



## BREAKOUT SESSION

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# Stake Your Claim on the Future with AI & Automation

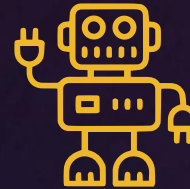




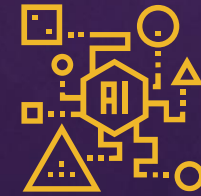
# Things to think about during this discussion



What are the top Artificial Intelligence applications for your company?

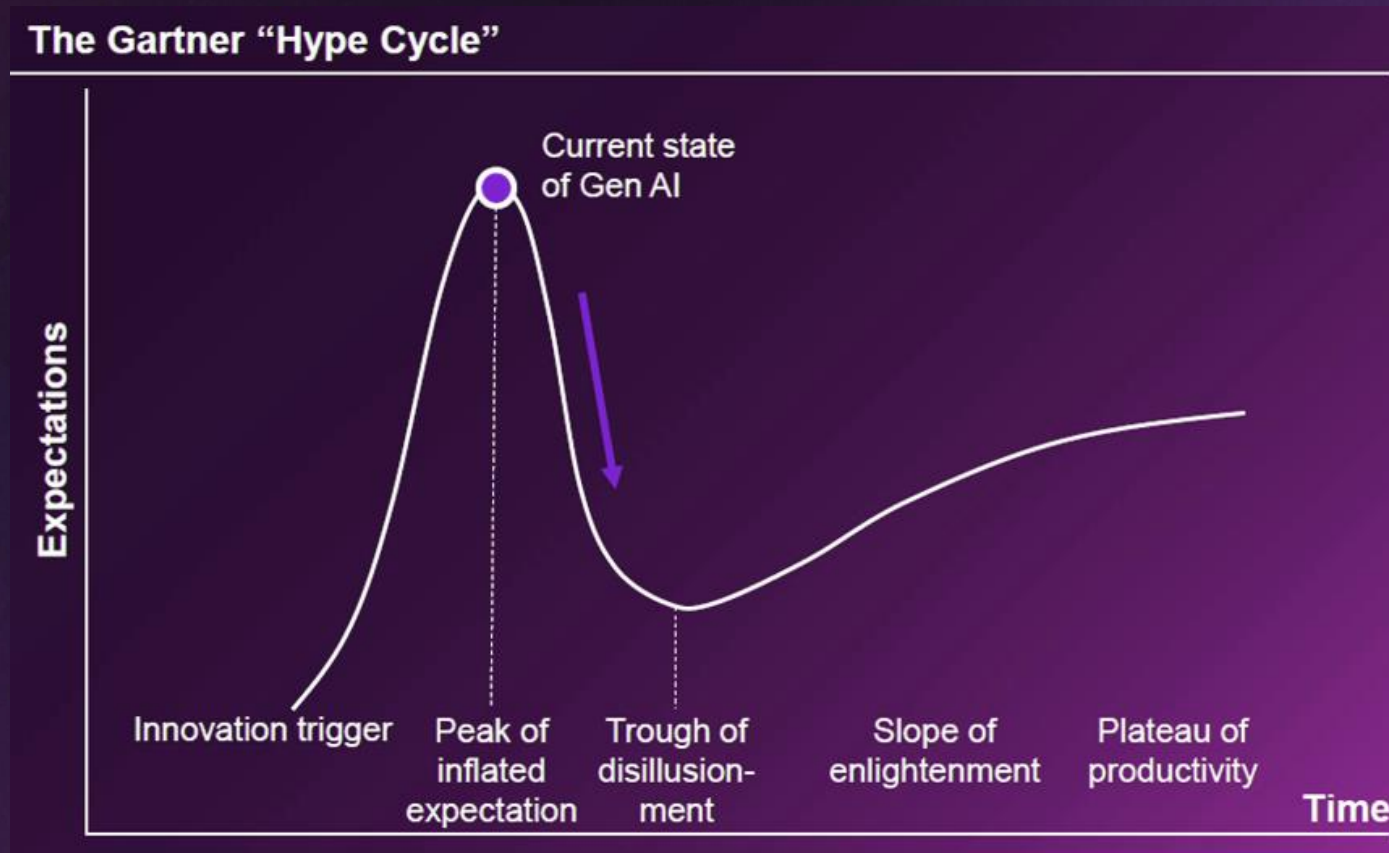


What are the key challenges you are facing, or likely to face, as you embark on your AI journey?



What will you do tomorrow to kick-start your AI journey?

# “Keeping it Real”



# Some Definitions



# Risks and Warnings



## Accuracy & Accountability

Data without Intelligence  
("Confident Hallucinations")  
e.g. Covid-19  
Detection Results



## Skills Gap

Adequate Talent  
Data Quality



## Data Privacy

Protecting Personal Health Information  
Protecting Personally Identifiable Information



## IP and Legal Protection

Protecting Customer Information  
Data and copywrite ownership



## Cost / ROI

"Bet the Farm" Projects (e.g. Zillow Home Valuation)  
Vendors  
Overpromising



## Overconfidence

Unnoticed widespread failure





# Health benefits that benefit people.

Self-funded plans from HealthEZ dramatically change what people expect from health benefits. Easier is just the start. Let us show you how flexible, friendly and financially savvy employee benefits can be.



**40+** years of experience, specializing in custom, self-funded benefit plans



**Aim:** Reduce healthcare costs for employers while enhancing the member experience.



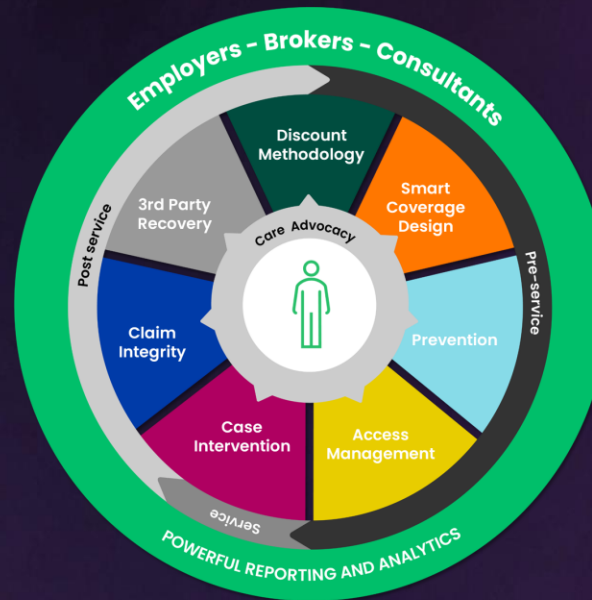


Independent, Unconflicted, Flexible, National Health Benefit Administration Company  
Headquartered and Centralized in Minneapolis

### The HealthEZ Experience



### Cost Containment



### Cost Predictability





# Typical Challenges in the TPA World

**Cost**  
Work Customer **Data** Market  
**Security** Pressures **Technological**  
**Workforce** Management  
Privacy **Inefficiency** Issues  
Advancements Competition  
**Changes** Manual **Regulatory**  
**Service**

# Some Real Ideas from HealthEZ

## The HealthEz Experience



### Members

- Evaluating member satisfaction in real time
- Engagement (DM, Adoption, etc.) content generation
- Advocacy outreach prioritization
- Intelligent Agent Support\*
- Transparency search optimization

### Providers

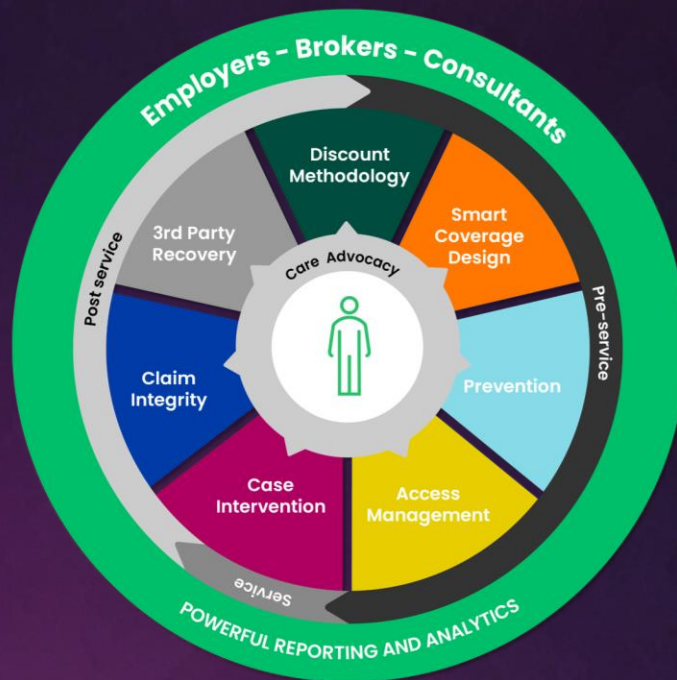
- IVA – Intelligent Virtual Agent
- Credentialing and Provider Roster Load Automation

### Clients/Brokers

- Integrated enrollment data validation and optimization
- Summary Plan Document review & analysis
- Vendor invoice document recognition to claims/funding/payment

# Some Real Ideas from HealthEZ

## Cost Containment



- Discount Optimization / Pricing Automation
- SPD to Plan Setup Verification
- Fraud Waste Abuse, Provider Billing Practices
- Bill Review
- Code Edit
- Medical Necessity Review
- Subrogation



# Some Real Ideas from HealthEZ

## Cost Predictability



- Underwriting
- Quoting with no claim data
- Predictive analytics / Future Claim Costs

# Some Real Ideas from HealthEZ



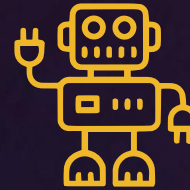
## Broader Corporate and IT examples

- Corporate business intelligence / financial analytics
- Coding, Programming Support
- Test Data Generation
- Vendor Integration Acceleration and Support (e.g., PBM integrations)
- De-identifying PHI
- Marketing Content Generation

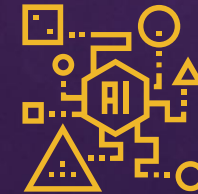
# Discussion / Q&A



What are the top Artificial Intelligence applications for your company?



What are the key challenges you are facing, or likely to face, as you embark on your AI journey?



What will you do tomorrow to kick-start your AI journey?





# Thank you!

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