SOFTHEON

Navigating the AI Revolution

A Guide for Modern
Healthcare Payers

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In the face of ever-evolving Artificial Intelligence (AI) advancements, healthcare payers are driven to enhance their infrastructure to stay competitive.

The market is moving fast. Payers continue to struggle weighing the potential of AI with the fear of the unknown. But this justified fear has not stopped industry leaders from paving a way forward for AI.

High inflation and dynamical healthcare markets have many focused on strategies to improve margins. A **report from Bain & Company**[1] advocates a dual strategy: not just cost reduction but also heightened productivity through strategic technology adoption.

The industry is pointing at AI as the turning point for accelerated productivity.

An over 90% decline in training costs has made AI development attainable internally or through technology vendors. The training expenses for a substantial language model, comparable to GPT-3's capabilities, have drastically dropped from **$4.6 million in 2020 to $450,000 in 2022**[2].

AI is already being applied to a wide variety of healthcare operations, including:

Automated Healthcare Administration

The administrative burden in healthcare can be substantial, but AI is alleviating challenges through automation. Workflow powered tasks such as enrollment processing, billing, and claims processing can be efficiently handled by AI-powered systems.

This not only reduces the likelihood of errors but also frees staff to focus on more complex and critical tasks.
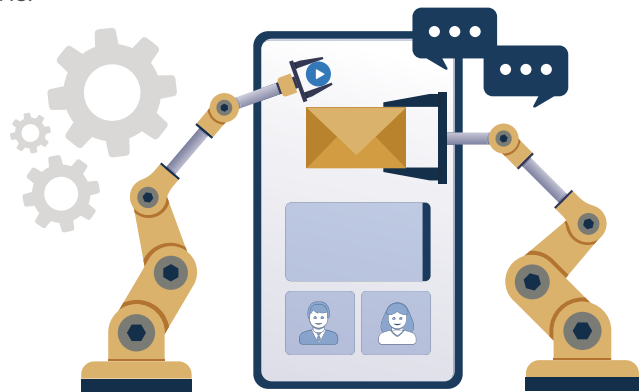
Predictive Analytics

AI's predictive capabilities are being harnessed to anticipate the needs of members. By analyzing historical data and trends, AI can forecast patterns in healthcare utilization, enabling payers to proactively allocate resources and tailor services.

This proactive approach ensures that members receive the necessary care and services, enhancing their experience and overall satisfaction.

Member Engagement

While many payers remain cautious about direct AI-member interactions without human oversight, AI serves as a powerful tool to enhance member engagement and information quality. AI solutions offer a support role to agents, brokers, and call-center staff by providing pertinent information. Some payers even possess an AI-powered repository of member-facing documents that instantly generate pre-written responses based on specific member interactions.

AI can make enrolling and maintaining coverage easier for members, enabling payer staff to focus on members that require more assistance.

But the true power of AI lies in its adaptability. Ongoing advancements and evolving use cases continue to shape its potential. Adaptive technology empowers payers to swiftly pivot and cater to both business demands and member requirements, futureproofing operations.

Dive into this whitepaper as we explore AI's role in payer operations, showcasing its potential to heighten member experiences, streamline operations, and ensure future readiness.

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Understanding the AI Spectrum: Initiatives for Health Payers

There isn't a one-size-fits-all approach to AI.

Gartner defines AI as the application of advanced analysis and logic-based techniques to **interpret events, automate decisions, and initiate actions[3]**. But this definition varies based on the needs and capabilities of your organization.

Recognizing the diverse ways AI can be harnessed is pivotal for payers looking to invest, forming the bedrock for unlocking improved operations and outcomes.

Let's review the spectrum of AI to find where your organization fits in:

Basic Automation

SIMPLE

Basic Automation marks the initial step for many organizations venturing into AI. It revolves around employing software solutions to execute repetitive tasks that formerly relied on human intervention. A reduction in administrative hours allows resources to be reallocated toward intricate issues and strategic planning.

Examples

- Automated responses to frequently asked member queries via email.
- Scheduled reminders for timely billing payments.

Machine Learning (ML)

MODERATE

Machine Learning represents a significant leap in AI capabilities. Imagine ML as the process of teaching machines to interpret data, enabling them to make predictions or decisions without explicit human programming.

It's important to note that machines do not inherently learn; rather, they process and compute data in increasingly intricate ways. ML harnesses statistical models to extract insights and patterns from data, offering solutions to complex challenges.

Examples

- Anticipating member interventions based on patterns in their health records.
- Identifying anomalies in claims which might hint at potential fraud.

Deep Learning (DL)

COMPLEX

Delving further into ML leads to deep learning, which adds depth and complexity. DL uses multiple layers to extract knowledge from raw data, enabling problem-solving at increasingly intricate levels. This methodology utilizes intrinsic networks to process extensive datasets, allowing machines to uncover patterns and nuances not easily discernible by humans.

Examples

- Scrutinizing medical imaging to unearth potential health concerns.
- Combining diverse data sources to predict intricate health outcomes.

Generative AI

COMPLEX

At AI's forefront lies generative AI, specializing in creation. This technology learns from existing data and models to produce new, accurate artifacts. Whether crafting text, images, or other content forms, generative AI generates meaningful and unique content specific to the payer.

Examples

- Personalized health recommendations uniquely crafted for each member.
- Engaging health content designed to resonate with diverse member groups.

Large Language Models (LLMs)

VERY COMPLEX

Large language models represent the next step in AI's evolution. These text-oriented generative AIs, such as OpenAI's ChatGPT, have made headlines for their usability in healthcare. LLMs are trained on extensive volumes of text, enabling them to interpret textual inputs and generate human-like textual outputs.

Examples

- Generating content such as code and answers to member questions.
- Accurate responses to staff questions about operations, ensuring that internal processes are well understood.

With countless use cases, LLMs offer solutions that benefit both members and internal staff. The application of human-like interactions to a wide range of use cases position LLMs at the forefront of transformative change.

Achieving Operational Efficiency: AI-Powered Automation

Healthcare payers operate in a complex ecosystem, balancing member needs, regulatory changes, and operational pressures.

As the demand for personalized and rapid service grows, payers must evolve their operations. This is where AI steps in, introducing automation, personalization, and predictive capabilities to streamline processes and amplify efficiency.

To provide timely coverage for a growing number of members, payers are turning to AI-powered tools and Robotic Process Automation (RPA). Unlike generative AI, this section will feature AI use cases that do not include the generation of new content.

Potential Use Cases for Machine Learning and Deep Learning in Healthcare

Administrative Cost Savings

By automating routine tasks, payers can achieve a substantial reduction in operational expenses. From the shopping experience to claims processing, AI streamlines backend processes, freeing human resources for strategic initiatives.

- ✓ **Efficiency:** Automate complex processes based on modeled human or human-assisted handling.

- ✓ **Scalability:** As member base grows, AI-driven operations can scale effortlessly to accommodate increasing demands without compromising efficiency. Payers are assigning staff to oversee AI-powered tasks instead of doing repetitive work, aiming for greater productivity.

A national plan reported a decline in HICS cases per 1,000 members as their membership grew from 10K to nearly 1M with Softheon's AI-powered ACA operations. **Download the case study**

A Better Understanding of Members

Every member's journey is unique. AI-driven analytics can dive deep into individual member data to understand preferences, history, and needs.

- ✓ **Tailored Member Outreach:** AI can select relevent content and outreach to individual members based on past engagement and demographics.

- ✓ **Anticipatory Service:** Predictive analytics allows AI to anticipate member needs, reaching out with solutions even before the member recognizes the need, driving deeper trust and loyalty.

Explore the science behind Softheon's predictive analytics model and characteristics most likely to impact member retention. **Download the report**

Predictive Maintenance of Operations

Rather than reacting to system breakdowns, AI can predict potential operational issues. Through constant preventative measures, payers can prevent blackouts that negatively impact the member experience.

- ✓ **Reduction in Downtime:** By identifying potential problems before they escalate, AI helps reduce system downtimes and ensures continuous delivery.

- ✓ **Resource Allocation:** Predictive insights inform optimal resource allocation, ensuring departments are appropriately staffed and equipped based on projected demands.

Easier and Faster Data-Driven Decision Making

AI can sift through vast amounts of data to extract actionable insights, informing strategic decisions. By utilizing AI as a reporting tool, staff can review large amounts of data faster and engage in more informed decision making.

- ✓ **Democratizing Information:** With AI, every level of the organization can access and interpret complex data, fostering a data-driven culture.

- ✓ **Informed Strategy Development:** Leveraging AI's data analytics capabilities, payers can refine product offerings, marketing strategies, and member engagement approaches based on real-time insights.

Empowering Brokers and Frontline Staff

Brokers and staff can tap into AI to gather supporting documentation that directly answer member queries, allowing staff to focus more on complicated cases.

- ✓ **Enhanced Broker Efficiency:** With AI assistance, brokers can pull existing documentation to share with callers, enhancing their efficiency and effectiveness.

- ✓ **Reduced Call Center Load:** As brokers and staff handle more queries independently with AI's help, the burden on central call centers diminishes, leading to cost savings and enhanced member satisfaction.

> **We are looking at a customer service pull up, where certain questions asked by a customer trigger an automatic pull of relevent documentation. This excludes any task that would take a human, I don't have the trust factor yet.**
>
> *— Susan Butts, Chief Information Officer at Cox HealthPlans*

Generative AI and Large Language Models: The Next Frontier for Health Payers

In the ever-evolving landscape of AI, a domain with immense transformative potential emerges: Generative AI, specifically LLMs. These technologies are shaping the future of health payers and reshaping how information is processed.

> **55% of healthcare payer CIOs and technology leaders think LLMs will have a transformative or disruptive impact on the healthcare industry overall.**
>
> — *May 2023 Gartner Healthcare Payer Research Panel Survey*[4]

Understanding Generative AI and Large Language Models

Gartner defines AI as the application of advanced analysis and logic-based techniques to interpret events, automate decisions, and initiate actions. But that definition varies based on the needs and capabilities of your organization.

Here's our explanation in simple terms.

Generative AI is a broader term, referring to any machine learning model capable of dynamically producing output post-training. It's the capacity to generate intricate forms of output, such as content or code, that sets generative AI apart from conventional machine learning approaches.

LLMs, a subset of generative AI, are specially tailored for textual data. They ingest vast amounts of text from the internet or proprietary databases during training, learning to generate new artifacts. While initial response accuracy might not be optimal without tuning, LLMs improve over time, furnishing precise, personalized responses for various end-user groups, ranging from staff to members.

Generative AI:
Powered by large machine learning models and specializes in producing original content.

Foundation Models:
Adapted to apply to a wide range of use cases due to it's training on vast amounts of unlabeled data.

LLMs:
A fine-tuned foundational model that is trained on industry specific data for more specific outputs.

Potential Use Cases for Large Language Models in Healthcare

Empowering Staff and Brokers with AI-Driven Solutions

Generative AI and LLMs play a pivotal role in not just enhancing member interactions but also in elevating the support structure for payer staff and brokers.

Most payers are not yet comfortable having members interact directly with AI due to the lack of oversight. But member-facing staff and agents can review the generated outputs before passing responses and content on to members.

✓ **Reduction of Call-Center Backlogs:** Empowering brokers and staff with AI-driven tools translates to fewer calls to the health plan's call center, significantly reducing operational loads.

✓ **Smoother Operations for a Better Experience:** Automating staff and broker responses not only optimizes repetitive inquiries, but also ensures that when members do connect with staff, they can provide more detailed, attentive service.

Enhancing Operational Efficiency

Efficiency is more than just speed; it's about accuracy too. Through advanced automation, routine tasks can be handled, allowing resources to be redirected toward strategic planning and decision-making. The combination of speed and precision keeps health payers ahead, offering optimal member experiences while maximizing operational efficiency.

> **Current generative AI and other technologies have the potential to automate work activities that absorb 60 to 70 percent of employees' time today.**
>
> *—McKinsey & Company "The economic potential of generative AI" report*[5]

✓ **Support for Staff:** Generative AI aids staff by centralizing information access. Internal operational queries can be addressed automatically using proprietary data, streamlining processes, and saving time.

✓ **Scalability:** Automation can seamlessly scale to accommodate the growing demands of an expanding member base. As health plans evolve, the AI-driven operations can adapt effortlessly without compromising efficiency or speed.

Streamlining Provider Communication

Generative AI streamlines provider claim inquiries by offering rapid, accurate, and customized responses, reducing the strain on resources and call center times. This translates into improved operational efficiency and collaboration.

✓ **Efficient Resource Allocation:** AI-powered responses to standard provider claim inquiries free up valuable resources that would otherwise be spent on handling complex member and provider inquiries, enabling payers to allocate their staff's expertise to more complex tasks.

✓ **Enhanced Provider Satisfaction:** Timely, accurate, and consistent communication with healthcare providers leads to improved collaboration and streamlined administrative processes, fostering stronger relationships and mutual satisfaction.

Personalization at Scale

Healthcare is uniquely personal, and the one-size-fits-all approach to coverage no longer suffices. Members seek tailored solutions that cater to their specific healthcare needs and preferences. Leveraging the power of LLMs, health payers can provide personalized engagement at scale. This member facing use case is applicable to organizations already comfortable in their AI capabilities.

✓ **Targeted Programs:** Payers can create personalized program plans and point-of-care opportunities for members who face challenges in utilizing their programs effectively.

✓ **Enhanced Health Literacy:** LLMs enable health plans to automatically generate informative content that aligns with each member's needs, ultimately leading to higher engagement and satisfaction.

Nurturing a Data-Driven Culture to Support AI Development

Improving healthcare data utilization is not just about technological adoption but also fostering a culture where data is valued, understood, and utilized across all business operations. Good data and good AI go hand-in-hand.

Let's review some ways that payers can improve their approach to data management and utilization through AI.

Improving Data Access Across the Organization

Historically, data has often been trapped in silos, accessible only to specialized teams. AI helps break down these barriers, ensuring that data is accessible across departments.

- ✓ **Unified Data Platforms:** AI-powered platforms can consolidate data from varied sources, offering a unified view and easy access for all stakeholders.

- ✓ **Role-based Access:** While democratizing data, it's also essential to ensure that data access is controlled based on roles, ensuring security while promoting usage.

Encouraging Data Literacy in Non-Technical Staff

For a truly data-driven culture, employees across the entire organization need to be comfortable with data. AI tools, coupled with training programs, can enhance data literacy.

- ✓ **Interactive Dashboards:** AI-powered dashboards can provide intuitive visualizations, making it easier for non-tech employees to understand and interpret data.

- ✓ **Ongoing Workshops:** Regular training sessions, possibly AI-assisted, can ensure that the workforce is updated on the latest data tools and methodologies.

Promoting Data-Driven Decision Making

AI's analytical capabilities can offer real-time insights, prompting decision-makers to base their strategies on current data.

- ✓ **Predictive Modeling:** By forecasting future trends, AI allows health plans to be proactive rather than reactive.

- ✓ **Scenario Analysis:** AI can simulate various scenarios, enabling leaders to understand potential outcomes and make informed decisions.

Fostering a Culture of Continuous Improvement

In a data-driven culture, feedback is pivotal. AI can analyze outcomes against predictions, providing insights into areas of improvement.

- ✓ **Automated Surveys:** Post-decision or post-implementation, AI can facilitate automated surveys to gather feedback, aiding in refining future strategies.

- ✓ **Comparative Analysis:** AI can compare the efficacy of different decisions made over time, offering a learning platform for continuous improvement.

Championing Data as an Organizational Pillar

For a culture to truly value data, the initiative must come from the top. Leaders should champion data usage, setting an example for the entire organization.

- ✓ **Strategic Planning Sessions:** Incorporate data analysis and AI insights into major strategic planning sessions, showcasing data's pivotal role in shaping the organization's direction.

- ✓ **Celebrating Success Stories:** Highlight and celebrate instances where data-driven decisions led to notable successes, reinforcing the value of a data-centric approach.

Top Considerations for Payers Looking to Invest in Generative AI or Large Language Models

Getting started with AI doesn't have to be as scary as some make it out to be.

Generative AI and Large Language Models (LLMs) offer healthcare organizations innovative ways to enhance customer engagement, streamline processes, and improve decision-making.

But leadership is still nervous about the risk of the unknown. It can be overwhelming trying to understand and use a developing technology, so we put together the top four questions payers need to consider before investing in generative AI.

1 What Internal Barriers Will I Face?

AI is not a side-of-the-desk effort.

Collaboration across IT, operations, C-suite executives, analytics teams, member engagement specialists, CSRs, and others are crucial for the successful implementation of generative AI.

Another barrier to overcome is the fear of the unknown, from leadership and staff alike.

> **[Aligning] resources will be huge for me; I don't have developers here on site. And I mean it the nicest way, but I have an older culture in the company. When I mention the word AI, red flags are going up. That I am replacing their staff; that I'm replacing them; that I'm replacing things they feel should stay. And I'm not doing that at all.**
>
> **[AI] enhances their experience or [allows them to] move to another project.**
>
> *— Susan Butts, Chief Information Officer at Cox HealthPlans*

Health plan and government agency leadership should start engaging in discussions focused on key objectives and strategies for effectively using AI to enhance member engagement and care outcomes. This exchange of experiences and best practices empowers payers to make informed decisions and embark on their AI journey with greater confidence.

2 What Additional Risks Should I Prepare for?

Healthcare Data Security and Privacy

Ensuring the privacy and security of sensitive data must remain a top priority. Data leaving your system always poses a risk, and payers need to exercise caution when feeding data into both public and private LLMs.

Hold LLMs to the same security standards as your current data warehouses. This includes the anonymization and encryption of all sensitive information, from priority operational documents to member engagement reports.

Preventing Inaccurate Information

Mitigating inaccuracies in AI-generated content, known as "hallucinations," requires measures like lowering the temperature parameter and implementing reinforcement learning.

Accuracy can be particularly challenging in niche industries where technical, internal documentation holds much more relevance than information accessible to the public.
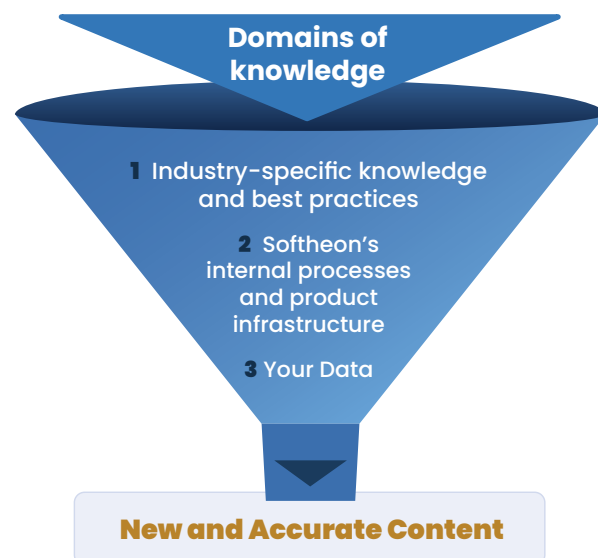
Hallucinations can be reduced by lowering the temperature parameter, this reduces the randomness of the generation. Additionally, implementing feedback loops such as reinforcement learning can mitigate degradation of AI-generated content.

Another key point, the quality of the information in is equal to the quality of the information that comes out.

> **If you don't clearly define what you are looking for, it will fill in the gaps.**
>
> *— Darnell Dent, healthcare leader with experience as Director of multiple health plans*

Because accurate LLMs need a robust data collection to pull from, many payers worry about the quality of their internal knowledge source.

Softheon suggests layering multiple domains of knowledge to further refine content generation and improve accuracy.

Domains of knowledge

1 Industry-specific knowledge and best practices

2 Softheon's internal processes and product infrastructure

3 Your Data

New and Accurate Content

3 Which Implementation Approach is Right for My Organization?

You need to decide whether to purchase a ready-made generative AI system, build your own, or opt for a hybrid approach.

Building an internal system offers customization but demands substantial time and resources.

This path is expensive and time-consuming. Generative AI systems are inherently complex, and their underpinnings require a profound understanding of both AI and the healthcare domain. Not many payers have the resources and technical expertise needed to build a LLM that meets the specific needs of healthcare.

Purchasing a standalone product provides convenience but may lack specificity for healthcare contexts.

Foundational models generate responses based on a broad array of data sources, which can lead to answer degradation due to irrelevant or inaccurate information. Additionally, feedback loops from external users may influence the quality of generated content. While purchasing a product might offer convenience, the lack of specificity and the potential for performance limitations raise concerns about the long-term usability.

The hybrid approach combines the best of both worlds by leveraging foundational AI models and fine-tuning them with industry-specific data for optimal performance.

This process refines the AI's outputs to be more aligned with the organization's context, mitigating the influence of public data sources and improving the quality of generated content.

Unlike training foundation models, which demands substantial resources, fine-tuning can be achieved with comparatively less data, reduced costs, and in shorter timeframes.

Given the expertise needed to develop healthcare-specific AI models, many payers will need to engage with vendors. When evaluating potential partners, make sure that use cases align with the needs of your organization. AI is not one-size-fits all.

> **[Vendors need to] show us the savings we can get, and then we will pay [them] based on that. That is the kind of vendor relationship I am looking for right now. I'm not looking to throw hundreds of thousands of dollars at someone and hoping that it works.**
>
> — *Daverick Issac, Chief Financial Officer at Community First Health Plans*

4 How Do I Decide My Next Steps

Health plans should conduct an internal audit to identify strategic priorities and operational gaps. This assessment guides the deployment of generative AI in areas where it can drive the most significant impact.

Next is determining your target audience. Assess where the greatest value addition lies — whether it's enhancing member experiences, optimizing staff workflows, or both. Many healthcare organizations choose to prioritize staff adaptation in the early stages to minimize potential negative impact.

> **AI can solve very narrow problems; we are not to that point where it can solve large-scale systematic issues. Sometimes taking the realistic approach and saying [to staff] here is the sliver, here is exactly how I can help you.**
>
> *— John Loomis, Head of Technology at Softheon*

During early applications of LLMs, it's best to focus on areas where processes are relatively simple, and mistakes won't cause big issues for members. For example, start with a call-center agent assist functionality rather than having your chatbot directly engage with members.

Navigating the Path of Generative AI and Large Language Model Deployment

As health payers learn about the applications of generative AI and LLMs, success relies on certain milestones. This framework marks the main project phases and key actions that health payers and vendors should follow for a successful development.

1 Strategic Assessment
- Needs Analysis
- ROI Estimation
- Build vs. Buy Evaluation

2 Data & Infrastructure Preparedness
- Data Integrity
- Infrastructure Review
- Regulatory Compliance

3 Collaboration & Skill Acquisition
- Cross-Functional Engagement
- Skill Gap Analysis
- Ongoing Education

4 Implementation & Iteration
- Pilot Testing
- Feedback Mechanism
- Ethical Monitoring

5 Evaluation & Continuous Improvement
- Performance Metrics
- Review & Refinement
- Vendor or Developer Relations

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Softheon +AI & AIME: Use Cases for Health Plans and Government Agencies

Softheon is no stranger to AI. Core shopping, enrollment, billing, and payment workflows were built and refined using RPA and ML to drive efficiency and improve outcomes for health payers.

A few examples of success Softheon clients see with AI-powered automation:

|	
An Effectuation Rate of 95%+	**A Subsidy Reconciliation Accuracy of 99%+**

Now Softheon is proud to announce the launch of AIME (Artificial Intelligence Management for Enterprise) a healthcare trained chat bot powered by generative AI and LLMs.

AIME Use Cases

Automated Call Center Agent Assist

Enhance the capabilities of your call center staff with AIME's automated answer library. AIME equips call center employees with instant access to accurate answers for complex customer questions. Improve call center performance and customer satisfaction by directing agents to relevant supplemental content and answer inquiries efficiently.
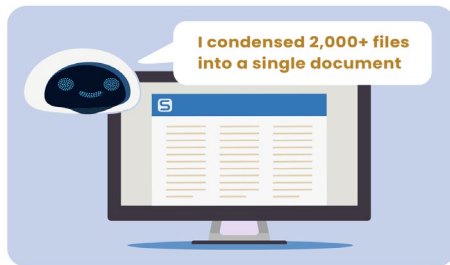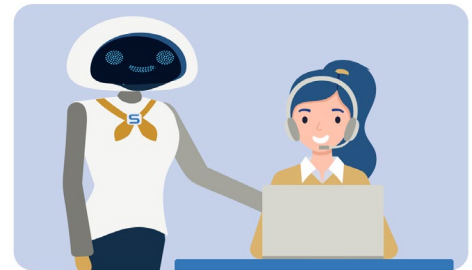
Accessible Knowledge Repository and Management

Unlock the full potential of your internal knowledge base with AIME's documentation capabilities. AIME trains on your proprietary database, enabling employees to perform intelligent document lookups, generate summaries, and conduct in-depth analysis effortlessly. Say goodbye to time-consuming searches and welcome a new era of empowered decision-making and streamlined processes.

Self-Serve Data Analytics

Expand the accessibility of data with AIME's expert querying capabilities. Now, non-technical staff can seamlessly analyze large data sets and extract meaningful information without the need for technical expertise. AIME empowers your workforce to ask the right questions and receive the right answers from your data, for data-driven strategies and informed decision-making.

Glossary

AIME – Artificial Intelligence Management for Enterprise
Softheon's suite of Large Language Model (LLM) tools that integrate into healthcare organizations' operations, enabling automation capabilities and better outcomes.

Application Programming Interface (API)
A set of protocols and rules that allows different software applications to communicate and interact with each other. It defines the methods and data structures that developers can use to access the functionality of a particular software component, service, or system, making it easier to integrate and extend.

Artificial Intelligence
Software and systems that can perform tasks that typically require human intelligence, such as learning from data, solving problems, recognizing patterns, and making decisions. AI aims to enable machines to simulate human-like thinking and reasoning processes to perform a wide range of tasks autonomously.

Basic Automation
Utilization of software solutions to perform repetitive tasks that were previously carried out by humans, resulting in the reduction of manual intervention. This allows for the allocation of resources towards more intricate issues, leading to increased efficiency and productivity.

Deep Learning (DL)
A subset of ML that employs deep neural networks, which consist of multiple layers of data with adjustable connections and weights. It excels at processing and learning from complex and unstructured data, making it particularly effective in tasks like image and speech recognition, natural language processing, and autonomous decision-making.

Domains of Knowledge
The layering of multiple rules and datasets to further refine content generation and enhance accuracy. As the database narrows, content generation becomes increasingly specific.

Fine-Tuning
The process of modifying a pretrained foundation model to perform optimally in a particular task or use case. Specification can be accomplished through relatively brief training on a smaller labeled data set, distinct from the model's initial training data.

Foundation Models
DL models trained on extensive and unstructured data, typically consisting of vast amounts of text. These models serve as the building blocks of various AI applications, offering a versatile foundation that can be fine-tuned for specific tasks or used out of the box to perform a wide range of natural language understanding and generation tasks.

Generative AI
Branch of AI characterized by models, often built upon foundation models, that possess the capability to create content, such as text, images, or other media, autonomously. These AI systems excel at creative tasks like generating text, artwork, or music and have applications in content creation, personalization, and more.

Larger Language Model (LLM)
Possess the capacity to process vast volumes of unstructured text and comprehend word relationships. This empowers LLMs to generate natural-language text for tasks like summarization or knowledge extraction.

Machine Learning (ML)
A subset of AI that involves the development of algorithms and models enabling computers to improve their performance on tasks through the automatic learning of patterns and information from data, rather than relying on explicit programming. It allows systems to make predictions, decisions, and recommendations based on this learned knowledge.

Robotic Process Automation (RPA)
Employs automation software to mimic and perform repetitive back-office tasks, such as data extraction, form completion, and file management, typically carried out by human workers. RPA enhances efficiency by automating these processes, reducing human intervention.

Use Cases
Specific applications or scenarios where AI technologies address business challenges or problems, resulting in one or more measurable and valuable outcomes. Use cases demonstrate how AI can be practically implemented to solve real-world problems across various industries, such as healthcare, finance, and marketing.

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About Softheon

Since we started over 20 years ago, we've continually adapted to changing regulations and consumer demand that becomes more sophisticated every year.

Softheon's Software-as-a-Service (SaaS) and Business Process-as-a-Service (BPaaS) solutions solve complex operational and service challenges for health plans and government health agencies.

We integrate with existing legacy systems, so you can automate critical processes and improve your member journey, without needing to overhaul all of your core systems. The more we evolve, the easier your life gets.

Curious to explore how AI can revolutionize your operations?

Join the Softheon waitlist and craft a tailor-made AI strategy that targets specific areas of your organization.

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