The Weight of Responsibility: Using AI in the Patient Experience

May 16, 2024
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The Weight of Responsibility: Using AI in the Patient Experience

May 2024
What is your top priority?

a) Improve safety and quality
b) Improve patient access to care
c) Expand access to services
d) Associate engagement/retention
e) Audit the front-line staff
f) Other
Today’s Session

01. What is AI?

02. In Practice: A Case Study

03. How to Get Started
What is AI?
About Authenticx

A conversational AI company founded to help humans understand humans.

Headquarters: Indianapolis, IN
CEO + Founder: Amy Brown
Founded: 2018

200 Million+ conversations anticipated in 2023
Unsolicited conversations, often out of sight and out of mind today, will fuel the next era of customer listening.
Leveraging AI To Listen At Scale

Natural Language Processing (NLP)

Machine Learning

Generative AI
How are you using AI today to listen to patient conversations? Select all that apply

a) For our survey verbatim responses  
b) To take notes during patient visits  
c) To understand the notes in our EMR  
d) To listen to recorded phone conversations  
e) To analyze portal conversations  
f) Good question. I’m not sure.  
g) We are not using it  
h) Other
Leveraging AI To Listen At Scale

- Natural Language Processing (NLP)
- Machine Learning
- Generative AI
1 — Rule-based modeling: 
Search and find

- **Search**: Rule-based logic to find interactions
- **Aggregate**: Create topical themes to aggregate and trend
- **Target**: Focus human review of what’s most important to the business
Leveraging AI To Listen At Scale

- Natural Language Processing (NLP)
- Machine Learning
- Generative AI
2 — Machine Learning to: Detect at Scale

1. **Problem Identification**: A clear and deserving problem to solve
2. **Training Data**: Standards and processes for accurate and consistent data labeling
3. **Model Building**: Iterative process for building, testing, and refining the models
4. **Model Oversight**: Monitor model performance and drift
Proprietary Healthcare ML Models

- **Eddy Effect™**
  Dynamically highlight areas of friction, effort, and common roadblocks that members, customers, or patients experience.

- **Summarization**
  A Generative AI Large Language Model creating new content (the summary) from existing content (the original conversation).

- **Sentiment**
  Identify sentiment across the conversation – overall sentiment and difference in sentiment from beginning to end.

- **HIPAA**
  Proactively surface HIPAA violations or areas of concern.

- **Safety Events**
  Detect Safety Events automatically and alert your team.

- **Agent Coaching**
  Identify and track agent skill gaps and improvements over time without increasing QA headcount.
Leveraging AI To Listen At Scale

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EXAMPLE SUMMARY: The representative speaks with a man recovering from surgery. The man reports undergoing surgery in December due to narrow sections and blockages in his intestine. His recovery is expected to take around 6 weeks. The representative documents the call and asks about other medications, noting that he has been vaccinated against COVID-19, receiving three doses. They schedule a follow-up call for the 8th of next month. The call ends with an offer for resources, which the man declines.*

* This example has been altered.
3 — Generative AI to:

Explain Quantitative data

**SMART SUMMARY**

The top quality score in November 2023 was 'Manages Expectations' which had a score of 60 with no Eddy identified and 70 when an Eddy was identified. On average, calls with Eddy Identified in this period score 15% lower on module questions.
Leveraging AI To Listen At Scale

- Natural Language Processing (NLP)
- Machine Learning
- Generative AI
4 — SmartPredict™ to:
Evaluate at Scale

- **Evaluate conversations:** Leverage AI to tag elements of a conversation
- **Dispute:** Seek human review when auto-generated agent performance scores don’t align with expectations
- **Tune:** Improve the AI that is used to auto-generate tags
Which data source would be the most valuable to you in the future?

a) For our survey verbatim responses
b) To take notes during patient visits
c) To understand the notes in our EMR
d) To listen to recorded phone conversations
e) To analyze portal conversations
f) Other
g) Good question; I’m not sure.
In Practice: A Case Study

"When you live in pain for so long, finding a treatment like this, that might actually work, gives me hope for the first time in years."
Remove customer barriers

A large hospital system wanted to remove barriers that were preventing access to care.
Eddy Effect™

An “Eddy” is when the customer’s desired or expected experience is disrupted by an obstacle or barrier that causes the customer to feel “stuck” in a problem.
43% Of Prescription Refill Calls Were Eddies
Common Prescription Refill Themes

- Supply Shortage
- Physician Delay
- Wrong Location
- Appointment Timing
- IVR Usage
- Prescription Error
“The doctor prescribed some medication for my wife, and it says right on her chart that she was allergic to this.”
Within **two months**, this hospital system realized:

- 34% increase in prescription refill line utilization
- Nurses responded to 550 fewer prescription refills
The Implication

When we listen, customers will guide the way.
Getting Started
01. Listen to ten conversations
02. Imagine the “at scale” potential
03. Get curious
THANK YOU!

Questions?
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June 4 | A Global Perspective on Experience Excellence: Examples from Around the World
June 18 | A Toolbox for Work-Life Balance

CONNECTION CALLS/CHATS
May 17 | PX Chat on PFA/PFACS: Revitalizing/Rebuilding
May 30 | Connection Call: Learning Programs to Support Your Experience Career Path
June 5 | Ambulatory Care Connection Call – Wait Times
June 11 | Connection Call: Membership Benefits Overview
June 12 | Lost Belongings Workgroup
June 21 | PX Chat on PFA/PFACS: Sustaining/Growing

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