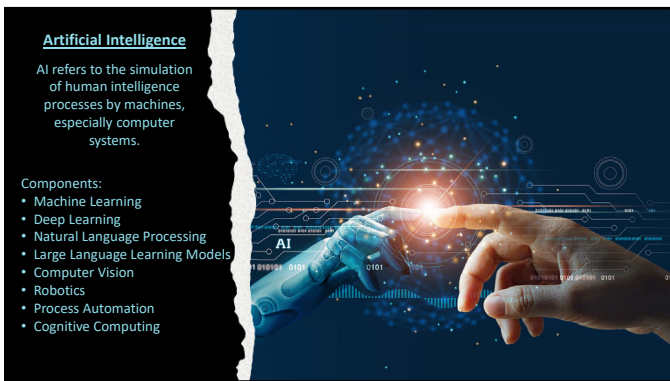




Empowering Healthcare:
Choosing the Right Strategy for AI Success



- Objectives**
- Market dynamics of innovation in healthcare
 - Technology strategies
 - Phase 1. Today's tech strategy development
 - Defining the technology partner role

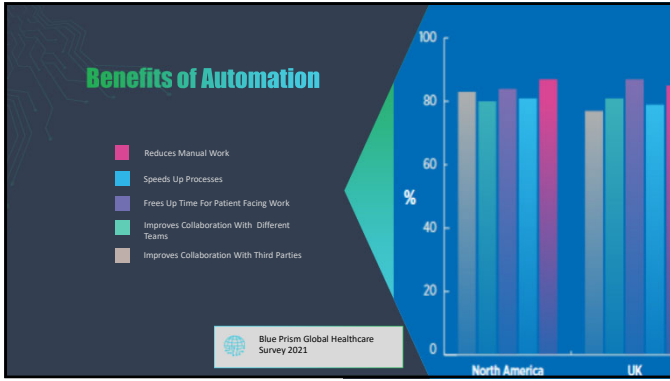


Artificial Intelligence



AI refers to the simulation of human intelligence processes by machines, especially computer systems.

Components:

- Machine Learning
- Deep Learning
- Natural Language Processing
- Large Language Learning Models
- Computer Vision
- Robotics
- Process Automation
- Cognitive Computing



How will our patients & community feel about Digital Health & AI Adoption?



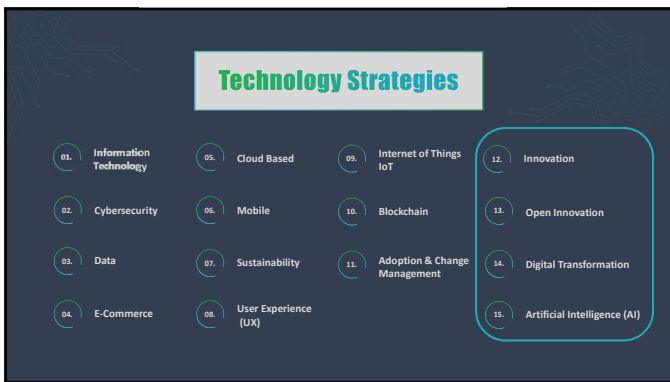
- 55% of American say they interact with AI at least once daily. (Source: Pew Research)
- 50% of Smartphone users use AI voice search features everyday. (Source: Forbes – AI Stats)
- 80% of respondents (8,000) have accessed care via telemedicine (Source: Rock Health)

How will our teams & providers feel about Digital Health & AI Adoption?



- An average of 3.8 different AI capabilities are used by organizations that have adopted AI. (Source: McKinsey)
- 60% of Americans would be uncomfortable with Provider relying on AI for things like diagnosis and recommending treatments (Source: Pew Research)







Tenets of Technology Strategy Development

01. Understanding your Landscape



What are you doing now?
How is it working?
What processes can benefit from automation or AI?

- A. Conduct a Digital Assessment of your existing technology resources and how its used.
- B. Identify tasks that are repetitive, time consuming, and prone to human error.
- C. Identify pain points or challenges your organization is facing.
- D. Does your existing technology offer functionality that is underutilized?
- E. Does your culture support innovation?

Digital Assessment

Assess your digital footprint – Inventory the solutions currently utilized, how they intersect with the patient journey and workflows, and their contribution or barriers to practice optimization.

Gap Analysis – Identify the levels of integration, areas lacking technology advancements, and missed opportunities.

Pinpoint technology opportunities – Recommendation of functional areas that would benefit from technology optimization.




This is not a step for your IT department this is an operational analysis.

Healthcare Technology Trends


★ IoT and Medical Devices	1	6	Virtual Reality (VR)
★ AI and Robotics	2	7	Advances in Virtual Care ★
★ Increased Cloud Use	3	8	Data Explosion ★
Digital Therapeutics	4	9	Nanomedicine
★ Mental Health Technology	5	10	3D Bioprinting

<https://www.selecthub.com/medical-software/top-health-it-security-trends/>

Current Use Cases





**Communications
Contact Center Solutions**




Features:

- Conversational AI
- Process Automation of Repetitive Tasks
- Omni Channel Access with conversational history
- Unified Reporting
- Auto Transcription and AI created call summaries


**Data Entry Automation
Patient Engagement**

Current Use Cases





**Speech Recognition,
Diagnostic Reviews, &
Clinical Summary**




Features:

- Ambient Technology
- Conversational AI Commands
- AI Driven Medical Record Documentation
- Medical Coding Simplification
- Virtual Assistant Technology in the exam room


**Telemedicine &
Remote Monitoring**

Current Use Cases





**Revenue Cycle Management &
Data Analytics Support**



Features:

- Benefit Eligibility (most common use)
- Medical Coding
- Prior Authorizations
- Claims Management
- Payor Rules Engines
- Data Analytics
- Patient Reactivation
- Price Transparency Tools

**Workflow Optimization
& Usage Monitoring**

Around **82%** of denials are potentially avoidable, while 1 in 5 (22%) of these are not recoverable

The Optum 2022 Revenue Cycle Denials Index Report

Aligning Tech Strategies with Business Goals

Automate for the benefit of people focused outcomes and the financial plus operational results will follow.

- Organizational Strategy**
Organizational imperatives are at the heart of every decision you make.
- Technology Strategies**
Compilation of solutions and security measures to support optimal performance in achieving organizational goals.
- Operational Strategy**
Focused objectives and workflows to support achieving the organizational strategies.

Define Your Objectives

- Improve Operational Efficiency
- Improve Experience Scores (Patients and Staff)
- Improve Patient Access
- Increases Revenue or Decrease Costs
- Address Pain Points

Why use a technology partner approach?

- Unbiased Point of View
- Industry Specific Use Case Experiences
- Relationships Cross-Industry & Cross Technology Experiences
- Investment in Tech Knowledge
- Client Centric
- Flexibility
- Solution Centric – Operationally Focused

How do you get the most out of an engagement with a technology partner?



PARTNER

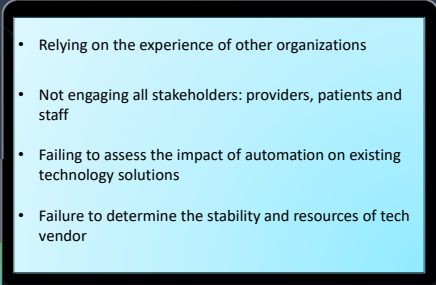
- A. Pick the right firm.
- B. Bring them in early.
- C. Share your partnership opportunities.
- D. Create mutual accountability.

Common Mistakes



- Automating the wrong processes
- Falling in love with a single technology
- Choosing a technology because it closely follows your current workflow
- Failing to integrate human oversight
- Using the wrong metrics to measure success
- Failing to build in a monitoring and continuous improvement strategy

Common Mistakes



- Relying on the experience of other organizations
- Not engaging all stakeholders: providers, patients and staff
- Failing to assess the impact of automation on existing technology solutions
- Failure to determine the stability and resources of tech vendor



Technology Selection Guidelines

- Strategic Objectives
- AI Tolerance
- Confirm Interoperability Expectations
- Scalability for Future
- Define Data Security & Regulatory Requirement Parameters
- Budget Parameters
- Vendor References Expectations

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Technology Guidelines

- Support & Maintenance Expectations
- Vendor Viability & Future AI Strategy Limits
- Workflow & Manpower Change Expectations
- Clinical Components Review Expectations
- Data Management & Ownership Risk Expectations
- Reporting, Monitoring, & Measurement Expectations

Medical icons: pill, microscope, heart, stethoscope, ambulance, etc.



Overcome Your AI Barriers

Barriers:

- Costs
- Privacy & Security Concerns
- Resistance to Change
- Trusting the Information Provided
- Integration with Existing Systems

CLARIFY, STRATAGIZE, ASSESS, & EVALUATE

AI

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Hand pointing at digital interface



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 24 Top AI Statistics And Trends In 2023
 Kathy Haan
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 December 6, 2022 | Survey
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Edv Research
 Report February 22, 2023
60% of Americans Would Be Uncomfortable With Provider Relying on AI in Their Own Health Care
 Not many see promise for artificial intelligence to help issues of bias in medical care
 By Alec Tyson, Giancarlo Pasquini, Alison Spencer and Cary Funk
<https://www.edvresearch.org/science/2023/02/22/60-of-americans-would-be-uncomfortable-with-provider-relying-on-ai-in-their-own-health-care/>
