

CONIFER

HEALTH SOLUTIONS®

COMBINING AI WITH AUTOMATION TO IMPROVE CLAIMS PROCESSING



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Conifer Health Solutions

WILL ROBOTS RUN YOUR REVENUE CYCLE?

- AI, Automation and the Future of Healthcare
- The Revenue Cycle of the Future
- Technology-Enabled RCM Processes | The Challenges & Advantages
- How Can Providers Invest and Enable Technology In The Revenue Cycle

AI AND THE FUTURE OF HEALTH CARE

10 AI Applications That Could Change Health Care

APPLICATION	POTENTIAL ANNUAL VALUE BY 2026	KEY DRIVERS FOR ADOPTION
Robot-assisted surgery	\$40B	Technological advances in robotic solutions for more types of surgery
Virtual nursing assistants	20	Increasing pressure caused by medical labor shortage
Administrative workflow	18	Easier integration with existing technology infrastructure
Fraud detection	17	Need to address increasingly complex service and payment fraud attempts
Dosage error reduction	16	Prevalence of medical errors, which leads to tangible penalties
Connected machines	14	Proliferation of connected machines/devices
Clinical trial participation	13	Patent cliff; plethora of data; outcomes-driven approach
Preliminary diagnosis	5	Interoperability/data architecture to enhance accuracy
Automated image diagnosis	3	Storage capacity; greater trust in AI technology
Cybersecurity	2	Increase in breaches; pressure to protect health data

SOURCE ACCENTURE

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39% of Provider Executives Say They Are Investing in AI, Machine Learning, and Predictive Analytics

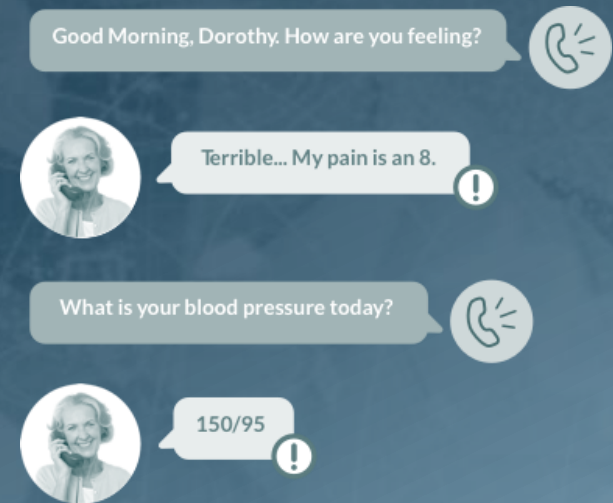
PwC Health Research Institute | Top health industry issues of 2018: A year for resilience amid uncertainty, © 2017

AI IS BEING USED NOW IN HEALTH CARE DELIVERY

- Robot-assisted surgery
- Virtual nursing assistants
- Administrative workflow
- Fraud detection
- Dosage error reduction
- Connected machines
- Clinical trial participation
- Preliminary diagnosis
- Automated image diagnosis
- Cybersecurity

AI is Being Used Now In Health Care Delivery

VIRTUAL NURSING ASSISTANCE



AI is Being Used Now In Health Care Delivery

AUTOMATED IMAGE DIAGNOSIS

AI is Being Used Now In Health Care Delivery



ADMINISTRATIVE WORKFLOW

WHY FOCUS ON REVENUE CYCLE?



Consumer-Facing Billing and Payments

Labor Shortage and Training

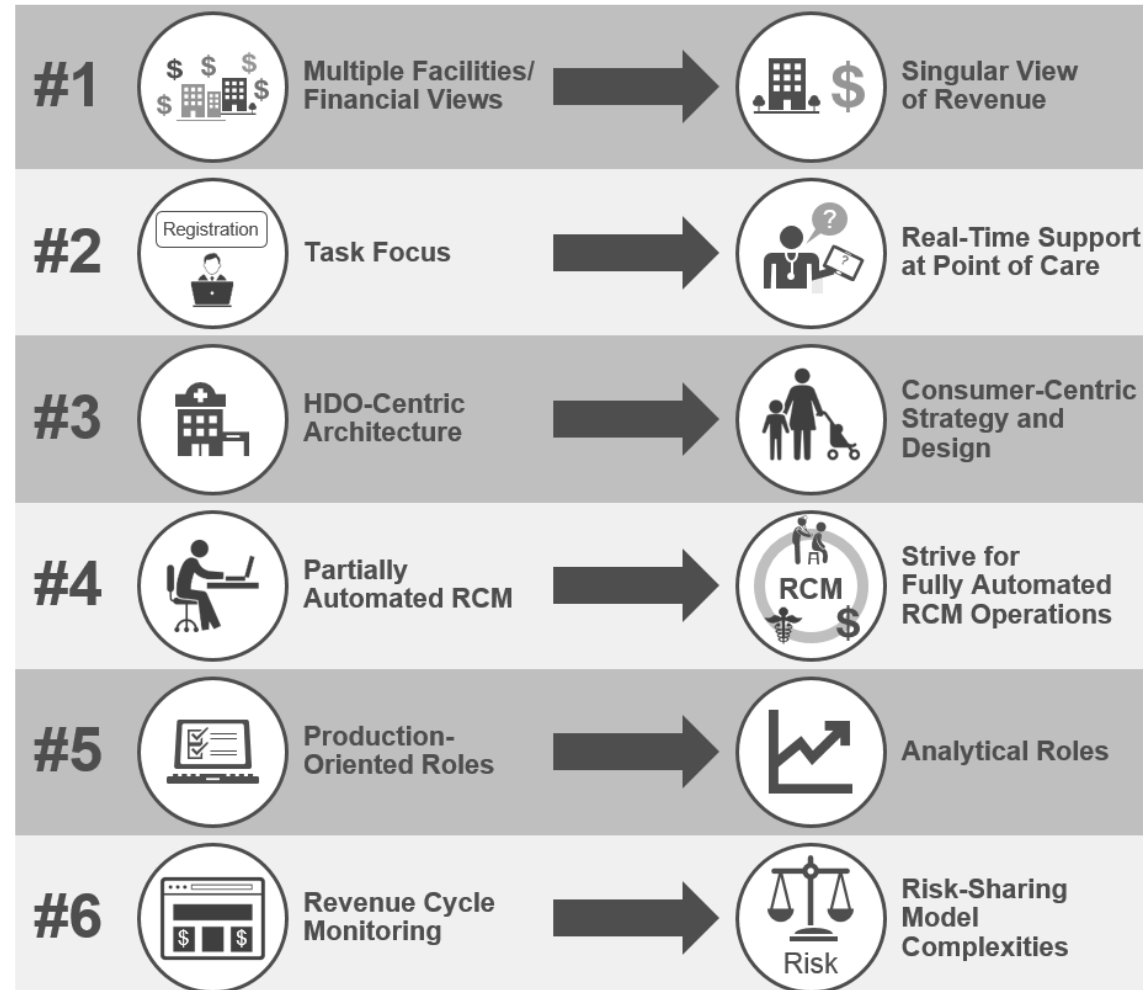
Payer Behavior

Cost Efficiencies

Regulatory Changes

HEALTHCARE PROVIDER

CIOs: Assess IT Architecture Across Six Critical Revenue Cycle Management Market Dynamics



Source: Gartner, Healthcare Provider CIOs: Assess IT Architecture Across Six Critical Revenue Cycle Management Market Dynamics.

THE REVENUE CYCLE OF THE FUTURE



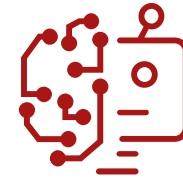
Data
Science



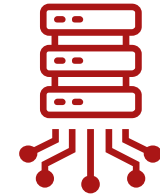
Machine
Learning



Natural
Language
Processing



Robotic
Process
Automation



Digital
Service
Integration

BUSINESS INTELLIGENCE AND ANALYTICS

\$ Value

Descriptive Analytics
What happened?

Diagnostic Analytics
Why did it happen?

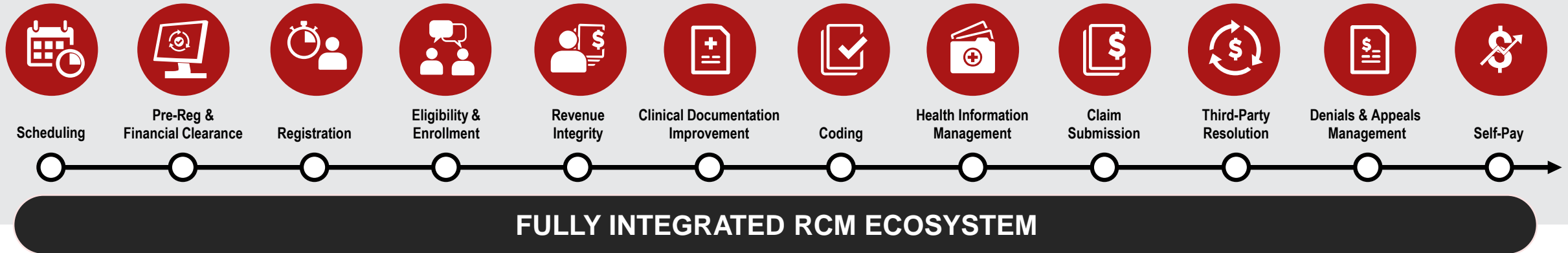
Predictive Analytics
What will happen?

Prescriptive Analytics
How can we make it happen?

Complexity

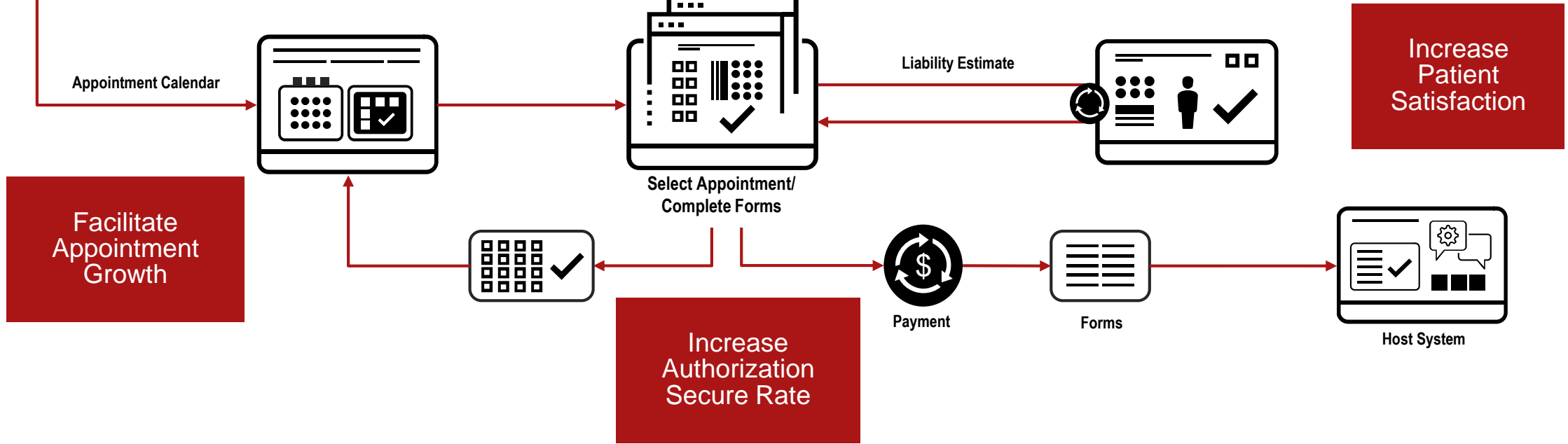
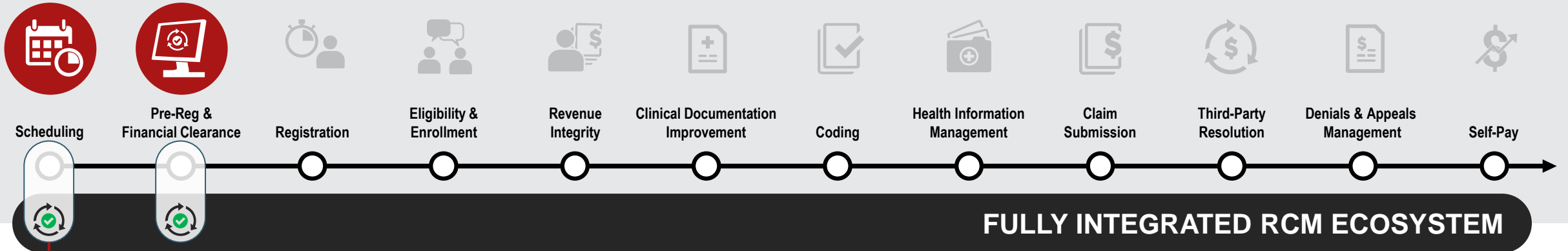


TECHNOLOGY-POWERED REVENUE CYCLE



- Improve the Patient Self-Service Experience
- Create Intelligent Workflow to Improve Productivity and Efficiency
- Drive Predictability and Quality
- Improve Payor Interactions
- Identify Trends Proactively

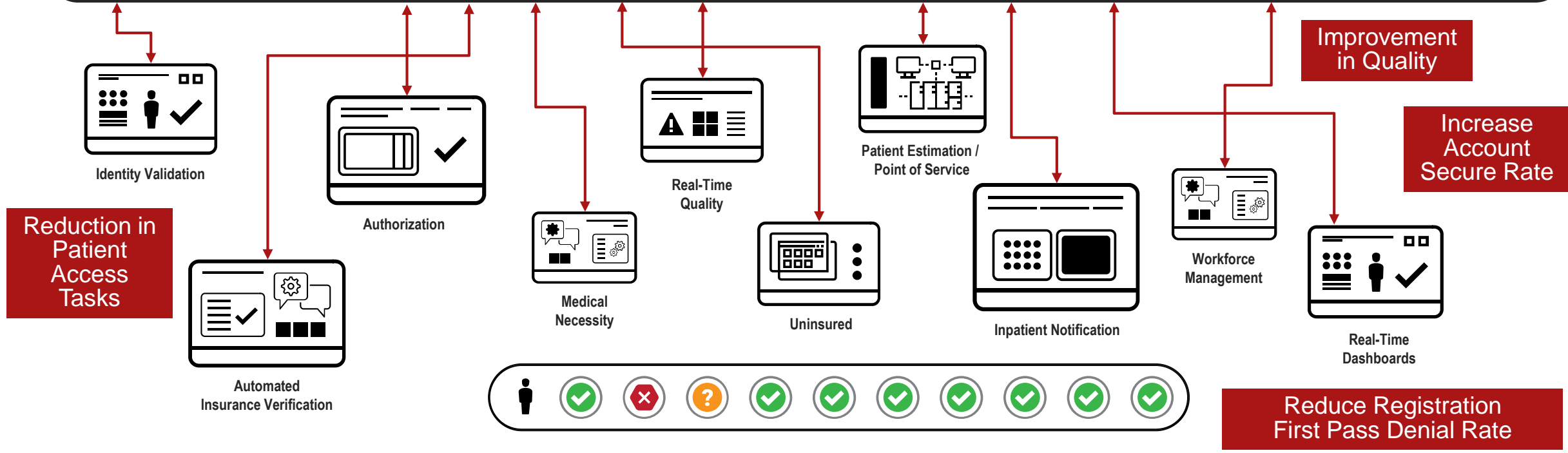
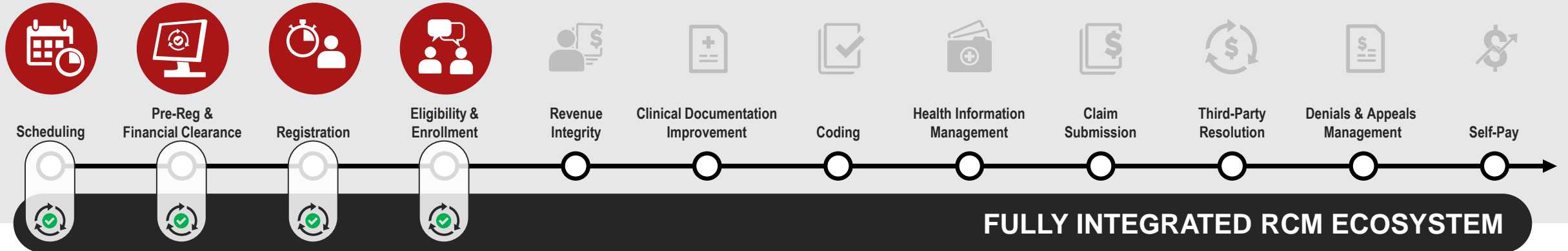
IMPROVE THE PATIENT SELF-SERVICE EXPERIENCE



KEY TAKEAWAYS

- Improve the patient experience through more avenues for choice and self-service
- Pricing transparency reduces levels of stress around the visit
- Gain efficiencies through tighter integration of ancillary systems and your host platform

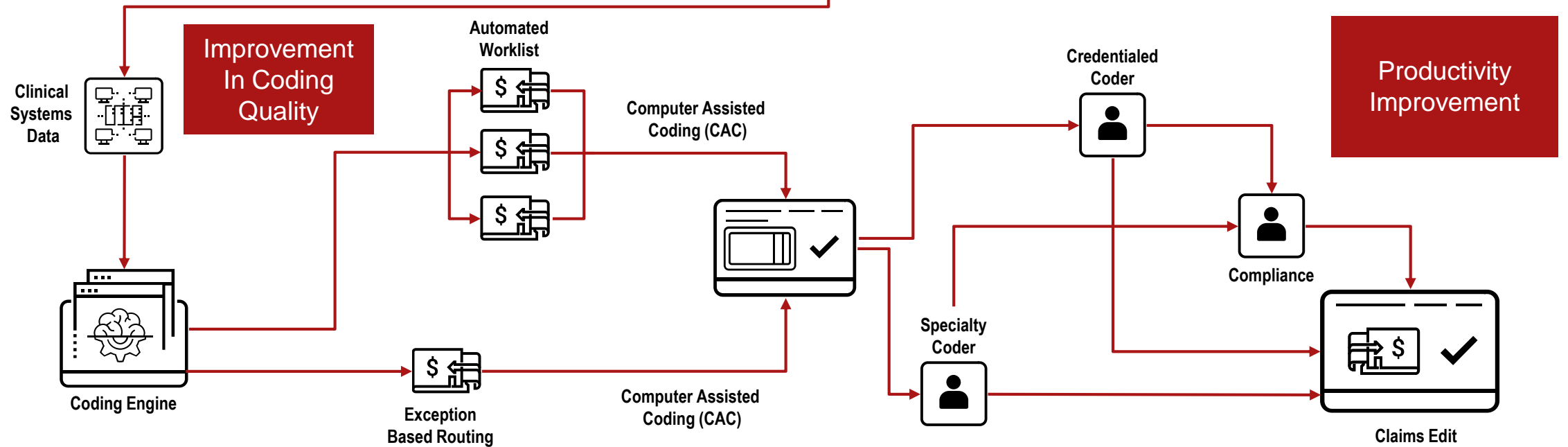
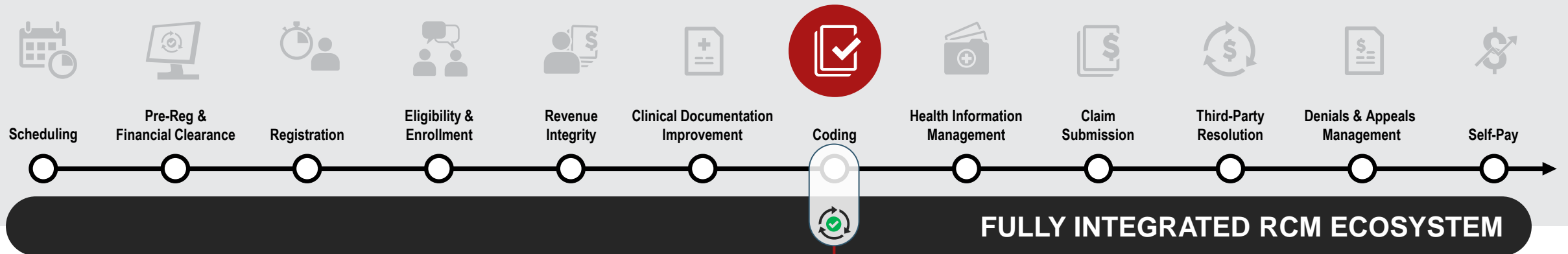
CREATE INTELLIGENT WORKFLOW TO IMPROVE PRODUCTIVITY AND EFFICIENCY



KEY TAKEAWAYS

- Improve the patient experience by removing distractions or administrative tasks from your team's plate
- Develop automated rules to determine necessary tasks to complete, don't rely on training or job aides
- Improve denial rates by facilitating a complete financial clearance process

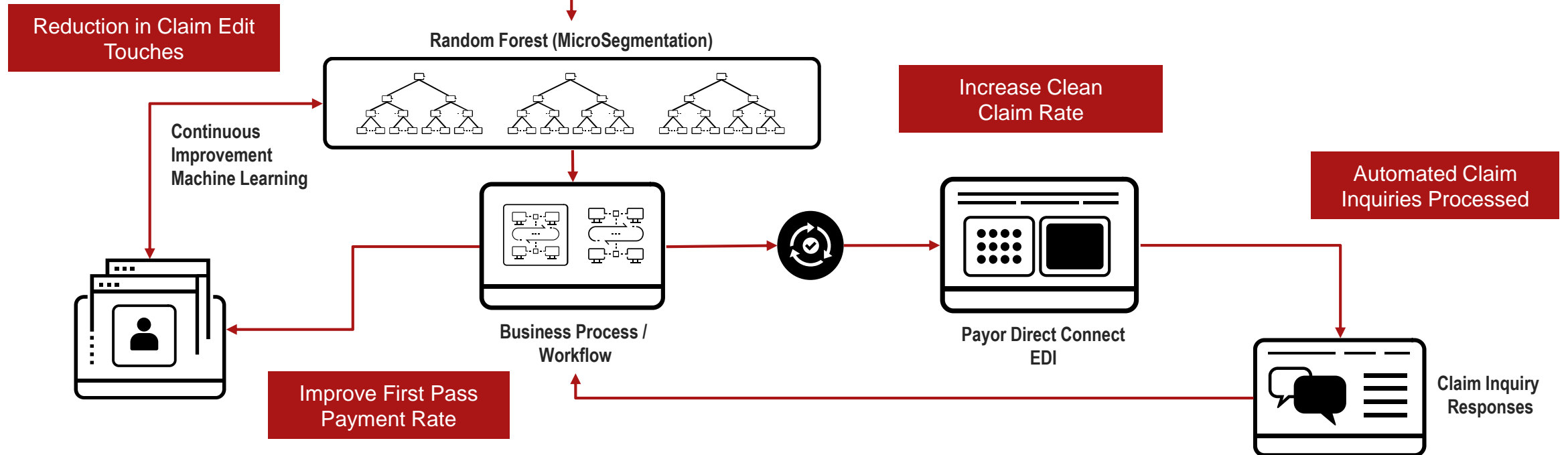
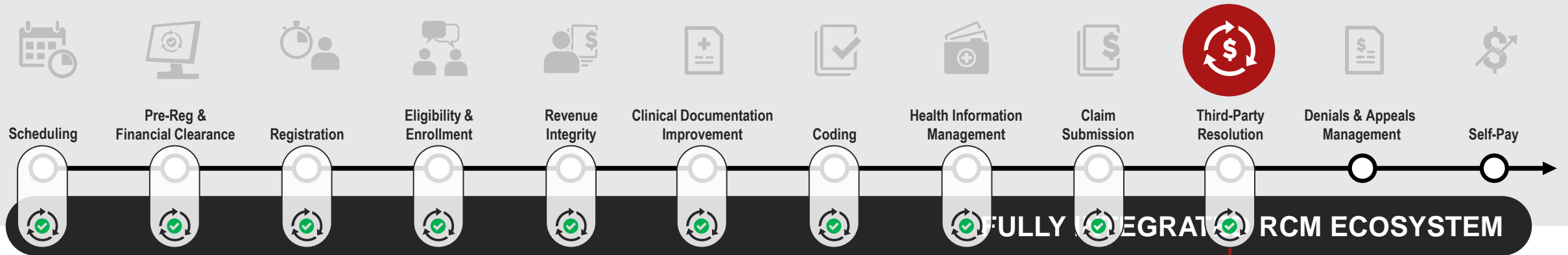
DRIVE PREDICTABILITY AND QUALITY



KEY TAKEAWAYS

- Deploy your high-value clinicians on quality-related tasks, automate simpler tasks where possible
- Leverage technology to allocate coding workload by specialty
- Computer assisted coding (utilizing machine learning) has improved and is worth re-exploring

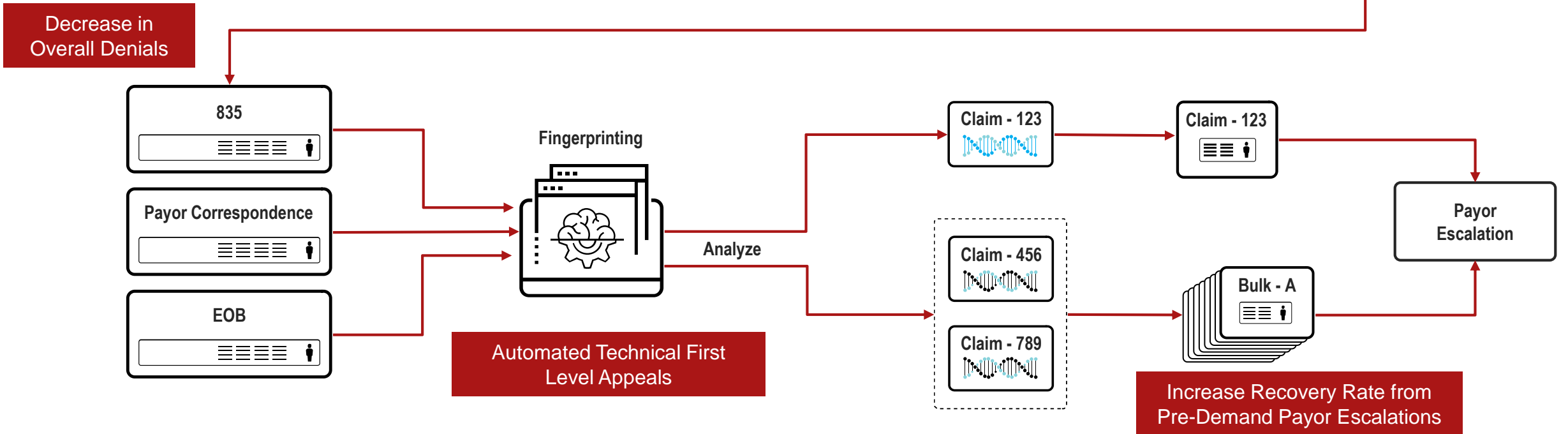
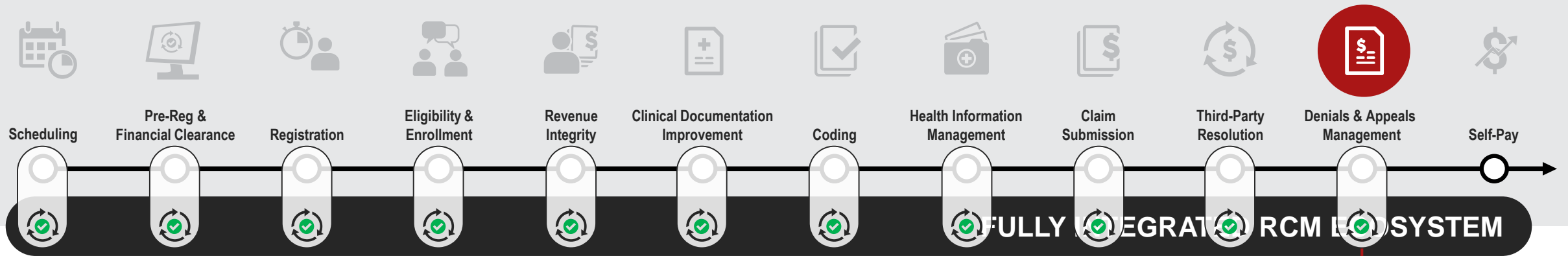
IMPROVE PAYER INTERACTIONS



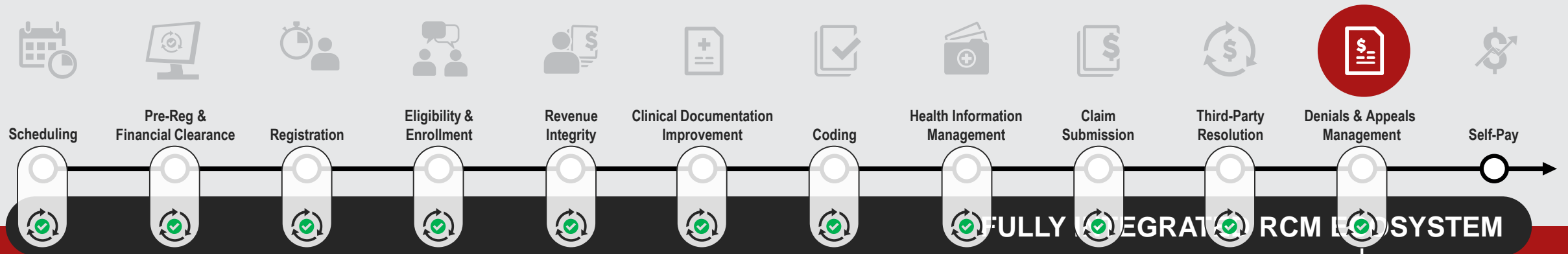
KEY TAKEAWAYS

- Expand use of EDI, data models to gain low-cost insight into claim status
- Abandon the model of calling every X days on high dollar claims
- Shift follow-up model from inventory report management to exception-based resolution

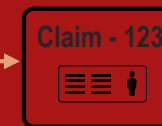
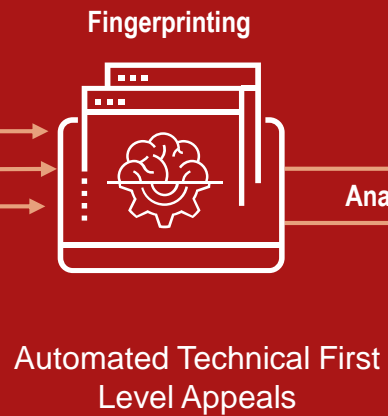
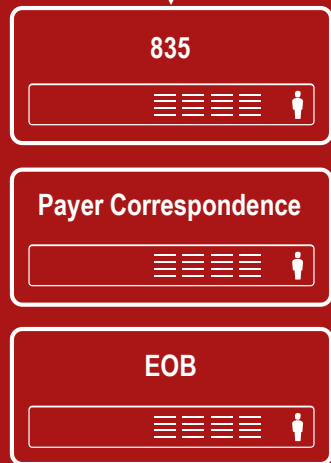
IDENTIFY TRENDS PROACTIVELY



IDENTIFY TRENDS PROACTIVELY



Decrease in Overall Denials



Increase Recovery Rate from Pre-Demand Payor Escalations

THE VALUE OF AI AND AUTOMATION IN REVENUE CYCLE

97%

Coding Quality
Score

47%

Reduction in DNFC
Days

30%

of Denials Fully
Automated

33%

Reduction in A/R
Cycle time

37%

Increase in POS
Payments prior to
service

36%

Reduction in DFNB
Days

64%

Reduction in Claim
Correction Turn-Around
Time

HOW TO INVEST IN RCM TECHNOLOGY

Do It Yourself · Purchase · Outsource

Do It Yourself

CONS

Expensive to build and maintain, target is always moving, talent retention

PROS

Total ownership of asset, customizable to your organization, agile delivery model (if done correctly)

Purchase

CONS

Loss of IP control, separation costs, vendors charge a premium, provider still accountable for outcomes

PROS

Share risk of funding product roadmap, change partners as market evolves

Outsource

CONS

Requires significant trust, contract aligned on outcomes, strong partnership management structure required

PROS

Focus resources on your core business, align services with technology, leverage industry expertise, learn from other's mistakes

Do It Yourself · Purchase · Outsource

IMPERATIVES

Secure

Scalable

Predictable Performance

Integration

Continuous Innovation

Operational Readiness and Adoption

Track Outcomes / Value Realization

Q

A

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