

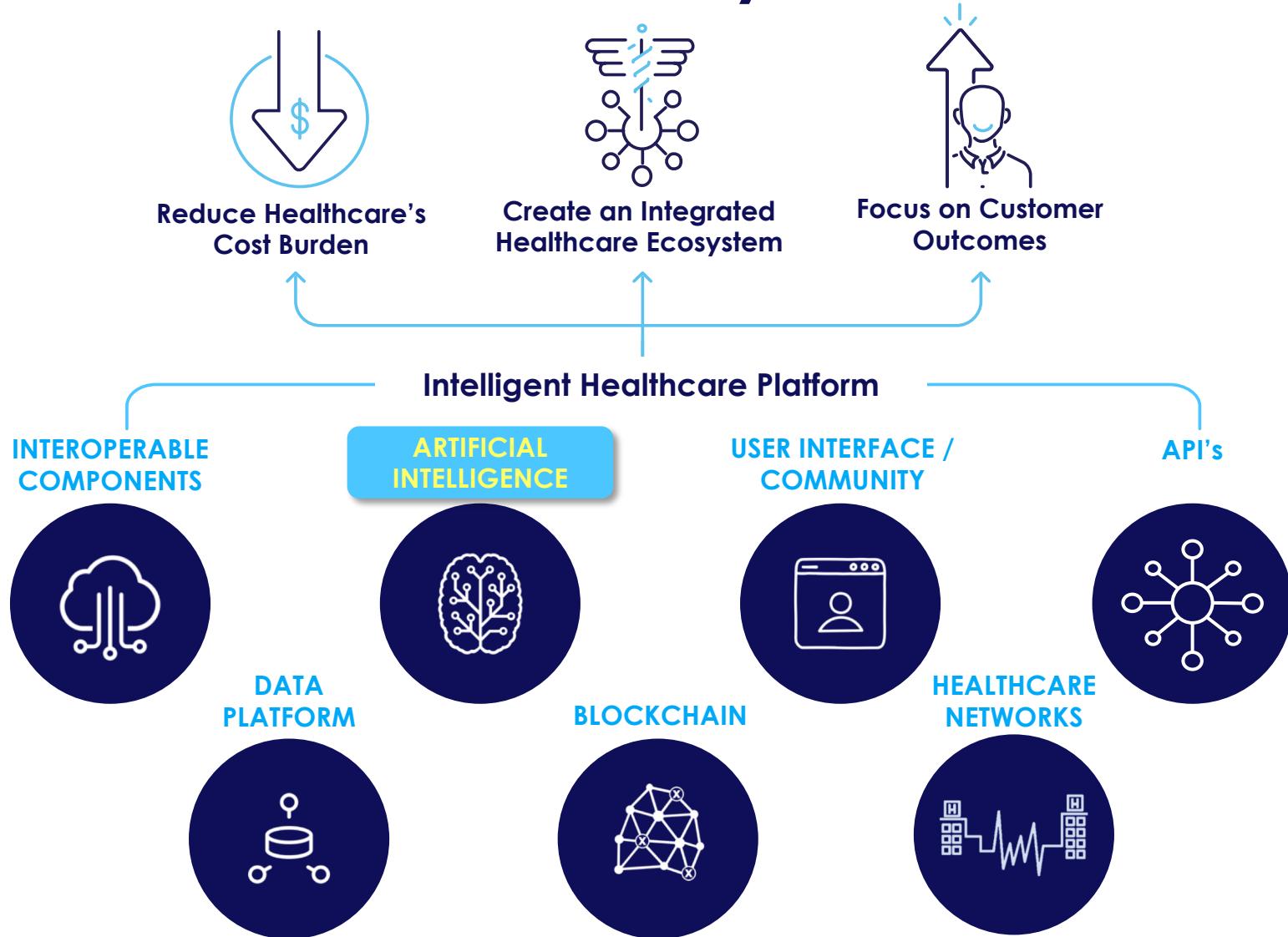
# MODERNIZING HEALTHCARE ENGAGEMENT WITH AI AND BEHAVIORAL SCIENCE

September 13, 2018

HCEG Annual Forum

**CHANGE**  
HEALTHCARE

# Inspiring a Better Healthcare System



# Projection: AI to generate \$150B savings in U.S. healthcare by 2026; a full point reduction in healthcare's GDP burden

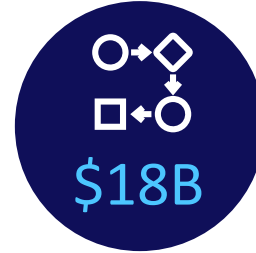
## Top 10 AI Applications



Robot-Assisted Surgery



Virtual Nursing Assistants



Administrative Workflow



Fraud Detection



Dosage Error Reduction



Connected Machines



Clinical Trial Participant Identifier



Preliminary Diagnosis



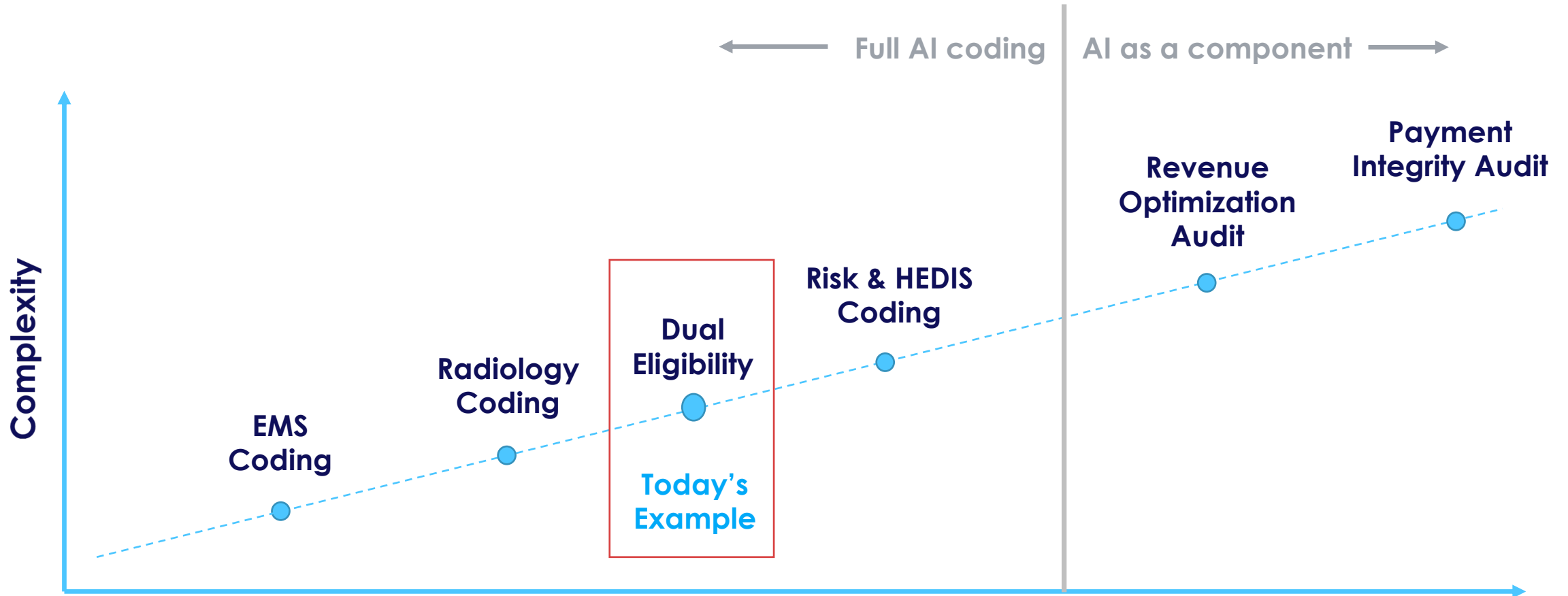
Automated Image Diagnosis



Cybersecurity

Sources: "From \$600 M to \$6 Billion, Artificial Intelligence Systems Poised for Dramatic Market Expansion in Healthcare (Frost & Sullivan)"  
"ARTIFICIAL INTELLIGENCE: Healthcare's New Nervous System" (Accenture)

# Change Healthcare AI Project Examples

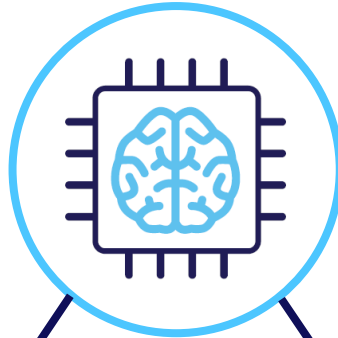


# Modernizing Engagement

The critical intersection of data science, behavioral science and experience design

## Machine Learning

Leverage AI to enhance dual eligibility identification



## Behavioral Science

Gain member insights to help address their needs



## Experience Design

Use member feedback to deliver information they need, how they want it



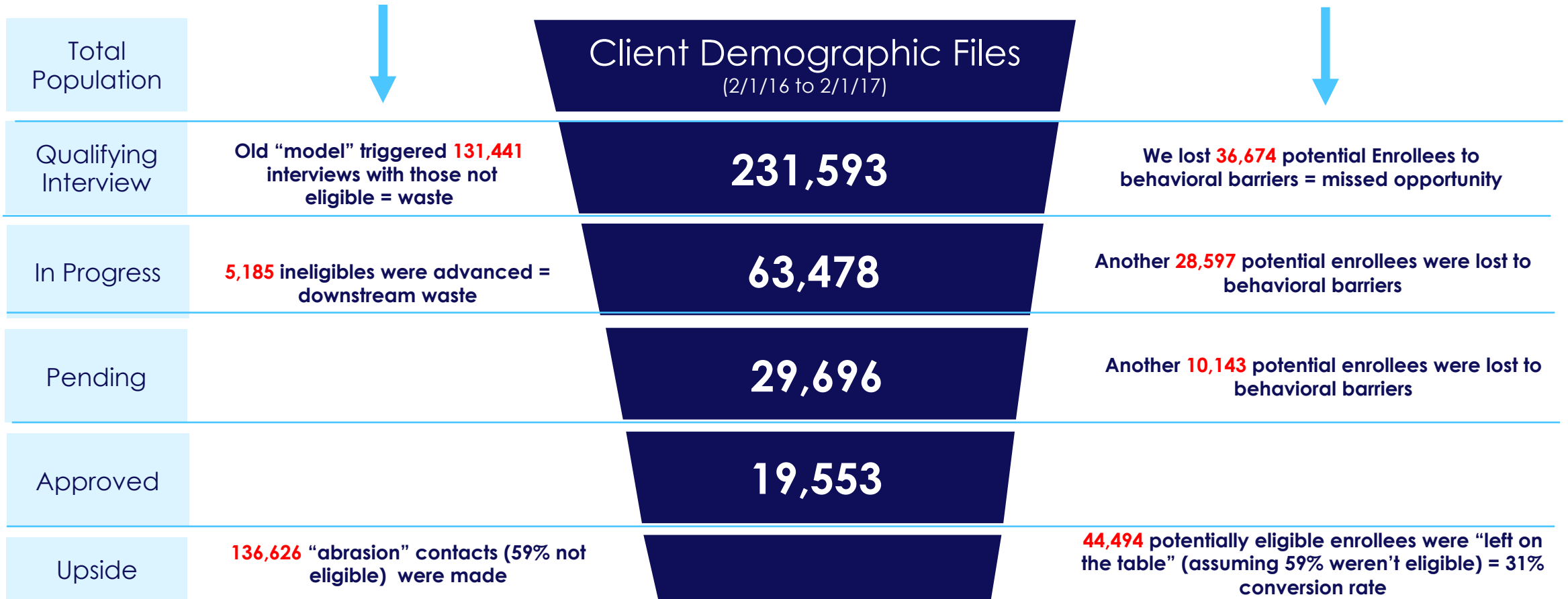
**The combination = increased activation & desired consumer behavior**

# Example of Impact



Prong 1 Levers

Prong 2 & 3 Levers



# CHANGE HEALTHCARE