AI? Oh My!

The Promise of New Technologies and Their Potential Impact to Patient Care

AOC Business & Leadership Symposium
Bronwyn Spira, CEO/Founder
Force Therapeutics
We’re Force Therapeutics

Intelligently extend your reach for more effective recovery, lower costs, and better patient outcomes
Learning Objectives

1. Developing a digital strategy for your service line
2. Evaluating the digital health options
3. Future-proof your service line
“The future is already here – it’s just not very evenly distributed.”

William Gibson
Technology and Analytics are Revolutionizing Most Industries

- Personalized nudges
- Behavioral targeting
- Micro-segmentation
- Smart workflows
- Reduced variation
The Latest Buzz on AI & Machine Learning in Healthcare

How Artificial Intelligence Is Advancing Precision Medicine
Nicole Martin, Former Contributor
AI & Big Data
Foresight about digital medicine, data and privacy concerns.

5 Ways machine learning is redefining healthcare
It has led to exciting new developments that could redefine diagnosis and treatment in the years to come.
So What is AI & Machine Learning?

**AI (Artificial Intelligence)**
A system that reads massive sets of data to write programs, make intelligent predictions

**Machine Learning**
Algorithms that get better with use
AI applications can create up to $150Bn in annual savings for U.S. healthcare by 2026

Harvard Business Review

<table>
<thead>
<tr>
<th>APPLICATION</th>
<th>POTENTIAL ANNUAL VALUE BY 2026</th>
<th>KEY DRIVERS FOR ADOPTION</th>
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<tbody>
<tr>
<td>Robot-assisted surgery</td>
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<td>Technological advances in robotic solutions for more types of surgery</td>
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<td>Virtual nursing assistants</td>
<td>20</td>
<td>Increasing pressure caused by medical labor shortage</td>
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<td>Administrative workflow</td>
<td>18</td>
<td>Easier integration with existing technology infrastructure</td>
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<td>Fraud detection</td>
<td>17</td>
<td>Need to address increasingly complex service and payment fraud attempts</td>
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<td>Dosage error reduction</td>
<td>16</td>
<td>Prevalence of medical errors, which leads to tangible penalties</td>
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<tr>
<td>Connected machines</td>
<td>14</td>
<td>Proliferation of connected machines/devices</td>
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<td>Clinical trial participation</td>
<td>13</td>
<td>Patent cliff; plethora of data; outcomes-driven approach</td>
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<td>Preliminary diagnosis</td>
<td>5</td>
<td>Interoperability/data architecture to enhance accuracy</td>
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<td>Automated image diagnosis</td>
<td>3</td>
<td>Storage capacity; greater trust in AI technology</td>
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<tr>
<td>Cybersecurity</td>
<td>2</td>
<td>Increase in breaches; pressure to protect health data</td>
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SOURCE: ACCENTURE
“Technology isn’t the biggest challenge; culture is.”

The Promise of Digital Health
Harvard Business Review
The Promise of Predictive Analytics

**New and better ways to:**

- Identify disease
- Diagnose conditions
- Create evidence-based treatments
- Maximize efficiencies in research
- Improve operational efficiencies to handle increased demands

*By 2020,*

Medical data will **double** every 73 days
What Could We Tackle With the “Right” Digital Application?

- Automate repetitive tasks and avoid burnout
- Meaningful patient engagement, education and accountability
- Scaling and coordinating care teams
- Data-driven care redesign
What This Could Mean for Care

01. Patient Experience
02. Provider Experience
03. Data Mining
04. Reputation Management & Gaining Market Share
Patient Experience

- **Personalized** and prescriptive experience
- **Meaningful, actionable** interactions
- **Patient preparedness** and expectation management
Provider Experience

- **Improve** administrative workflow
- **Eliminate** repetitive, non-patient care activities (chart notes, filling Rx, ordering tests)

**Estimated savings:** $18B annually
Data Mining

- Rich, multi-variate data sets
- Organized data
- Interoperability
- Easily visualized and analyzed on dashboards

**Objective:** Create a 360° view of the patient
Reputation Management & Gaining Market Share

- **Intervene** as quickly as possible
- **Market** positive feedback
- Win commercial and employer-based contracts
Considerations for Your Digital Strategy

01 Comprehensive vs. point solutions
02 Expert services and support to implement and optimize
03 Customizable, flexible solution – one size does NOT fit all
04 Immediate, palpable ROI
A Virtuous Cycle of Care Delivery for Continuous Improvement

- Collect data
- Organize data
- Analyze data
- Measure
- Deliver care
Q&A
Thank You

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