

# 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