



AI and the Patient Journey

(The Era of Bespoke Patient Experience)

Imran Iqbal, Sr. Partner
iiqbal@bpt3.net

Bespoke

Custom-made

Made to individual order

Previous CX systems resulted in a “One Size Fits All” experience due to technology limitations.

AI has allowed the creation of increasingly Hyper-Personalized Patient Journeys.



Cognitive AI

is a type of artificial intelligence (AI) that imitates human thought processes and learning abilities. It uses machine learning (ML) and natural language processing (NLP) to understand human intent behind queries and provide relevant responses. Cognitive AI systems can process large amounts of data, identify patterns and relationships, and learn, reason, and understand language in a way similar to humans.



Generative AI

is a type of machine learning algorithm that can create new content, such as audio, images, text, videos, and simulations. Generative AI models can learn patterns from large datasets and then produce new content based on those patterns. The quality of the model and how well it matches the use case can determine how indistinguishable the content is from human-generated content.



Conversational AI

is a type of artificial intelligence (AI) that can simulate human conversation. It uses natural language processing (NLP) and machine learning to translate human conversations into a language that machines can understand. Machines can then form a reply based on information they take from a knowledge base.

AI and PX Technology

Speech Transcription

- Allows collection of Patient and Agent conversations for compliance and feedback.
- Auto-summary, Action Items

Speech Analytics

- Evaluates the sentiment and intent of the Patient interaction to measure Engagement Effectiveness.
- Auto-QA, Compliance, Auto-CSAT

AI and PX Technology

Real-Time Agent Assist

- Supplies Agent with key information and answers to Patient questions.
- Aids Agent with ensuring positive outcome in the interaction.

Virtual Agent

- Reduces wait times and effectively performs routine interactions.
- Not just Call deflection but also One Call Resolution.

Patient Journey Videos

Implement AI Now!

All-In-One Cloud Solutions

- NICE, Talkdesk, Vonage

Best-In-Breed Cloud Solutions

- Five9, Genesys + AI Cloud Solutions

On-Prem + Cloud Solutions

- Avaya, Cisco + AI Cloud Solutions

How?

Work with PX Experts

- Establish PX Strategy and Change Management plan to improve Performance and Outcomes.
- Develop a Technology Plan to ensure Optimal Integration and Effectiveness. (Superior Players for a Superior Orchestra)
- Ensure Effective and Timely Implementation of Technologies
- Provide Ongoing Managed Services to maintain a high level of performance from the Technology Set. (ie. Be a Superior Conductor of the Orchestra)

Perceived Hurdles

Cost

- The ROI for most AI modules is extremely high.

Operational Disruption

- The right implementation and change management plan are critical.

Training and Ongoing Maintenance

- PX Experts with Deep Operational and Technology Experience

Conclusions

Bespoke PX

- AI powered solutions will help create an ever increasingly hyper-customized patient journey based on patient preferences and needs.

AI Solutions are Effective

- AI solutions are ever increasing and proving to be highly effective, quickly.

Work with PX Experts

- The complexity of solutions and integrations requires the help of highly knowledgeable and experienced solution architects and implementation experts.

Arkos Health Case Study

Q&A



QR Code for Presentation, Videos and Supplier Technologies