

THE FOUNDERS

VISION

Dr. Piush Choudhry & Neeta Choudhry

Building a more reflexive future for human-machine intelligence.

Layveer Medical Division Private Limited (LMD) was founded by Dr. Piush Choudhry and Neeta Choudhry with a shared vision: to explore how human intelligence, cognition, physiology, medicine and artificial intelligence can work together in ways that are more natural, responsible and safe.

At the centre of this work is the Ethically Reflexive Intelligence Framework (ERIF) — an approach to intelligent systems that goes beyond generating information or predictions. ERIF explores how AI can recognise uncertainty, evaluate its own behaviour, adapt to context, incorporate human oversight and, when necessary, pause and reconsider.

The objective is not to create machines that replace human intelligence.

It is to develop a better relationship between human and machine intelligence.

DR. PIUSH CHOUDHRY

Founder & Director — Surgical AI

Dr. Piush Choudhry is a General Surgeon trained in Laparoscopic Surgery, with a longstanding interest in surgical science, human cognition and innovation.

He is the author of Step by Step Arterial Surgery (2013), Doctors: The Living (2016), and Intelligence Reflex. His work has included publications and research across healthcare, surgery and neuroscience, together with postgraduate study in Artificial Intelligence and Deep Learning.

His work has evolved from clinical experience toward a broader question:

Can the principles of human reflexive intelligence help us build safer intelligent machines?

This question led to the development of the Intelligence Reflex concept and subsequently to the Ethically Reflexive Intelligence Framework (ERIF).

Through Layveer Medical Division, Dr. Choudhry leads the clinical, scientific and conceptual development of this emerging field, with particular interest in AI in surgery, reflexive intelligence and human-machine collaboration.

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DR. PIUSH CHOUDHRY

Founder & Director — Surgical AI

NEETA CHOUDHRY

Co-Founder & Director — Layveer Medical Division

Neeta Choudhry is a co-founder and director of Layveer Medical Division, contributing to the organisation's strategic, developmental and operational direction.

Her role extends the ERIF vision beyond the technology itself, helping shape how an emerging interdisciplinary organisation can translate research, ideas and innovation into meaningful and responsible applications.

Neeta contributes to the long-term development of LMD across innovation, collaboration, organisational development and responsible implementation.

Her contribution reflects a central principle of Layveer Medical Division:

Technology becomes meaningful when it serves people, purpose and responsibility.

Together, the founders are building LMD as a platform where medicine, artificial intelligence, cognition and human values can meet.

TWO FOUNDERS. ONE VISION.

Dr. Piush Choudhry and Neeta Choudhry approach innovation from complementary perspectives.

- Clinical experience.
- Scientific curiosity.
- Human understanding.
- Organisational vision.
- Technological possibility.

Their shared objective is not to create an AI that simply produces more answers.

It is to explore intelligent systems capable of recognising when an answer requires reflection, validation, correction or human involvement.

This is the philosophy behind ERIF.

THE REFLEXIVE LOOP

OBSERVE → INTERPRET → ACT → REFLECT → EVALUATE → CORRECT

A continuous reflexive loop designed to support safer and more natural human-machine collaboration.

OUR VISION

We do not believe the future of AI should be based on machines simply believing in themselves.

We believe the more important evolution is for intelligent systems to become capable of questioning themselves.

To recognise uncertainty.

To detect changing circumstances.

To challenge their own outputs.

To learn from consequences.

To know when to continue.

To know when to stop.

And to know when the human should remain in control.

THE FUTURE IS NOT HUMAN VS MACHINE.

IT IS HUMAN + REFLEXIVE AI.

Intelligence • Physiology • Cognition • Surgery • Care

LAYVEER MEDICAL DIVISION

Layveer Medical Division Private Limited

Towards Ethically Reflexive Intelligence.