

THE ROLE OF
CONVERSATIONAL
AI IN PATIENT CARE



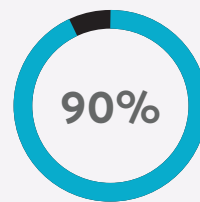
THE PROBLEM WITH PATIENT CARE

Timely Access to Patient Care

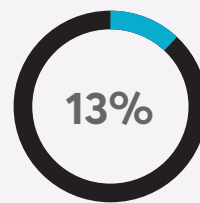
One of the most pressing problems the United States faces is timely access to qualified healthcare. Insurers are pushing more of a team-based approach to healthcare to keep a lid on healthcare costs as the population ages. The federal government is also shifting more Medicare dollars away from fee-for-service payment to value-based care models.

Patient Care has become a long wait

All these healthcare models use the physician as a quarterback, even as doctors are handing off more responsibilities to physician assistants and nurse practitioners. Medicare and most private insurers, are moving to alternate payment models, which emphasize primary care professionals. But for these to work, patients still have to get in to see a primary care physician, and the waits are long. Everyone has waited for what seems like hours to visit a doctor or nurse practitioner, only to spend five minutes getting simple information on how to take a prescription, reschedule a previous appointment. These routine visits/clarifications—crucial to a patient’s health—burden the healthcare industry with enormous costs and can wreak havoc on a patient’s lifestyle. The process leading up to the appointment, can include navigating outdated call center infrastructure, long waits to reschedule followed by higher insurance premiums and deductibles make for a truly frustrating experience that most patients try to avoid at all costs.



Of healthcare CSO’s think new technology will upend their industry over the next five years.



Of the CSO’s feel their organizations are prepared, which is far less than their peers in other industries.

EASIER ACCESS TO BETTER CARE

As forward-thinking healthcare firms re-focus their efforts on the experience for their patients and members, business leaders are turning to technology to help them make positive strides. Conversational AI has become top of mind and specifically, AI-powered self service automation, to improve patient care. Conversational AI offers access that isn't intrusive to a provider and gives patients ease of mind that their concerns will be answered in a timely fashion. These are the four areas conversational AI is making an impact:

Discovery & Scheduling

Intelligent virtual assistants built using conversational AI technology from Avaamo is being used by leading health systems to facilitate a fully conversational discovery of their services, and enable seamless scheduling for their patients. With similar ease, providers are now able to track specialists, and set up referrals through a single conversation with a conversational AI agent, without human intervention.

Care Management

Instead of worrying about the financial impact of hospital readmission rates, forward-thinking health systems are proactively engaging their patients with recent in-patient procedures and chronic conditions such as diabetes, cardiovascular diseases, arthritis, etc. With a slew of advice ranging from medication reminders and lifestyle changes to mood tracking and wellness program enrollments, Avaamo's customers are able to drastically increase patient satisfaction and cut down on readmission rates.

Coverage & Claims

Members of various employer-based and health exchange-based insurance plans are typically bewildered by the range of coverage exceptions and claims requirements that are present in their policy documents. Avaamo's conversational AI technology is

being used to build intelligent virtual assistants that provide coverage advisory services. These intelligent assistants are providing members with a simple and quick way of checking their existing coverage, filing for claims, and tracking the status of their claims.

Prescription Refills and Pre-Authorization

Avaamo's conversational AI technology is helping doctors and physicians simplify pre-authorizations and billing enquiries by initiating conversations with patients based on previous history and ensuring verifications and pre-authorization delays are reduced. The changes help both patient and an overworked healthcare system by offering a clear path to get routine information and care that in the past often required setting up an appointment and visiting the doctor's office.

Conversational AI is rapidly becoming part of the vision from healthcare providers to look beyond the minimal requirements of meaningful use regulations and having a willingness to ask: "How can we improve patient care?"

GETTING STARTED

What to keep in mind

Prioritize

Prioritize a care process that is causing the biggest delays in your patient care experience. Whether it is scheduling or discovery or account servicing, this will drive the most ROI and improve your patient satisfaction scores.

Integration

Since your conversational interface will tie into a backend computer system, make sure you determine your virtual assistant provider has adequate knowledge of your backend systems whether it is Epic, Cerner, AMiON, AllScripts, eClinicalWorks, and has the ability to ensure straight through processing.

Change management

Spend the time to design a communication and change management program for patients and patient care professionals on the advantages of the new technology, including communicating to patients that they might be talking to a virtual assistant in the future and alerting employees to the new technology.

Compliance & security

Security is paramount. Ensure your conversational AI provider is HIPAA-compliant and has the capability to protect your data and can comply with data regulations.



Hey Livi, can you make an appointment with my ENT?

Sure Agnes. I'll check your calendar and make an appointment with your doctor.

Your appointment has been scheduled for Thursday 4 PM. It's been added to your calendar.

CONCLUSION

The upsides of conversational AI in healthcare are enormous: quicker and easier access to both routine care and scheduling, curated and accurate feedback on handling chronic health conditions, and an easier way to track insurance claims and billing. As AI becomes more commonplace and accepted in the care management, there will be more developments that improve and personalize healthcare. One possibility with significant potential is conversational AI that uses simple diagnostics to tell patients whether to pursue treatment at home or visit a doctor (and then book an appointment). Perhaps the most intriguing development overall is that artificial intelligence — often misunderstood or poorly explained—will be a conduit to obtaining personalized and ultimately more human healthcare.

Conversational AI also has a huge upside for managing chronic conditions like diabetes: patients will be reminded to check their insulin and stay on top of their health issues.

The possibilities are enormous — patients will be able to track their condition and corresponding treatment, quickly access their healthcare records when considering treatment options, and eventually even report new symptoms or concerns to see if they should schedule or accelerate an appointment.



“Patients want information at their fingertips — whether that be via phone, computer or even smart speakers — and we want to be able to give them what they need as quickly and easily as possible.”

Manny Rodriguez
Chief Marketing and Experience
Officer, UCHealth

Avaamo is a deep-learning software company that specializes in conversational interfaces to solve specific, high impact problems in the enterprise. Avaamo is building fundamental AI technology across a broad area of neural networks, speech synthesis and deep learning to make conversational computing for the enterprise a reality.