



Prioritizing responsible AI to improve prior authorization

Three questions to ask your benefit management partner

Artificial intelligence (AI) is already proving it can drive efficiency in healthcare. Prior authorization and other benefit management solutions are no exception. When applied to clinical reviews, for example, AI can extract relevant information from clinical records, compare it against medical guidelines, and provide decision support to clinical reviewers, reducing the time required for manual research. What does this mean? Faster decisions and less administrative work for providers and a better experience for you and your members.

As with any new technology, AI brings new risks, too. As companies quickly assess opportunities to use AI to solve challenges across their organizations — and with AI itself rapidly evolving — best practices and industry standards must continuously evolve and mature to ensure this new technology is used responsibly and ethically.

Ask your benefit management partner these questions to understand what responsible AI practices they're implementing to deliver more value for you, your members, and your providers.

1 | Is responsible AI core to your process?

AI learns what we teach it. That's a big responsibility. To ensure AI functions as intended, it must be meticulously and persistently tested and analyzed in real-world situations, with accurate data. When designing, developing, and deploying AI, shortcuts can cause significant problems, especially in healthcare.

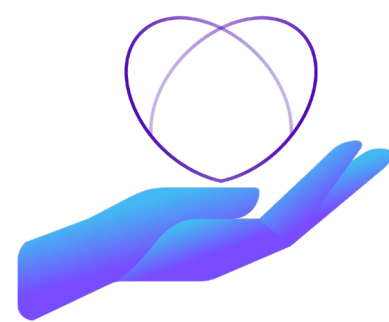
Methodically testing and deeply analyzing AI logic mitigates the risk of errors and best positions organizations to apply AI to future challenges.



2 | Does your adoption of AI maintain a “human touch”?

While AI will expedite many processes, relying too heavily on AI logic can create new problems — particularly when it comes to your members' care.

Healthcare is deeply personal. That's why balancing AI's “intelligence” with human intellect is vital. This ensures that AI alone will never make an adverse decision about your members' care. Because every case is unique, each request that AI doesn't automatically approve should incorporate human intervention. This “intelligence plus intellect” approach should include a final step — analyzing and refining the results, which refines the logic for the future.



3 | Are you prepared to effectively manage and scale your AI?

For AI to be effective, it must be managed appropriately. If organizations don't have the resources in place to manage successful AI models, it will be impossible to scale them. To get the full value out of successful AI solutions, you have to have the right partner.



AI isn't slowing down

AI brings extraordinary opportunities to transform healthcare for the better.

Our teams of engineers and data scientists are designing and testing AI capabilities across our business and the 80 million people we serve — that's 24% of the U.S. population. Access to a customer base of this size means our AI logic is learning faster and honing its decisioning accuracy with the help of our clinicians. It also means we're well-positioned to make a meaningful impact by applying successful AI models to your unique challenges.

[Contact us](#) to learn more about how we're using responsible AI to not only streamline prior authorization, but to solve challenges across healthcare that will drive new value for you, better outcomes for your members, and a better experience for all.