

# GENERATIVE AI IN HEALTHCARE

A technology catalyst that's ready to revolutionize the healthcare industry

## How can Generative AI Impact Medical Services?



Simplify Order Management



Streamline Admin Requests



Enhance Personalization



Boost Productivity



Expedite Data Insights

**85%**

**COMPOUND ANNUAL GROWTH RATE** through 2027

Generative AI is projected to grow faster in healthcare than any other industry

SOURCE: [bcg.com/publications/2023/generative-ai-in-medtech](https://www.bcg.com/publications/2023/generative-ai-in-medtech)

The main challenge in generative AI is determining where to begin. Here's how you can start:

- Uncover valuable AI use cases for the business
- Assess AI readiness within the current environment
- Identify and prioritize AI use cases
- Evaluate the return on investment (ROI) of AI use cases

SOURCE: [forbes.com/sites/billfrist/2023/08/01/how-generative-ai-a-technology-catalyst-is-revolutionizing-healthcare](https://www.forbes.com/sites/billfrist/2023/08/01/how-generative-ai-a-technology-catalyst-is-revolutionizing-healthcare)

It's predicted that **\$200B+**

of the U.S. healthcare industry's **ANNUAL EXPENSES CAN BE SPARED** with AI tech

**55%**

of healthcare payor CIOs believe AI will have an overall **TRANSFORMATIVE OR DISRUPTIVE IMPACT** on the healthcare industry

SOURCE: Gartner Healthcare Payer Research Panel Survey, May 2023

## Common Generative AI Use Cases in Healthcare

PAYOR



Interrogate requests for medical necessity

Intelligent claims review

Streamline missing information assessments

PROVIDER



Clinical note transcription & summarization

Streamline responses in patient portals

Synthesize biomedical literature

Write medical necessity letters to payors

Write prior authorization letters to payors

PHARMA



Synthesize clinical summary reports

Streamline patient drug interaction communications

Create Q&A's for treatment protocols