



TOP USE CASES FOR AI IN HEALTHCARE



Individual ad hoc use

Using tools like ChatGPT, PerplexityAI, and others to support everyday tasks

- Marketing materials creation
- Job description drafting
- Research conduction
- Educational material preparation (especially for complex topics)
- Voice-to-text for notetaking



Middle/back office

Automating back or middle office work to reduce rote workload

- Financial close processes
- Data consolidation, clean-up
- Aggregation of member data (e.g. to support call center operations)



Member Experience

Creating non-clinical tools / automations that enhance the member experience

- Chatbots for members to find information or navigate themselves
- Call center augmentation - surfacing all data relevant to an individual to enable an agent to have a personalized and informed interaction



Care provider enablement

Recommending actions for humans to evaluate and act upon

- Next best action recommendations fed to a Care Management team
- Remote patient monitoring
- Point of care prompts (e.g. in CM platforms, Epic)



Clinical/medical

Executing actions that directly impact members or access to care

- Utilization management - denials / approvals automation
- Implantable devices
- Hospital / clinical environment data applications (e.g. sepsis monitoring)



CONSCIOUS BUYING & DEPLOYMENT

Transparency & explainability



Ensure specialized staff can understand *why* recommendations are being made

Bias mitigation methods



Assess what methodologies are in place to control for systemic disparities (e.g. proportionality analysis)

Vendor due diligence



Understand healthcare experience, outcomes, model performance, & compliance with HIPAA, TCPA, etc.

Operational integration



Ensure solutions embed into processes in workflows, rather than create new silos

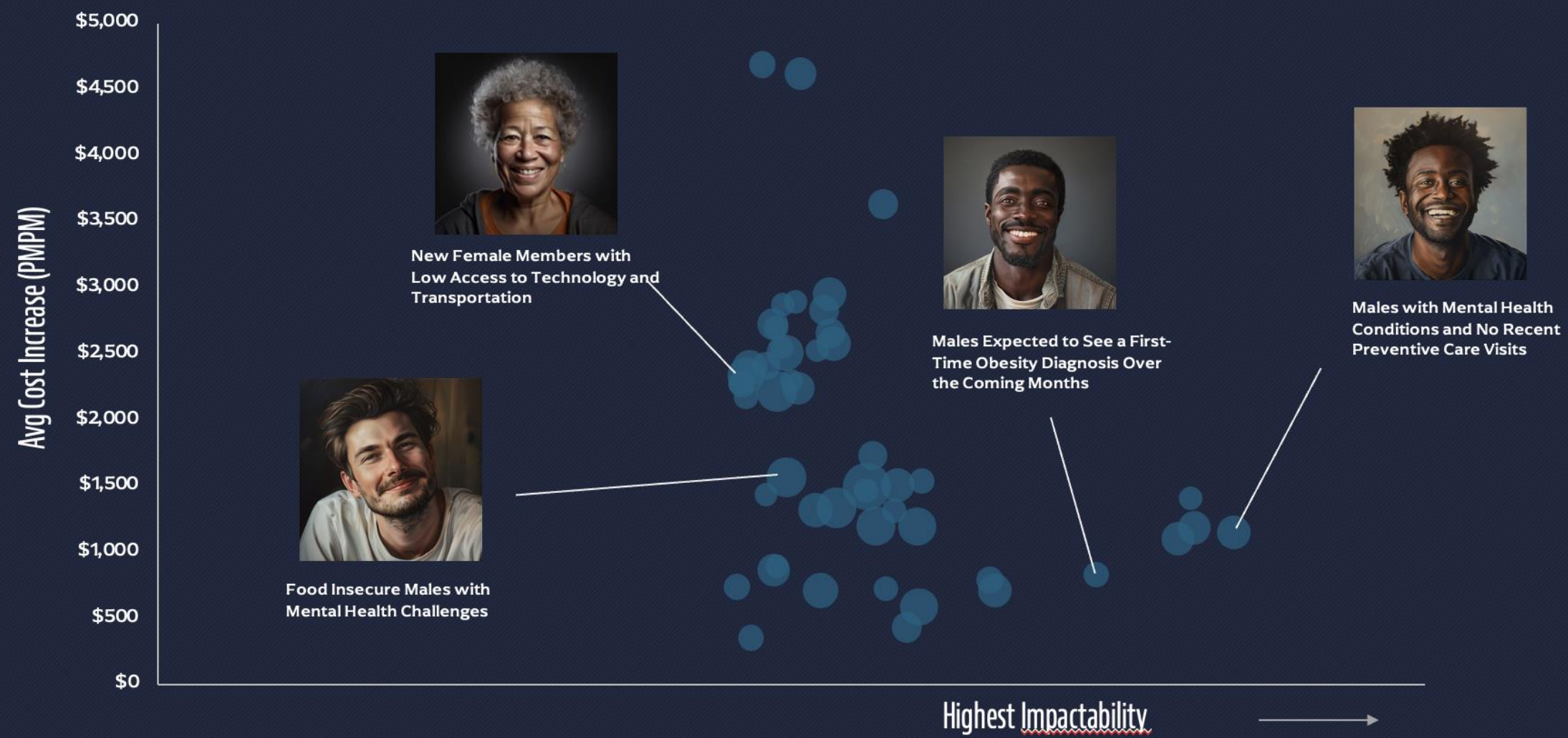
Continuous testing & refinement



Validate processes that are in place to mitigate model drift over time

HOW TO MAKE DATA EXPLAINABLE AND ACTIONABLE

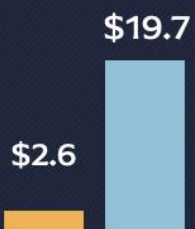
Our models identify who is impactable, why they need help, and how to reach them





89 members in current file, with an average cost of \$2,583 since joining.

Care Costs Increase:



Demographics: Majority are female 60 to 65.

Eligibility: New members.

More likely to live in zip codes with low tech adoption



Example Cohort: New Female Members with Low Access to Technology and Transportation

This cohort of 89 patients is more likely to live in older multi-unit housing near high traffic but low public transit corridors, with a higher percentage of shift workers and limited access to grocery stores offering fresh produce. Recent clinical records describe length of commute to their appointments and include elevated fasting glucose, borderline hypertension, and multiple mentions of back pain.

Their expected trend will likely lead to a near-term 2.5x to 3.6x rise in medical costs.

2.39x

More likely to have at least 1 inpatient visits over the next 12 months

Outlook

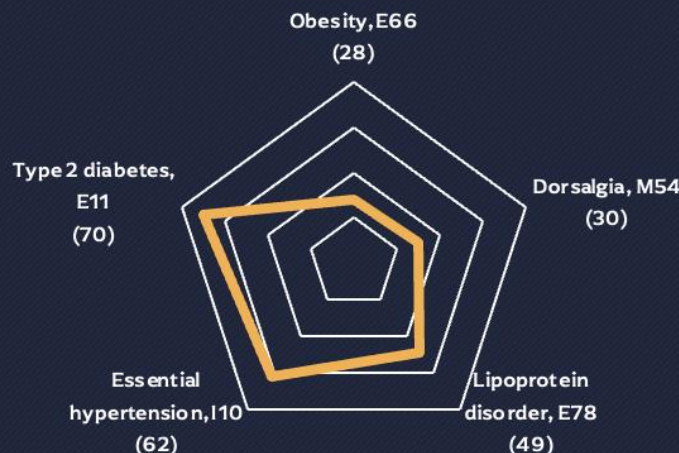
78.6%

Expected to be diagnosed with Type 2 diabetes (E11) for the first time over next year

\$19.7K

Expected future cost over next year, likely to range between \$11.4K and \$28.0K.

Predicted Comorbidity Count



Key Statistics

65%

Low Medication Adherence (22.8x more likely)

61%

Lives in a zip code with low levels of computer ownership (19.8x more likely)

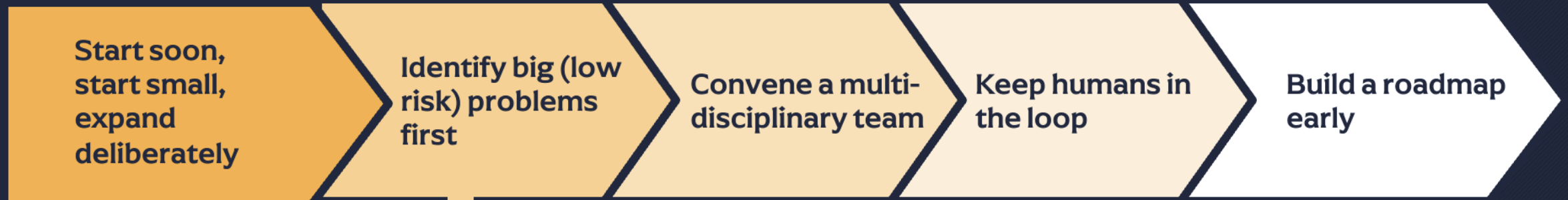
42%

Transportation interferes with errands & appointments (15x more likely)

8%

Visited a PCP within last 90 days (4.4x more likely)

GETTING STARTED



Potential areas to begin:

- ***Member engagement*** – use AI prompts to personalize and enrich conversations.
- ***Retention & product awareness*** – surface right-fit programs (care management, wellness, benefits navigation) to the right members at the right time.
- ***Population engagement*** – prioritize harder-to-reach lines of business where member needs are higher and retention/growth is critical.
- ***Resource-to-member matching*** – align available supports and services with the members most likely to benefit, producing near-term ROI.



