

AI in Health Plans

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AI at HealthPartners Health Plan

- **A better business of health care.** To date, the greatest area of adoption of AI has been in support of the administrative tasks on which health care is based – charting, claims processing, etc.
- HP utilizes only AI enabled processes
- Benefit indexing - comparing what other plans have offered for benefits in products like Medicare advantage
- Customer service support through internal rapid resource identification to support customer service reps. Some consumer facing AI interactions but rapid transfer to a person for support if requested.
- Fraud waste and abuse program support to identify irregular or excessive billing patterns
- Utilization program support - AI may be used for prior authorization initial information accumulation and it supports automatic approval. It does not provide any denials, only categorizes reviews. A human clinical decision maker must evaluate all denials.
- Population health approaches help to identify members who could benefit from specific programs such as care coordination or specific disease state programs like complex care or oncology.
- **A transformational mindset.** As an industry, we need to think differently about how we serve patients and members. There's an opportunity to make care more convenient, cost-effective and higher quality. AI will help us deliver on this vision.

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