Healthcare execs want to implement diagnostic Al —but providers still largely distrust it

Article

The data: Nearly 72% of healthcare execs say they'd trust AI to support nonclinical, admin processes that take away time providers could be spending with patients, according to





Optum's fourth annual healthcare AI survey of 500 senior healthcare execs.

2 areas where AI for admin can have a big impact: High levels of trust in administrative AI could signal healthcare execs' intention to invest—especially in the following two areas, which take away the most time from patient care.

1. Prior authorizations. Most treatments require prior authorizations to ensure they'll be covered under a patient's insurance—but obtaining this greenlight is a drawn-out process that can take up to a month.

That's why AI like **Olive's** that electronically streamlines the prior authorization process could be attractive to healthcare execs:

Out of 1,000 providers, **90%** <u>reported</u> prior authorizations had a "significant or somewhat **negative"** impact on their care delivery—including patients' hospitalization or death, according to the American Hospital Association.

2. Clinical documentation. Providers <u>say</u> too many bureaucratic tasks contribute to their admin burden and take away from patient care. Al voice tech like Suki and Microsoft's Nuance could reduce the time spent on clinical notes:

Suki <u>claims</u> its health system partners saved 4,375 administrative hours per week with its Al voice tech, for example.

More data: Nearly 40% of healthcare executives are excited about AI's potential to improve diagnosis and predict outcomes, per Optum. Moreover, 36% of leaders are excited about the tech's potential to improve medical imaging.

The bigger picture: Companies like **GE Healthcare** are already teaming up with large health systems to enhance medical imaging interpretation—a trend that'll likely continue as healthcare execs reassess their AI strategies for 2022.

For example, New York-based **Hospital for Special Surgery** is <u>leveraging</u> GE Healthcare's deep learning tech to "de-noise" raw digital data produced during an MRI to deliver a clearer signal—which helps generate images in a shorter period of time.

Why this could backfire: Although healthcare execs are excited about Al's potential to improve medical imaging, providers may not trust it completely to inform their patient care.

INSIDER

INTELLIGENCE

eMarketer

About 95% of clinicians believe AI for diagnostic imaging is inconsistent or doesn't work at all, <u>according to</u> a recent FDA study.

Leading Challenges to Al/Automation Implementation According to US Healthd	care
Leaders, Dec 2020	
% of respondents	
We are resource constrained and don't have enough staff to a robotic process automation implementation right now	
	44%
We have struggled to identify and pursue the processes that are best suited for automation	
	44%
System and process changes disrupt our workflow and cause	e delay 38%
We are unable to predict and fix issues in a timely manner	
	35%
We don't have a way to compare our success or learn from or ours	ganizations like
	35%
We don't have the internal technical talent to work with autor	nation tools
	35%
Limited data and analytics make it challenging to see ROI and get insight into work that automation completes	
29%	
Lack of sound governance results in hidden or rogue automations across the enterprise	
24%	
Note: n=34; among those who have implemented AI and automation solutions Source: Sage Growth Partners, "The State of Healthcare Automation" sponsored by Olive, March 9, 2021	
267795	InsiderIntelligence.com



