

Outbound AI HFMA

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Doing More Without Thinking

- A common misconception is that AI should help us do more without thinking
- In reality AI's greatest potential is to help us do more with our brains
- The key strengths of both people and of machines to create a greater whole
- Full automation, an alluring trap
- Applying this to an industry built upon the ethics of human interaction and decisions

Human Agent Teaming

- For years it's been human corrected computing automation
- The new model must be more collaborative
- Leveraging the skills and experience of both together
- Mixed teams in order to take advantage of both and address real world problems
- Everyone in the role of a supervisor, managing teams of virtual workers

Recognizing the Human Emotional Response

- People have a strong tendency to anthropomorphize AI system behavior



- We bring our own biases
- Male to female voices and gender bias
- The impact to our people
- Especially important in a human-to-human industry such as healthcare

Some of the Key Challenges

- The importance of context
- Language and context are both ever evolving in real time
- The idea of Conversational Implicature, contextual factors not tied to the words and phrasing
- Two great examples from history
- The context of healthcare
- Generative AI and the hands problem

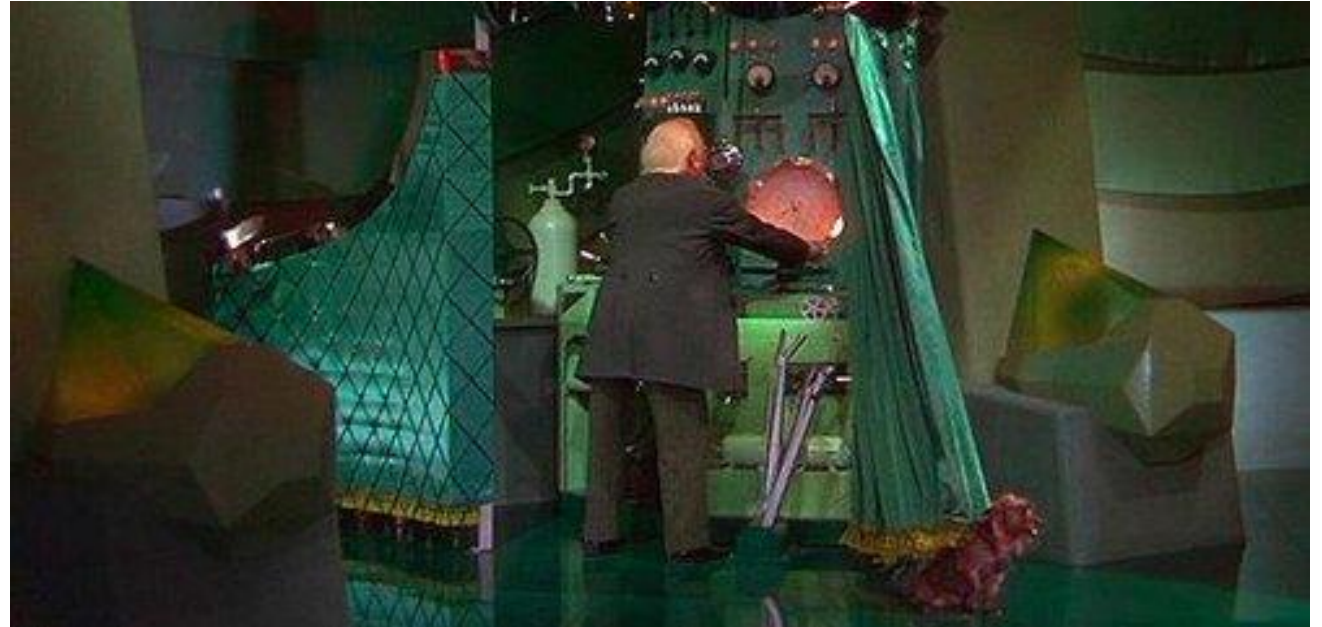


The Ever-Increasing Importance of People

- The evolving need to do more with less
- Especially true for healthcare as pressure mounts from multiple directions
- People and their experience provides the healthcare context
- The increasing need for rapid decision making
- A complete solution is not just about automation but making better priority use of knowledge workers

Most AI Companies Aren't

- What's behind the curtain
- HBR analysis of AI Companies
- Better than a human?
- The struggle to operationalize
- The IBM Example
- Industry implementation variances



RPA State of the Industry

- Initial implementation can take months for complex processes and require access to much broader data sources than planned
- Maintenance of an RPA solution ranges between 10% and 25% of implementation cost annually
- RPA revenue has cooled
- Step functions in technology as compared to transformative events, communicating like people do

OpenAI & ChatGPT Superpowers and Hyperbole

- Still patterns and statistical relevance
- Only a fraction of a complete solution
- There is no cognitive capability
- A demonstrative of this with a simple question
- Summarization is an excellent example of a superpower
- Being opportunistic while appreciating the limitations

Practical Considerations for Evaluating a Solution

- Bias towards proactive solutions
- Solutions that ask for broad access to data with a vague outcome
- Who really benefits
- Do they understand your context in healthcare
- The dashboard paradox, who watches the watchers and who acts
- What is the maintenance required and who is responsible
- Is accuracy important, WER 10.7%