Housekeeping

• All participants are muted.

• **Audio Settings:** ability to select your speakers and adjust your volume.

• **Chat:** for sharing of ideas, interacting with speakers and attendees; not for promoting services and products. Make sure you choose **Everyone** in the dropdown in the chat box.

• **Q&A:** for submitting questions to review at the end of the webinar

• **Captions:** Click the caption icon to turn captions on/off

• Receive follow up email tomorrow with webinar slides, recording and link to survey.
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For more information, visit: qualtrics.com/healthcare
Our Speaker

Adrienne Boissy, MD, MA
Chief Medical Officer
Qualtrics
5 Things to Know About the Future of AI in Experience

Adrienne Boissy, MD MA
adrienneb@qualtrics.com
WHAT ARE WE REALLY TALKING ABOUT?

Artificial Intelligence
- Technology generated cognition

Augmented Intelligence
- Human oversight of artificial intelligence

Machine Learning
- Subset of AI wherein statistical methods/algorithms improve AI with experience

Deep Learning
- ML algorithms with brain-like layers (neural networks) that can train itself
- Ex Generative AI - Use of deep learning algorithms to generate new content or outputs

Large Language Models
- Data sources based on conversations, identifies sentiment and themes and can generate
- Open AI's Chat GPT and Google's Bard

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What is AI?

Artificial intelligence

Machine learning

Deep learning

Generative AI and LLM
Intelligent Processing

- Robotic Desktop Automation
  - with manual intervention

- Robotic Process Automation
  - with digital triggers or self-service

- Machine Learning
  - with prescriptive analytics & decision engines

Increasing complexities & costs

Artificial Intelligence
- with deductive analytics

Data-driven

Image Source: Medium.com

https://cognitivesw.medium.com/cognitive-software-group-intelligent-process-automation-ipa-ab6f722a45f3

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ChatGPT is everywhere in the news

ChatGPT and generative AI tools have brought AI into the hands of everyone with an internet browser.

Nearly every day a new application is discovered that brings excitement and opportunity.

Data security and privacy concerns continue to feature significantly in the discussion.
Ethics & AI: Crash Course

1. Do good.
2. Do not harm.
3. Respect choice.
4. Be fair & equitable.
Ethics & AI: Crash Course

1. Do good. (Beneficence)
2. Do not harm. (Non-maleficence)
3. Respect choice. (Autonomy)
4. Be fair & equitable. (Justice)
<table>
<thead>
<tr>
<th>Ethics Principle</th>
<th>AI Translation</th>
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</thead>
<tbody>
<tr>
<td><strong>Do good.</strong></td>
<td>+ Clarity of how AI will be used</td>
</tr>
<tr>
<td></td>
<td>+ Align to values</td>
</tr>
<tr>
<td><strong>Do not harm.</strong></td>
<td>+ Clarity as to how AI won’t be used</td>
</tr>
<tr>
<td></td>
<td>+ Protecting identification</td>
</tr>
<tr>
<td></td>
<td>+ Potential amplification of bias (racism, financial, automation, etc)</td>
</tr>
<tr>
<td><strong>Respect choice.</strong></td>
<td>+ Consent for how data is used and monetized</td>
</tr>
<tr>
<td></td>
<td>+ Ability to opt out</td>
</tr>
<tr>
<td></td>
<td>+ Respect privacy</td>
</tr>
<tr>
<td><strong>Be fair &amp; equitable.</strong></td>
<td>+ Transparency as to how models are built</td>
</tr>
<tr>
<td></td>
<td>+ Safeguards for controlling for bias</td>
</tr>
<tr>
<td></td>
<td>+ Co-design</td>
</tr>
</tbody>
</table>
Use early indicators of loyalty in feedback

- **NPS, OSAT/CSAT, Forrester CX index ***: Post-hoc validation of customer's impressions
- **Sentiment score**: Explore polarizing topics, beacon for moments of truth, items to fix
- **Emotional intensity score**: Identify areas of brand equity, find drivers of positive or negative emotions
- **Effort score**: Find points of friction, confusion, and inefficiency; identify drivers impeding customer value

* Only available through surveys
# Use AI to create empathetic experiences at scale

| Effort | Customer "effort" language and experience has high correlation to inefficiency, costs, loyalty.  
|        | Apply AI algorithms to extract effort language from calls, chats, survey feedback - that will provide a guidepost on the areas requiring CX optimization. |
| Emotion| Customer “emotion” markers have a high correlation to brand equity and loyalty.  
|        | Extract love markers, hate markers, rage click behaviors, expressed frustration markers from customer interactions and conversations.  
|        | Analyze, quantify and prioritize areas for improvement - they will provide you with the road map to better products and services, and more customer lifetime value and loyalty. |
| Empathy| Agent / employee empathy has a high impact on CSAT and loyalty.  
|        | Seek to understand and track when empathy is required, and applied by customers, and use these insights to help coach, improve, and develop your employees and even your digital / automated engagement platforms. |
## AI & Healthcare Experience

<table>
<thead>
<tr>
<th>ACCESS &amp; REVENUE CYCLE</th>
<th>CONVERSATIONAL ANALYTICS</th>
<th>PERSONALIZATION &amp; PREDICTIVE ANALYTICS</th>
<th>PERFORMANCE MONITORING AND IMPROVEMENT</th>
<th>CLINICAL CARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process automation, detect, understand pain, suggest paths to better experiences for all</td>
<td>Deep understanding of human emotion</td>
<td>Unifying experience ID Segment identification and value drivers</td>
<td>Service recovery and continuous improvement cycles</td>
<td>Drive efficiency, better outcomes, identify risk, decisional support, patient comms</td>
</tr>
</tbody>
</table>

### REAL-TIME COACHING
Help the frontline in the moment to better serve patients

### ANALYZE & TAKE ACTION
Understand and surface insights, recommendations, predictions, and next best actions

### DRIVE AUTOMATION
Remove manual, repetitive work, enabling your frontline to focus on impactful work

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Healthcare is still too hard

1 in 4 Americans report difficulty paying for hospital/provider bill

Among adults who say they tried to shop around, 69% called the experience somewhat difficult or very difficult

40% of calls coming into contact centers in healthcare originate out of a failed attempt on digital channels
AI To Know #1 - Access and Rev Cycle: AKA Making It Easier

Identify average call duration and compare the cost of all calls to the cost of journey-specific calls.

Segment the insights: by region, difficult or positive experiences.
AI To Know #1 - Access and Rev Cycle

Empowering Agents with relevant resources and recommendations using Real-Time Agent Assist (RTAA) & Automated Call Summaries (ACS)

This means:
- Scoring every call for customer experience and required tasks
- In moment suggestions to help agent with issue
- Automated summaries
  - Understanding of language, sentiment, and context
AN EMPOWERED FRONTLINE
Agents focused on the outcome for the customer, not hitting targets.

AARP were able to automate compliance-based requirements to save the frontline from unnecessary admin and let them focus on the customer.

MOVED TO A DESIRED BEHAVIOR-BASED MODEL
By de-emphasizing scoring and emphasizing behaviors that make a great experience, customer satisfaction almost doubled. And their conversion rate went up. All while reducing agent attrition by 40%.

Agents are more effective and report increased job satisfaction. Customers are more satisfied and happier with the service they receive. This has increased their score by 6 points in the first 3 quarters. Their target was 84, and now they’re budding up against 90.

Clearly shows agents opportunities and what to focus on first. They love it!

Brian Clancy, Head of Consumer Care Learning & Performance Improvement at AARP
Picking up the frustration at one organization...

- **Awareness**
  - Campaign Mgmt.
  - Quality & Reputation

- **Consideration**
  - Events / Community
  - Networks / Contracting
  - 29% difficulty navigating online appts

- **Access**
  - Patient Portal
  - Scheduling
  - Referrals
  - Coverage / Benefits
  - Profile Creation

- **Service Delivery**
  - Call Center
  - Pricing Transparency
  - 40% errors with cost estimation
  - Registration and Wait
  - RN/Doc Interaction
  - Discharge Process

- **Ongoing Care**
  - Outreach
  - Pricing Transparency
  - Social Determinants of Health (SDOH)
  - Population Health

- **Majority patients leaving apps due to wait**
  - Website error preventing bill pay
  - 18%

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AI To Know #2 - Conversational Analytics
AKA Making People Feel Cared for

82% of patients want to feel cared for

92% of employees will stay when you get emotional connection right
ChatGPT Outperforms Physicians in High-Quality, Empathetic Answers to Patient Questions

While AI won’t replace your doctor...


As part of a new JAMA Internal Medicine study, independent licensed healthcare professionals evaluated both quality (left) and empathy (right) for ChatGPT and physician responses to patient questions, preferring ChatGPT’s responses 79% of the time.
AI Use Case #2 - Conversational Analytics
AI Use Case #2 - Conversational Analytics
Conversational Feedback

+ Infusing AI into feedback gathering to make it more human
+ From any source
+ Break out from understanding patients solely based on their choices from predefined answers to our static questions
+ Generative answers in proper emotional tone and context
Organizations inhibit empathy in many ways.
AI To Know #3 - Personalization and Prediction
AKA Feeling Known and Knowing

The clinical impact of misidentification

86%
of respondents say they have witnessed or know of a medical error resulting from misidentification

PATIENT-CENTERED CARE

Concept by Sachin Jain, Art by Matthew Hayward © 2014 All Rights Reserved.
Experience ID is an intelligent database, that pulls in ALL experience and operational data customers and employees share, organizes it into unique individual profiles with end-to-end journeys, empowering companies to segment valuable cohorts to identity new opportunities and personalize experiences at scale.
AI To Know #3 - Personalization and Prediction

Increase customer retention across multiple segments

A banking customer trying to open a new account online is having issues with the site, a chat bot pops up, the customer shares their frustration.

Their emotion, effort, intent is captured in their unique experience profile that also shows their demographics and their experience journey.

Profile details show us this customer is High LTV, but there are also other segments that experienced this web issue.

For this High LTV customer, we are able to immediately route them to a customer service representative for a follow up call and send an immediate message to the web/product teams to fix the bug on the site.

A slack message goes out to web/product.

A customer care rep reaches out directly to the High LTV customer.

Signals
- Web engagement
- Preference data
- Reviews
- Transaction history
- Call center
- Chat

Profile
- Emotion
- Effort
- Intent
- Demographics
- Journey
- Preferences

Segments
- High LTV
- Low LTV
- Business owner
- New customer
- Credit card holders
- At risk

Add teams
- Marketing
- Regional managers
- Branch managers
- Web team
- Product team
- Customer care

Decide actions/routing
- Marketing recovery campaign/Marketo
- Send promotional offer/Marketo
- Fix bug/Slack
- Call center/Zendesk

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AI To Know #3 - Personalization and Prediction
Understand Patient Journeys, at scale

+ Patient journeys are becoming increasingly complex, making it impossible to optimize them
+ Understand and optimize omni-channel journeys driving highly personalized patient experiences at scale
+ Apply AI algorithms to extract effort language from calls, chats, survey feedback - that will provide a guidepost on the areas requiring PX optimization.
# AI To Know #3 - Personalization and Prediction

## AKA Feeling Known and Knowing

**COMPANY-WIDE RESEARCH AT THE SPEED OF ATHLETES (FAST ONES)**

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Actions Taken</th>
<th>Early Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizing panel for wear testing outreach</td>
<td>Consolidate and continuously grow the product tester panel within XID</td>
<td>100x increase in product tester panel</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Went from a database of 100 to over 10,000 due to ability to organize and easily add</td>
</tr>
<tr>
<td>Leveraging panel across organizations within the business</td>
<td>Institute contact frequency and attribute filtering to allow shared panel</td>
<td><strong>2,000 products evaluated in less than a year</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Easy access panel and integration with FedEx enabled speed &amp; scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Efficiency across disconnected research teams</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Product, Consumer Insights, &amp; Digital all confidently leveraging the same athlete panel</td>
</tr>
</tbody>
</table>

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AI Use Case #4 - Performance and Service Improvement

Four Insights-Driven Action Loops

1. Immediate Response
   - Close the loop with people based on feedback (and also based on inference) and take corrective action on solvable problems

2. Continuous Improvement
   - Identify, prioritize, and take action on opportunities to solve root causes of problems and to create differentiated experiences

3. Process Integration
   - Connect insights directly into workflows to create customized experiences

4. Strategic Decision-Making
   - Apply insights to key strategic decisions

63% of people say organizations need to do a better job of listening to feedback
Why Close the Loop with Customers?

“The only thing worse than being talked about is not being talked about.” Oscar Wilde

- Deepen and strengthen relationships
- Identify unknown issues
- Real-time opportunity to engage customers
- Understand needs and expectations
- It is a competitive differentiator
- Encourages future survey participation

After an effective service recovery, customers are often more loyal than if no error happened.

Inner and Outer Loop Design

The “inner loop” of the CX feedback program promotes individual coaching and learning, while the “outer loop” supports improvements that go beyond individuals or teams.

**Inner Loop**
- Identify and coach behaviors
- Follow up with customers
- Assess the experience
- Customer engages with us
- Individual behavior and learning

**Outer Loop**
- Identify issues and root causes
- Define actions and prioritize
- Implement structural improvements
- Communicate improvements to employees & customers
- Structural improvements

**Team Huddle**

Source: Bain & Company
Closed-Loop Success Stories

+ Financial Services organization implemented a trigger, ticketing, and closed-loop system that **improved NPS by 10 points** and **speed to action by 10x**.

+ Australia based homewares manufacturer sends immediate triggers to employees to take direct action to resolve customer issues. This **decreased resolution time by 95%** and led to a **9 point increase in NPS**.

+ Multinational FMCG retailer segmented its customers across a wide range of variables. This helped the company **tailor and target engagements** for different customer types while **reducing the time to action from weeks to days**.
Picking up the frustration at one organization...

- **AWARENESS**
  - Campaign Mgmt.
  - Referrals
  - Coverage / Benefits
  - Profile Creation

- **CONSIDERATION**
  - Events / Community
  - Networks / Contracting
  - Scheduling
  - Patient Portal

- **ACCESS**
  - Call Center
  - Outreach
  - Pricing Transparency
  - Registration and Wait

- **SERVICE DELIVERY**
  - RN/Doc Interaction
  - Discharge Process
  - Billing

- **ONGOING CARE**
  - Social Determinants of Health (SDOH)
  - Wellness / Care Management

**29% difficulty navigating online appts**

**40% errors with cost estimation**

**18% Website error preventing bill pay**

**Majority patients leaving apps due to wait**

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AI Use Case #4 - Performance Improvement

AI Powered Coaching

- Utilizing generative AI, managers can receive coaching to deeply understand the insights that drive action. Empower managers with key summary headlines, focus areas, and straightforward action steps.

- Personalized, easy-to-understand next steps for managers

- Reduce noise with targeted understanding of what’s important for managers to focus on

- Advises managers on most effective ways to accelerate improvements in their employees’ experience, informed by best practices
AI To Know #5: Clinical Transformation

$360 billion

Could be saved annually if adopted more widely in healthcare, according to McKinsey and Harvard researchers.

67%

Of organizations plan to increase their level of spending in technology and are prioritizing investments in data & AI.

# AI To Know #5: Clinical Transformation

Making processes more efficient is the most important outcome, followed by enhancing existing products and services, and lowering costs.

### Outcomes Trying to Achieve

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making processes more efficient</td>
<td>34%</td>
</tr>
<tr>
<td>Enhancing existing products and services</td>
<td>27%</td>
</tr>
<tr>
<td>Lowering costs</td>
<td>26%</td>
</tr>
<tr>
<td>Improving decision-making</td>
<td>20%</td>
</tr>
<tr>
<td>Creating new products and services</td>
<td>20%</td>
</tr>
<tr>
<td>Enabling new business models</td>
<td>18%</td>
</tr>
<tr>
<td>Enhancing relationships with clients/customers</td>
<td>17%</td>
</tr>
<tr>
<td>Making employees more productive</td>
<td>14%</td>
</tr>
<tr>
<td>Discovering new insights</td>
<td>14%</td>
</tr>
<tr>
<td>Reducing headcount</td>
<td>10%</td>
</tr>
</tbody>
</table>

### Outcomes Achieved through AI Implementations

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making processes more efficient</td>
<td>43%</td>
</tr>
<tr>
<td>Enhancing existing products and services</td>
<td>32%</td>
</tr>
<tr>
<td>Lowering costs</td>
<td>32%</td>
</tr>
<tr>
<td>Improving decision-making</td>
<td>36%</td>
</tr>
<tr>
<td>Creating new products and services</td>
<td>38%</td>
</tr>
<tr>
<td>Enabling new business models</td>
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<td>Enhancing relationships with clients/customers</td>
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</tr>
<tr>
<td>Reducing headcount</td>
<td>33%</td>
</tr>
</tbody>
</table>

*Achieved to a high degree.*

Source: Deloitte's State of AI survey.

# AI To Know #5: Clinical Transformation

<table>
<thead>
<tr>
<th>PERSONALIZATION</th>
<th>PREDICTING RISK</th>
<th>REDUCTION OF ADMIN BURDEN</th>
<th>DISCOVERY</th>
<th>RESEARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segmentation, clinical care paths, health coaching</td>
<td>Risk of readmission, relapse, burnout, retention, clinical disease</td>
<td>Ambient listening and note generation, patient communications, prior auths</td>
<td>Medical imaging, drug development, deeper understanding of large datasets</td>
<td>Proactive identification of patients for research, genetics</td>
</tr>
</tbody>
</table>
### Create an omnichannel listening strategy to drive change

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Explore your AI landscape.</strong></td>
<td><strong>Partner on strategy</strong></td>
<td><strong>Learn more. Have a point of view.</strong></td>
</tr>
<tr>
<td>+ Who owns data and AI governance?</td>
<td>+ Where can you get feedback?</td>
<td>+ How do you move data &gt; insights &gt; action?</td>
</tr>
<tr>
<td>+ Guiding principles?</td>
<td>+ Where do you want to?</td>
<td>+ How will you measure value?</td>
</tr>
<tr>
<td>+ What are their desired outcomes?</td>
<td>+ Connect to digital, rev cycle, access efforts</td>
<td>+ <strong>YOU ARE THE EMPATHY AMPLIFIERS. USE YOUR VOICE...AND NOW.</strong></td>
</tr>
</tbody>
</table>
Improve patient access & financial experience

- Analyze speech to detect topic, effort, intensity of emotions and empathy
- Deflect calls that can be self serviced and improve agent performance
- Omnichannel program which includes listening posts set up through Website, In-App, Chat, Post-call feedback + Speech, Chat, Call Logs (non-survey feedback)
Upcoming Events & Programs

WEBINARS
August 8 | Using Unsolicited Patient Complaints to Improve Patient Outcomes and Organizational Culture
August 17 | Elevating Experience
August 22 | Don’t Get Lost in Translation: Advancing Health Equity and Inclusion

CONNECTION CALLS/PX CHATS
August 11 | PX Chat: Lost Belongings

PROGRAMS
August 8-29 | CPXP Prep Course

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