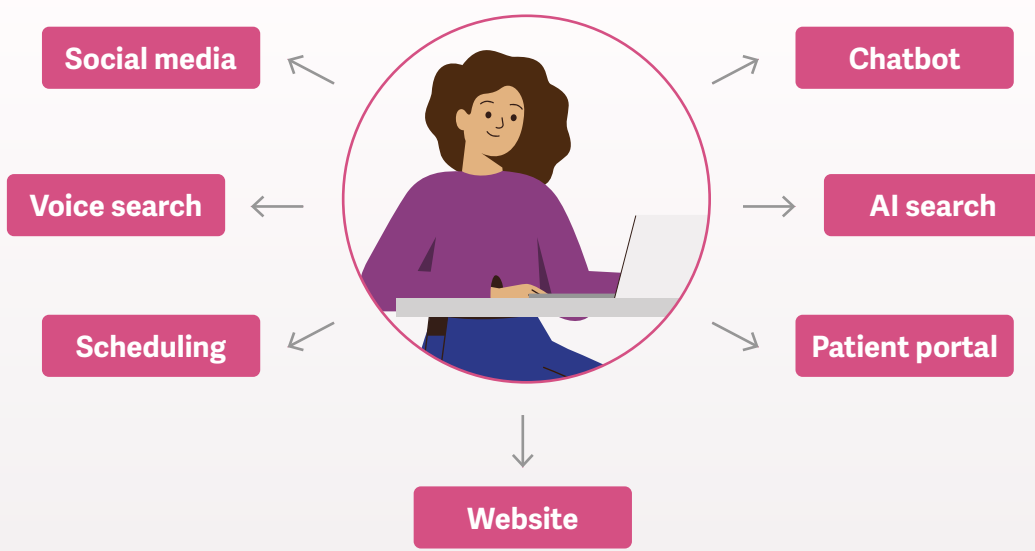
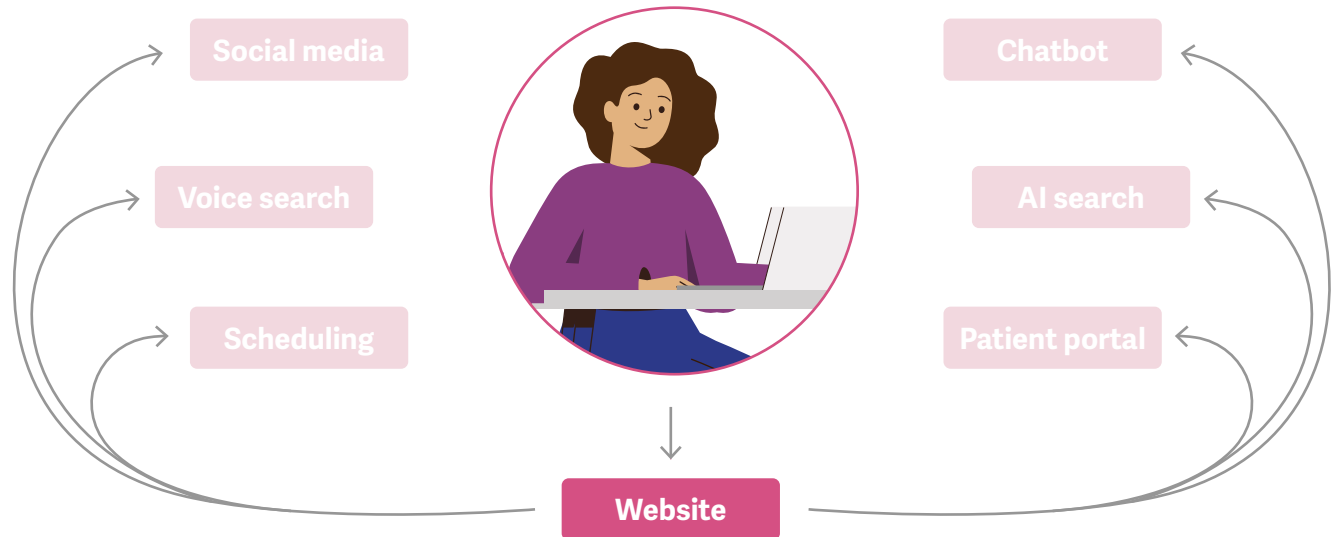


# Is Your Content Ready for Agentic AI?

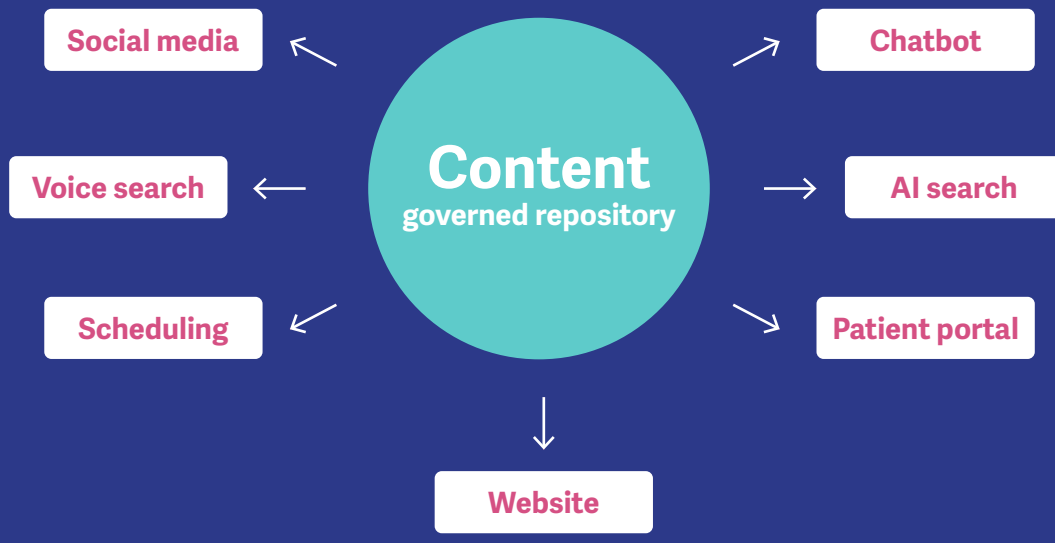
Your content is already being used in ways you didn't design it for.



It was built for one channel, but is expected to work everywhere.



It's time to move to one source of truth — for every channel.



The CRISP framework gives your organization a shared vocabulary for what comes next.

<h1>C</h1> <p>Conversational</p>	<p>Answers real questions the way patients actually ask them, using current, approved, plain-language content.</p> <div style="border: 1px solid #e91e63; padding: 5px; margin-top: 10px;"> <p><b>Example:</b> "Do I need a referral?" answered accurately, on any channel, every time.</p> </div>
<h1>R</h1> <p>Retrievable</p>	<p>Chunked, tagged, and versioned so the right answer can be pulled precisely — not the whole page, just the relevant piece.</p> <div style="border: 1px solid #009688; padding: 5px; margin-top: 10px;"> <p><b>Example:</b> Eligibility criteria, pre-op instructions, and scheduling details each living as their own governed component.</p> </div>
<h1>I</h1> <p>Interoperable</p>	<p>Works across every channel without manual reformatting or duplication.</p> <div style="border: 1px solid #3b4a8c; padding: 5px; margin-top: 10px;"> <p><b>Example:</b> The same content block appearing on the website, in the app, and in the chatbot — without anyone copying and pasting.</p> </div>
<h1>S</h1> <p>Structured</p>	<p>Lives in fields with shared metadata and taxonomy so systems understand what it is, who it's for, and how it can be safely used.</p> <div style="border: 1px solid #6b3d6b; padding: 5px; margin-top: 10px;"> <p><b>Example:</b> A content entry with fields for service line, patient type, location, and whether clinical review is required.</p> </div>
<h1>P</h1> <p>Personalized</p>	<p>Built with audience and context signals so systems deliver the right version without rewriting the underlying content.</p> <div style="border: 1px solid #808080; padding: 5px; margin-top: 10px;"> <p><b>Example:</b> New patient vs. returning. Adult vs. pediatric. Written once, deployed appropriately.</p> </div>

CRISP transforms your content into a data layer that powers every channel your patients use to find you.



Your content isn't just what you publish. It's what powers everything.