

softserve

# HEALTHCARE PROVIDERS INNOVATION WITH GENERATIVE AI

Prepared by SoftServe



# FUTURE OF HEALTHCARE PROVIDERS WITH GENERATIVE AI

Every healthcare organization is exploring how they will take advantage of Generative AI, while avoiding the inherent risks of applying it to patient care. Gen AI technology relies on deep learning algorithms to create new content in the form of text, audio, images, and code. For a healthcare practice, it can be a huge game changer as Gen AI takes massive amounts of disparate, unstructured data like clinical notes, diagnostic images, medical charts, and recordings and then combines them with large, structured data sets, such as insurance claims, to do operational processing and analysis much faster.

## KEY CHALLENGES

Competitive pressure along with external factors, such as macroeconomic headwinds and geopolitical issues, are among the challenges. Consumers and patients require more services for less money, a new digital experience, and robust security.

### FINANCIAL DIFFICULTIES AND RISING COSTS

Ongoing staffing shortages, higher costs, and reductions in reimbursement rates cause financial difficulties for health systems. This, in turn, impacts patient experience, healthcare equity, quality, and availability.

### REIMBURSEMENT MODELS AND PRICING

A shift to value-based care and reimbursement rates are an ongoing issue. As well as lack of price transparency, limited patient payment options, and balancing quality care with affordability.

### INCREASED DEMAND FOR PERSONALIZED CARE

With the increase in consumerism and medical information on the internet, patients are empowered to make their own healthcare decisions and expect diagnoses and treatments tailored to their individual needs.

### BIG DATA AND CYBERSECURITY ISSUES

As the healthcare industry becomes more data-driven and big data analytics are used to improve patient outcomes and reduce costs, there are risks to patient privacy and security.

### PATIENT EXPERIENCE

As the shift focuses from treatment to prevention, healthcare systems are now offering digital and personalized care options like mobile apps, communications, and recommendations. These can be tailored to a patient's specific medical history and health requirements.

## GENERATIVE AI BUSINESS BENEFITS

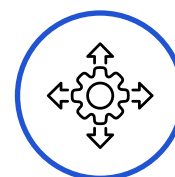
Generative AI has the potential to address some of these challenges and revolutionize the healthcare ecosystem in ways we can only begin to predict. It's critical that healthcare organizations prepare for and understand the most promising applications.



Workflow optimization and automation



Structuring and analysis of patient data



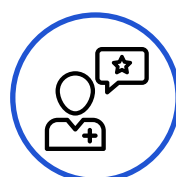
Clinical decision support tools



Telehealth and remote patient monitoring



Call center efficiency and experience



Personalized patient experience

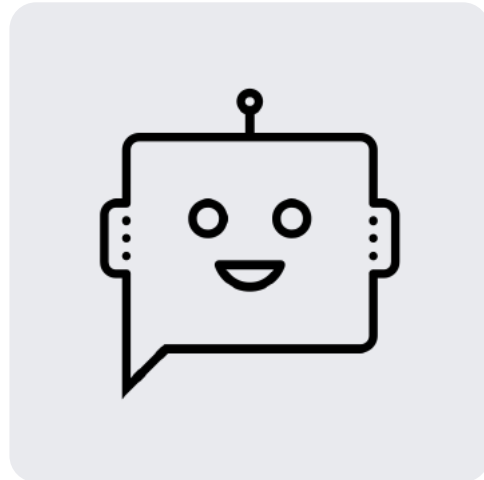


Predictive analytics and risk stratification



Billing and payment reconciliation

# PROMISING GENERATIVE AI USE CASES

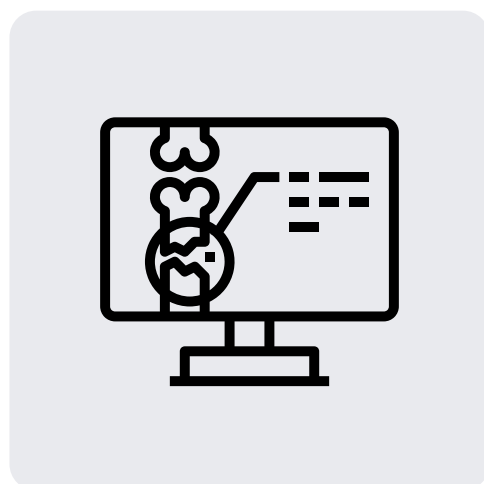
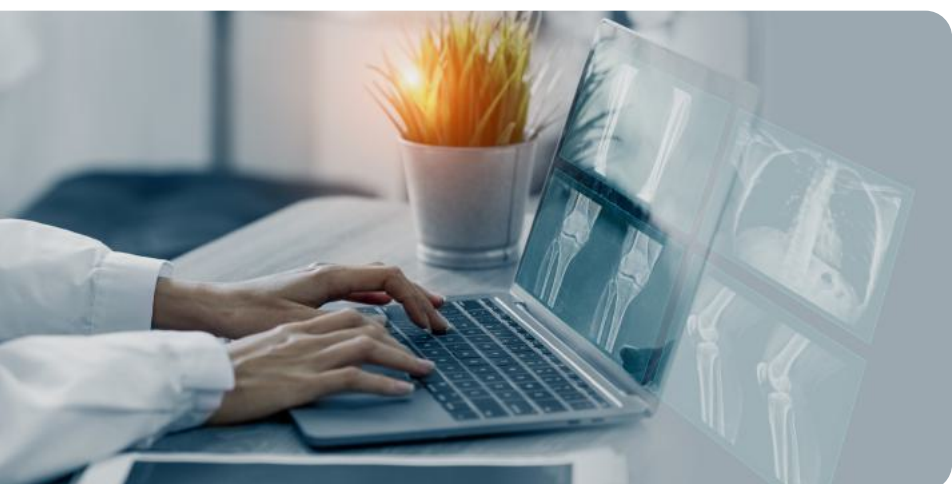
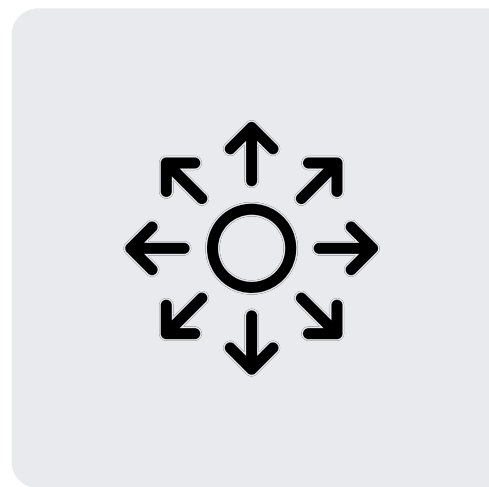


## VIRTUAL ASSISTANT FOR TASK AUTOMATION

Utilize bots to automate tasks like filling out forms, answering questions, simplifying complex processes, and enhancing user experience for HCPs, patients, care teams, and administrative staff.

## SERVICE EXPANSION

Identify opportunities to expand patient populations with new services, optimized locations, or expanded facilities. Assess the risk of expansion against the opportunity to deliver more breadth of care.

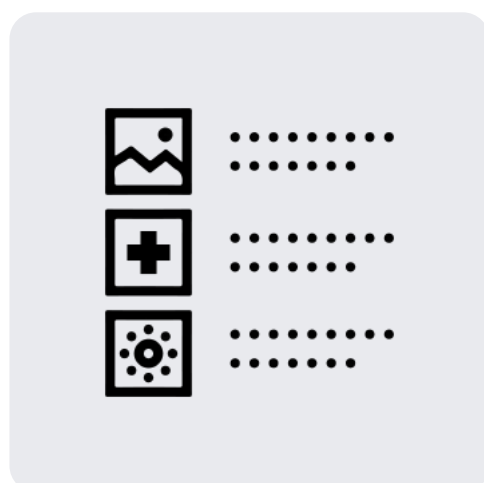
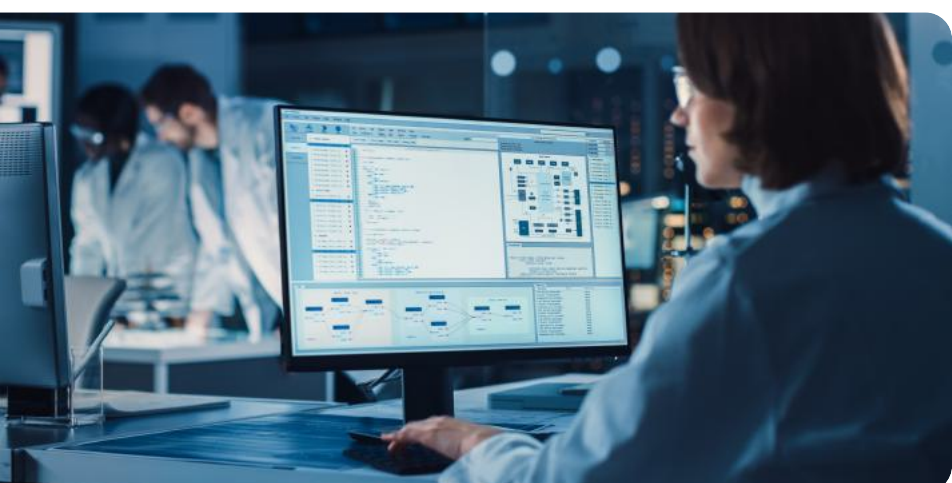
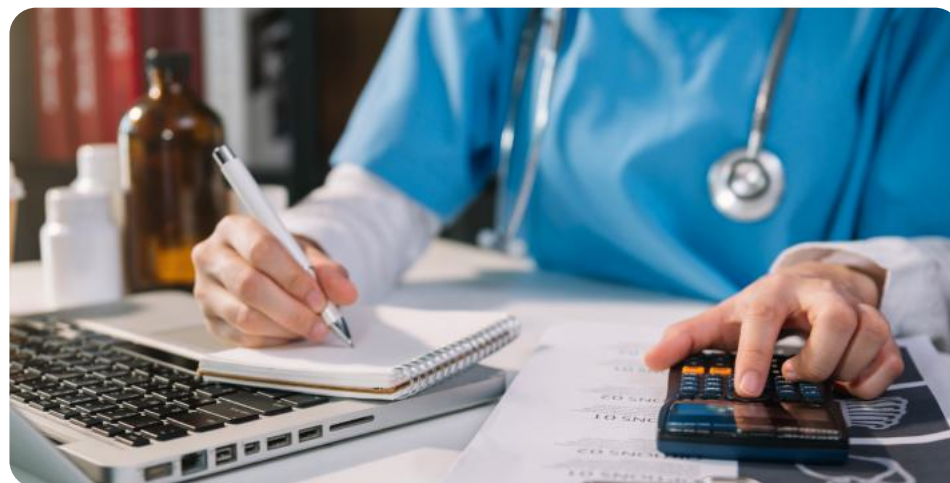


## MEDICAL RADIOLOGY

Simplify the imaging process through automation of analysis, anomalies detection, and radiology assistance.

## IMPROVE SCHEDULING AND BILLING

Create efficiencies in scheduling and billing and streamline prior authorization, claims tracking, and payment processing.



## CLINICAL OPERATIONS CONTENT GENERATION

Generate and synthesize care notes and visit records with natural language processing (NLP). Automate coding recommendations for clinicians and create educational materials with personalized methods of delivery.

# GET STARTED ON YOUR GENERATIVE AI JOURNEY

## LET SOFTSERVE ACCELERATE YOUR GENERATIVE AI JOURNEY WITH THREE OFFERINGS

Don't be left behind in the race to harness the disruptive innovation of Generative AI. SoftServe defined [Generative AI adoption patterns](#) that are designed to help you navigate the complexities of this emerging technology. We will help you select an appropriate adoption pattern or its combinations for building tailored solutions to meet your enterprise's unique needs. Expedite your journey towards a new way of productivity and creativity with SoftServe Generative AI offerings, positioning your business as a leader in the industry:



### AI DISCOVERY

*From Interest to Discovery:  
Generative AI Ecosystem and  
Implications for My Business*

- ✓ Use Cases and Business Impact Priorities
- ✓ Data Quality and Availability
- ✓ Technology Trade-offs and Architecture
- ✓ Technical Feasibility with POC



### AI LAUNCHPAD

*Launchpad to Innovation:  
Evidence-Based Exploration  
and Deployment*

- ✓ Generative AI Lab
- ✓ AI Launchpad Program for Rapid Experimentation
- ✓ Value Stream Mapping and Use Cases
- ✓ POC/POV Pipeline



### AI ADOPTION

*From Insight to Impact:  
Rapid Scaling and Adoption  
in My Organization*

- ✓ Generative AI Adoption Roadmap
- ✓ Technology Strategy
- ✓ Data Strategy
- ✓ Change Management and AI Governance

---

- ✓ Generative AI Solution Development
- ✓ Generative AI in Product and Engineering Teams

It's urgent and the time to start is now. But you know that Generative AI is not a deployment sprint. With SoftServe's experts to address your unique enterprise needs and guide you through possible adoption options, you will move past the hype and harness its benefits for your enterprise.

Learn more about SoftServe's Generative AI Lab, POVs, offerings, and partners. Visit us at our [Generative AI website page](#).

# YOUR PARTNER FOR THE FUTURE

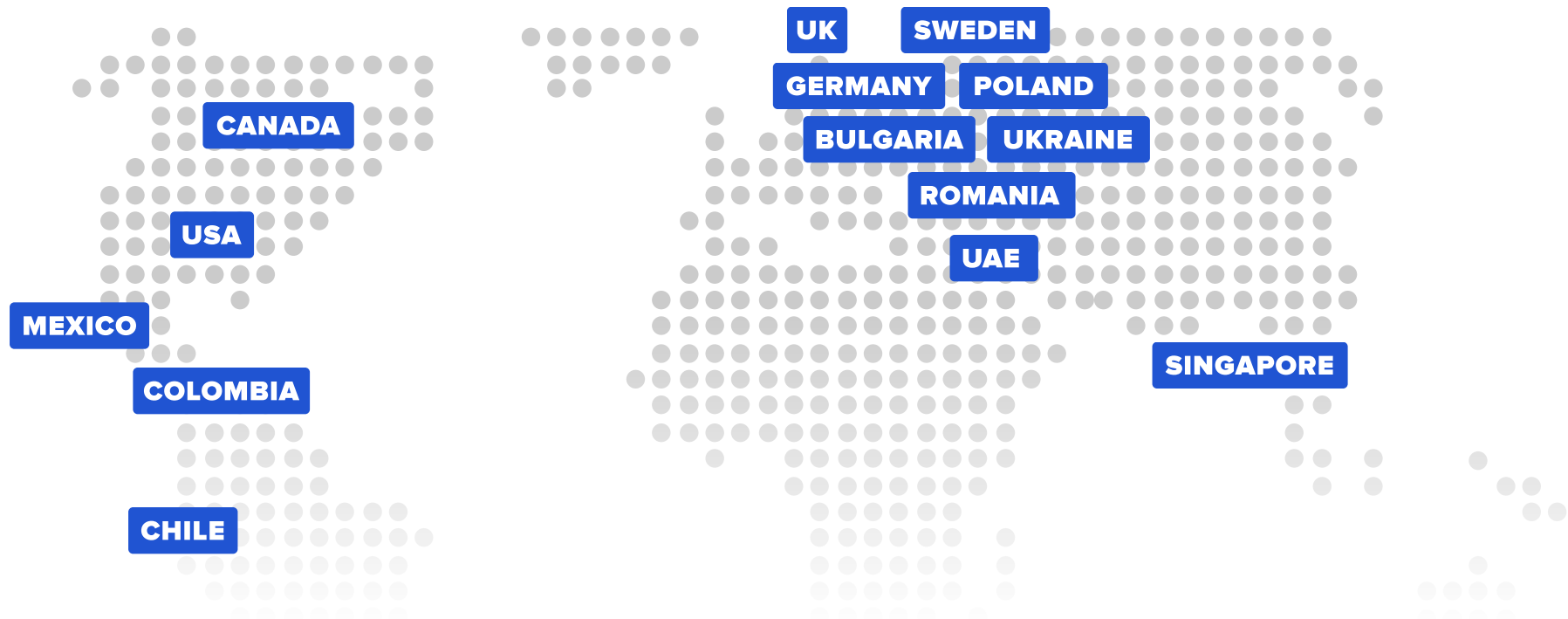
## DIGITAL ADVISORS, SOFTWARE INNOVATORS, AND EXPERIENCE BUILDERS

**30** Years of Experience

**98%** Client Retention

**14** Countries of Operation

**58** Offices Worldwide



### GOOGLE CLOUD EXPERTISE

As a Google Cloud Partner and the winner of the 2020 Google Cloud Partner of the Year Award for Machine Learning, SoftServe is committed to helping customers solve their most pressing business challenges. SoftServe utilizes Google Cloud's AI ecosystem, including tools such as Google Cloud Vertex AI and Generative AI App Builder. [Learn more](#)

**120+**  
GCP Enabled  
Customers

**690+**  
GCP Certified  
Recourses

**100+**  
Data Science  
Experts

**3**  
Anthos  
Fellows



### AMAZON WEB SERVICES

As an APN Premier Services Partner, SoftServe acts as an exceptional cloud guide, vastly decreasing the time to achieve cloud value. By doing so, SoftServe ensures that your AI initiatives unleash the full potential of AWS Machine Learning services, such as Amazon Bedrock and SageMaker, and that they are deployed in accordance with AWS Well-Architected best practices. [Learn more](#)

**500+**  
AWS Certified  
Resources

**100+**  
AWS Certified  
Solution Architects

**50+**  
AWS Professional  
Certifications

**11**  
AWS  
Competencies



### MICROSOFT

Innovate with purpose, rationalize costs, and drive efficiencies with Microsoft Azure's open and flexible cloud computing platform. Leverage Azure OpenAI and Machine Learning services to deliver next-generation AI solutions. As a Gold Microsoft Partner, SoftServe enables your business to build and deploy on your terms — both today and in the future. [Learn more](#)

**250+**  
Azure Certified  
Professionals

**19+**  
Years as a  
Microsoft Partner



### NVIDIA

As an NVIDIA Service Delivery Partner, SoftServe harnesses NVIDIA's cutting-edge technologies, like GPU-accelerated compute infrastructure, to deliver robust AI solutions. Leveraging NVIDIA's NeMo Service, SoftServe streamlines the development of Generative AI products, driving rapid digital transformation. [Learn more](#)

softserve

**DEEP TECHNOLOGY EXPERTISE IN AI/ML**

**HUMAN-FIRST APPROACH TO DESIGNING  
EFFECTIVE EXPERIENCES**

**INDUSTRY EXPERTISE AND PARTNERSHIPS  
WITH CLOUD SOLUTIONS PROVIDERS**

**LET'S TALK**

softserve  
FUTURE