

Regence



# AI's role in health care



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## Agenda

- Introduction to AI
- How Regence is leveraging AI responsibly
- Improving the member, provider & employee experience
- How Regence is using AI today
- The future of AI at Regence
- Q&A

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# Introduction to AI

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## What is AI?

Enabling machines to simulate human intelligence







- Reasoning
- Learning
- Problem-solving

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# How you might be using AI today

 <p>The spam filter in your email</p>	 <p>Autocorrect &amp; predictive text</p>	 <p>Waze &amp; Google Maps</p>	 <p>Do you unlock your phone or apps using facial recognition?</p>
 <p>How does Netflix know what else you might like to watch? And Amazon know what you should buy?</p>	 <p>Siri or Alexa, anyone?</p>	 <p>Why is Facebook suggesting that you connect with someone you just met?</p>	

# AI headlines

 <p><b>Older Americans prepare themselves for a world altered by artificial intelligence</b></p>	 <p><b>Education</b> Oregon colleges race to keep up with artificial intelligence: 'We're in for huge changes'</p>	 <p><b>Pioneers in artificial intelligence win the Nobel Prize in physics</b></p>
 <p><b>The rise of AI in schools: How this new technology is impacting classroom instruction and student assignments</b></p>	 <p><b>Medical malpractice in the age of AI: Who will bear the blame?</b></p>	 <p><b>The Untold Costs of AI: The West Is Paying for the Future That Hasn't Arrived</b></p>

# Key terms

Terms you may hear associated with AI



**Prompt:** How you ask an AI system to do something. Clear and specific prompts lead to better results.



**Hallucination:** When AI confidently generates incorrect or made-up information. Note that AI may also confabulate, which is mixing real and false information together. Always fact-check important information from AI systems.



**Responsible AI:** Developing and using AI systems in ways that are ethical, transparent and beneficial to society.



**Bias:** AI systems can have biases from training data, affecting their outputs. Be aware of this to think critically about AI-generated content.

# AI evolution

## Early AI:

1950: Alan Turing develops the Turing Test

1956: Term "artificial intelligence" is coined at Dartmouth Conference

2011: IBM Watson wins *Jeopardy!* against human champions

2011: Apple releases Siri

2012: AlexNet – GPUs utilized for deep learning

2015: DeepMind's AlphaGo beats pro Go player

1950s

1960s–1990s

2000s–2010s

2020s–present

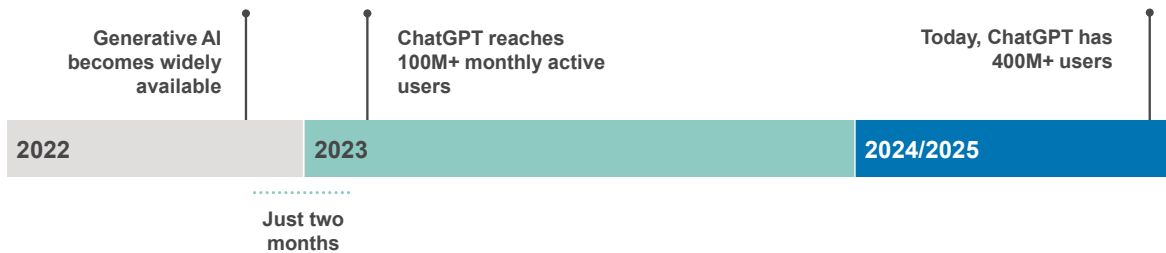
1964: ELIZA, one of the first chatbots

1997: IBM's Deep Blue defeats Russian chess champion Garry Kasparov



2022: ChatGPT launches, making GenAI widely available

# Generative AI: Once-in-a-generation technology



ChatGPT becomes the fastest-growing consumer internet application in history!



# Importance of AI adoption

ChatGPT gained 1M users in < 1 week

- Generative AI's rapid emergence and popularity is fundamentally changing the way **people** live and work.
- **Companies** that don't embrace this shift and integrate AI into their business model will likely become less relevant.
- Adopting AI technologies to target productivity, efficiency, innovation and differentiation can reap significant dividends, including in the **health care industry**.
- **Workers** who are leveraging AI tools and developing related skills will have a competitive advantage in the job market.



## Poll questions

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How many of you have incorporated AI into your workflow?

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How are you currently using it?

?

Does your organization have a specific policy on AI?




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## How Regence is leveraging AI responsibly

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# Our Cause is our North Star:

Serve as a catalyst to transform health care, creating a person-focused & economically sustainable system

## Our vision

Making health care easier & lives better

## Our values



Be trustworthy



Be inclusive



Be courageous



Be innovative



Be results driven

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# Aligning AI aspirations with our Cause & vision

Embracing AI in every aspect of our business to reimagine what's possible



← **ALWAYS RESPONSIBLY** →

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## Responsible AI

### Ensuring artificial intelligence is applied appropriately at Regence by:

- Staying aligned with our Cause and values
- Honoring our company culture
- Anticipating risk tradeoffs
- Meeting the expectations of customers and regulators
- Creating Responsible AI Steering Committee (RAISC)

### Ensuring that our company's AI applications are:

- Valid and reliable
- Secure and resilient
- Proactive about privacy
- Ethical, accountable and transparent
- Explainable and interpretable

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## Responsible AI & DEI alignment

Responsible AI	DEI	Shared values
Values-aligned risk management	Mission-driven inclusion	Ethical decision-making
Safe for humans	Safety and well-being	Protection from harm
Secure and resilient	Protected belonging	Trust and security
Explainable and interpretable	Transparent communication	Accessibility and clarity
Proactive privacy	Respect for diverse entities	Dignity and autonomy
Fair with harmful biases managed	Equity and antidiscrimination	Justice and fairness
Ethical, accountable and transparent	Inclusion	Representation and accountability
Valid and reliable	Equitable performance	Consistency and quality

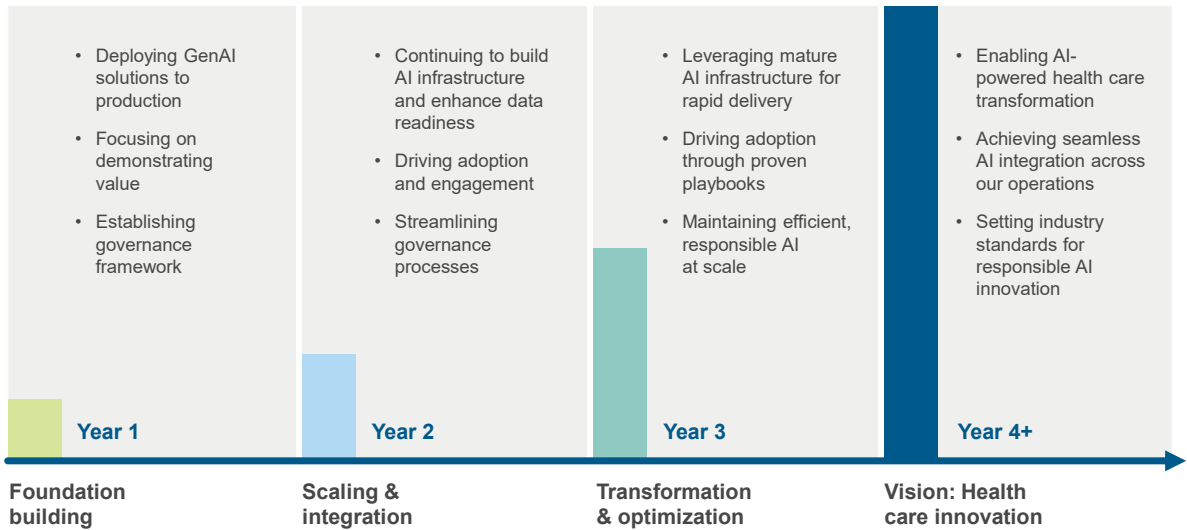
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# AI strategy is a multiyear journey



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# Improving the member, provider & employee experience

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# AI adoption at Regence

Embracing AI technology to make health care easier & lives better

## For members & providers

- Simplifying pre-authorization, making it faster and more efficient
- Deploying **regence.com** chatbot to enable members to use the chat feature for benefits and coverage information
- Leveraging claims processing quality controls to improve claims accuracy and timeliness



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# AI adoption at Regence

Embracing AI technology to make health care easier & lives better

## For employees

- Deploying AI-enabled payment integrity and compliance audits to lower health care costs and reduce waste, fraud and abuse
- Providing a ChatGPT-like experience for employees to use safely and securely
- Using Member Virtual Assistant within Customer Service to help answer members' benefits questions faster



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# How Regence is using AI today

## Improving pre-authorization timeline



### What it is

A set of tools that automates the pre-authorization intake process using computer vision (OCR), policies and benefits, and internal business rules

### Why it matters

Quicker processing times reduce frustration and allow members to get the treatment they need faster

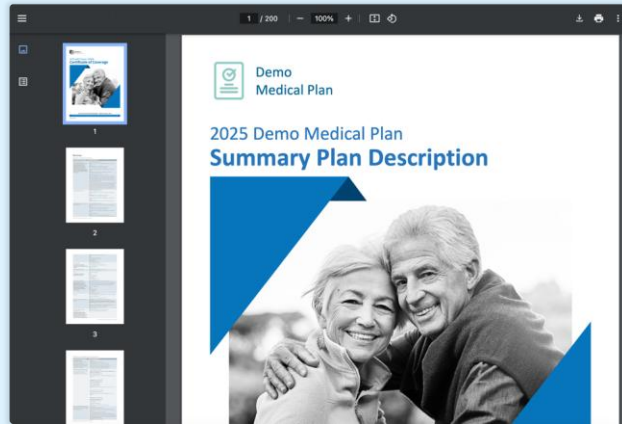
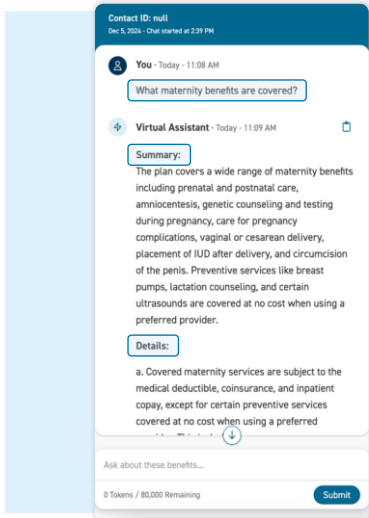
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FOR MEMBERS:  
Pre-authorization intake

Reducing intake time for new pre-authorization requests by 44%

# AI-enabled Customer Service assistant

Expediting access to relevant benefits information to serve members faster



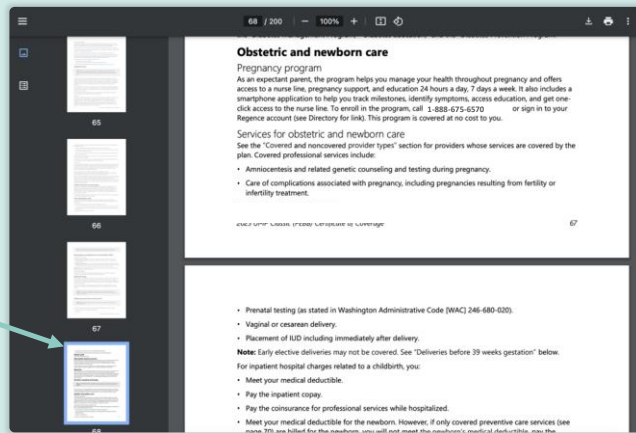
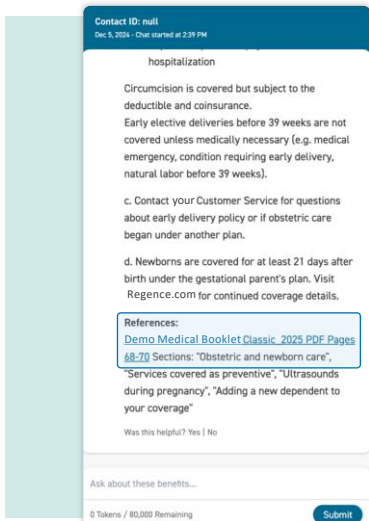
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# Combing 200+ page policy documents in seconds

Quicker answers to member questions for faster Customer Service call resolution



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# Improving Customer Service call efficiency

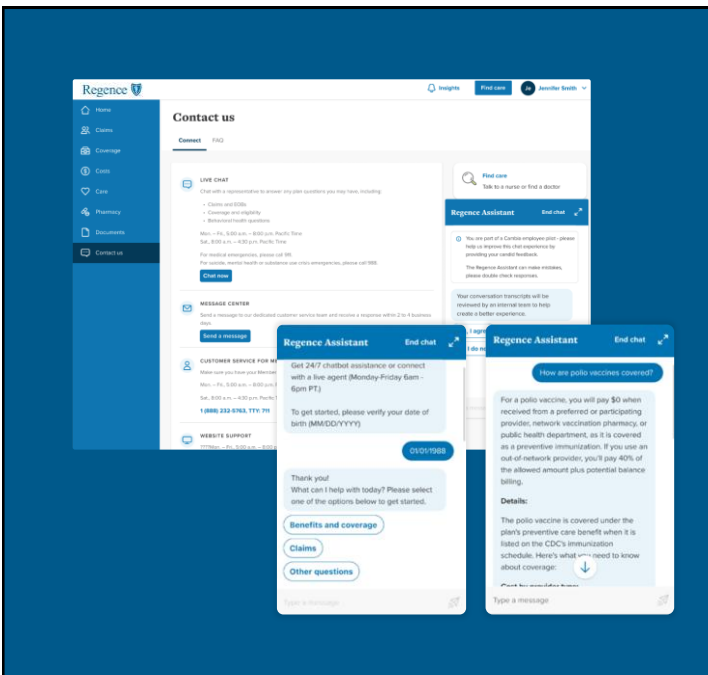
Saving members time while improving satisfaction

Measurement	Baseline	With MVA
Call segment	113 sec	34 sec
Is this helpful?		>90%
Quality audit score	93%	>90%



### Additional benefit:

Reduces the time required to train new customer service professionals



# Regence Assistant

## Member-facing, AI-enabled chatbot

- Embedded into existing **regence.com** member experience
- AI chatbot quickly responds to members' questions in their preferred language
- Follows established guardrails
- Reroutes conversations to a live customer service professional for complex queries

# AI-enabled payment integrity & compliance audits

## What it is

A set of machine learning (ML) models that filter low-risk claims from analyst work queues, enabling payment integrity and compliance teams to focus on the most critical claims to audit

## Why it matters

Payment integrity ensures that every claim is paid correctly for the services delivered and complies with contracts, policies and benefits



FOR MEMBERS:  
**Payment integrity  
& compliance**

- Proactively managing and reducing care costs by minimizing fraud, abuse and waste
- Redirecting our team to the costliest claims most likely to contain errors

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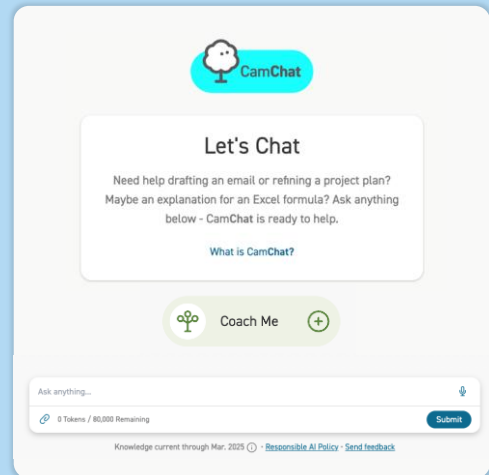
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# AI usage within Regence

Embracing AI technology to improve our team members' productivity

- **CamChat** enables employees to use Large Language Models securely and privately
- **CamCode** allows our software engineers to be more productive
- **Microsoft CoPilot** helps employees use AI in existing Microsoft productivity tools (Outlook, Teams, SharePoint, PowerPoint, Word)
- **Coach Me** provides team members with a professional coach for employee development and learning



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# The future of AI at Regence

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## Vision for 2030

Leveraging AI to advance our goals for personalization & engagement

- Enabling conversational interfaces so members can interact with natural language
- Assigning AI agents that will get to know members throughout their complete interaction history with Regence
- Enabling AI agents to carry out actions on behalf of members to save them valuable time



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# Questions?

Thank you for joining us today!

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