



OBSERVIA AND XPERTYME LAUNCH EUROSTARS-FUNDED AGENTIC AI PROJECT TO ADDRESS PATIENT ADHERENCE

The AdhereAI initiative aims to develop an explainable AI virtual agent to improve adherence and generate real-world evidence

Munich / Paris, April 2026 — French patient engagement specialist Observia and German digital health pioneer XPERTyme have announced the launch of AdhereAI, a joint project focused on developing an AI-powered virtual agent to improve patient adherence in chronic diseases.

The initiative has secured funding from the EUROSTARS programme, which supports cross-border R&D projects led by innovative SMEs in Europe. The partners aim to address a longstanding issue in healthcare: medication adherence, which remains below 50% across many chronic conditions, impacting both outcomes and healthcare costs.

A new generation of agentic AI in healthcare

AdhereAI is designed as an agentic AI system capable of autonomous decision-making within a governed and explainable framework. The platform will combine behavioral science models with real-time data analysis to deliver personalized patient support and assist care coordination. The system will be built on Observia's validated SPUR™ behavioral model and XPERTyme's established patient platform to provide its generative AI with scientifically validated and technically robust guidance.

According to the companies, the system will focus on:

- Predicting adherence risk and identifying the behavioral drivers behind it
- Adapting interventions dynamically to individual patient behavior
- Supporting evidence generation for pharmaceutical and healthcare stakeholders

Cross-border collaboration

The project brings together XPERTyme's expertise in AI and telehealth technologies with Observia's experience in patient support programmes and behavioral science.

"AdhereAI will mark a breakthrough in how we leverage artificial intelligence to support patients in their treatment journeys" said **Matthias Kuss, CEO at XPERTyme**. "Our goal is to create a solution that delivers measurable value for both patients and partners."

“By combining our patient-centric behavioral approach with XPERTyme’s advanced AI capabilities, we are building a solution that can deliver real impact for patients, healthcare systems, and pharmaceutical partners.” said **Kevin Dolgin, co-founder of Observia**.

The two companies position the initiative within the broader trend toward data-driven, personalized care and the growing use of AI in patient engagement and real-world evidence generation.

Development and commercialization roadmap

The programme will run for over two years and includes development, prototyping, and pilot phases. The objective is to deliver a market-ready solution for pharmaceutical companies and healthcare organizations.

The platform is expected to be commercialized as a B2B SaaS offering, with integration into existing digital health ecosystems via APIs.

About the companies

Observia is a French company that develops patient engagement solutions grounded in behavioral science, with a focus on improving adherence and health outcomes.

www.observia-group.com

XPERTyme is a Germany-based digital health and AI technology provider.

www.xpertime.com

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