(1) Healthcare's Big Problem: Can Intelligent Automation Be The Solution? -

Transcript:

(00:05) [Music] hey everybody it's Gabriel with automation anywhere and we are back we're here live at imagine 2023 here in Austin Texas um and right now got the opportunity to Wrangle one of our good friends uh customer partner Mr Michael Duke from guide house also joining me is St Smith uh and we're going to talk a little bit about uh Healthcare RCM in particular for those of you that don't know what RCM is I just I had a cheat sheet why did you tell them RCM revenue cycle management so basically medical

(00:45) billing if you want to oversimplify it but everything around Healthcare uh Finance would you agree with that I mean yeah I mean if you've ever been to a doctor's offers or hospital it's when you present all the registration Pathways and a lot of coding and medical stuff in the middle and then building and collections on the back end it's the easiest way to describe it but talk to me a little bit about where we are and what you're doing in particular with regards to intelligent automation

(01:10) where's your intelligent automation practice at right now and what is it doing for you at guide house so a two second step back because I started playing around with Automation in the late '90s um in healthcare and and it was really just scripting at that point very low grade uh capabilities and the things that you can do now actually replicate uh human activity and we can do some things that create a real digital Workforce um we can on the appeal side of of account management we can take actions that actually resolve a

(01:41) claim as opposed to just moving data back and forth so there's a lot of things there there's um decisions that can be built into the automation that really do allow it to be uh much more intelligent than historically possible um and then there's things Beyond just um RPA builds that allow us to do a lot of integration of different types of of automations conversational AI um other things that will leverage the information or data that we can capture with with RPA and then populate and and do some of those again more human

(02:11) interactions and it's it's becoming a very interesting field to the late person again I was just complaining about going to the doctor and what not what does that impact to me like I I might not see that this is happening I might see the great work that you're doing what do that ultimately what is that impact ultimately going to be like for me whether I know it or not as well as the provider there's a lot of things now where we can leverage if you're calling in for a schedule I can actually

(02:34) use RPA and some other automation techniques where I don't have to sit on hold I'm not waiting for an agent to pick up and I can make my schedule I can pick my times and I can do all that without anybody ever being involved so it's it's really making the patient experience much better and and and I say that's a change right even from 5 years ago right the reality to gather information healthcare insurance has gotten much more complex and the rules and requirements of what type of insurance I have how do I get the right

(03:03) information to have a given procedure done a lot of times I'd have to talk to a person and it would take weeks and weeks to do that you guys have been able to leverage a lot of interesting Technologies to help shorten that process and make it a lot more complete in a lot shorter time you've been doing this for what 30 years something like that yeah okay so you've seen a lot of change you've seen a lot of progress there's other things like you mentioned like going paperless that still haven't

(03:26) happened but you mentioned a moment ago you know some of these things that weren't possible for that are now with intelligent automation um there's even more potentially possible with generative AI in intelligent automation right so where are you guys like what are you looking at right now have you deployed anything or we're looking at it from a uh appeal standpoint again so um one of the biggest denial categories is medical necessity and we're we're trying to figure out how do we use gen to

(03:56) research charts research the the things that have happened in the past that produced a positive outcome which is claim payment and using gen AI to do that um and really formulate the response to the payer where right now that takes a uh a highly trained clinician to do that work and they're just not available and so we're trying to use that technology to build that profile so that a nurse or a physician can review it and approve it yeah and you have a human in the loop kind of situation right yeah it's very

(04:26) interesting to use to use generative AI specifically for that and then be being able to look at particularly as hospitals and Health Systems attach large language models to their own data being able to look at differential payments and looking and say Hey how do you do this how do you write an appeal letter for siga or zet Blue Cross that's really interesting and that wasn't possible even a couple years ago not not just not possible to write the letter but then to be able to accumulate all that data see what's successful in a in

(04:53) a past case for a similar procedure for that pH uh similar service all those things and then aggregate that data using gen AI to to formulate a proper response that we we think will have a high probability of of success so yeah and that's and gener value is great it's synthesizing complex data into and data from multiple places so getting that data the payment data and the history and applying it moving forward is something that's very very interesting and you can build on upon itself from there so you've created this model where

(05:21) uh from a validation perspective you're like this is what success looks like we've processed all of these historical cases right once we've established that this is probably going to be successful maybe send it to an automation co-pilot have a human review it say yes from there leverage generative AI again potentially create a communication right uh that has sort of the history to it and all that which CU all that takes time whether I mean I can imagine that the research in in all that is forget

(05:47) about it right but even taking the time to like say okay I got the data now I got to get to that point in my day where I get to email them because even I you know I'm sure many of our of our friends that are watching you do the research you do the thing you accomplish the task and then You' got to send it to somebody and you're like well I don't have time to do that right now I'll get to it later so just the idea of sending an email or whatever becomes its own thing right I mean that's a real world thing

(06:10) right yeah even the even the digital follow-up stuff that we're doing now it's it's not using a lot of gen but we want to take that same concept and can I present information when I do need to have a a a human resource do the work can I take some of that same concept and push it to them in in the process of their communication with a payer or whatever it might be that they now been given a uh a kind of script if you will of success so that they can push that forward so there's a lot of use cases

(06:38) yeah so you mentioned you know being able to automate more but we're not talking about in order to replace people we're talking about doing this because the people aren't there to be able to do it right right there's a there's a significant Workforce shortage in the healthcare industry is there not well it's not just in my opinion you tell me I'm curious what you think it's not just Workforce it's it's highly educated and and skilled Workforce that's really the problem is getting people with skills

(07:05) but it's it really is both so the administrative tasks uh there's various studies out there but there's somewhere in a 15 to 25% shortage for those type activities but then you get into clinicians there's a big shortage for Physicians there's a big shortage for nurses well how do we replace those in any of the task that we're talking about we have to use something with Automation and and gen Ai and conversational Ai and all those things to kind of replace as much as we can of that human Workforce

(07:33) you're exactly right doesn't want to come back to work or isn't available to us like they be and that work right now is falling on the folks that are there and so they have you know an incredible burden on them so effectively you're taking the load off of those that are there that are stretched thin so that they can provide that time with a patient um second show since sort of postco it's fun to be back at an imagine where you've got a thousand plus people um you know roaming the Halls learning

(08:03) sharing how's the how's the experience been so far for you uh fantastic you talk about automation where we're kind of taking the person out of the mix but there's nothing like human interaction so it's it's been really good I I've enjoyed it well keep up the great work and keep on [Music] innovating

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