




# AI In Care Management: The hope, the hype, the promise!

## Executive Summary

Traditional care management practices often struggle with overwhelming data complexity and volume, leading to inefficient decision-making, resource allocation, and personalized care delivery. This whitepaper explores how Artificial Intelligence (AI) is revolutionizing care management by addressing these challenges. AI empowers healthcare professionals to analyze vast amounts of data, uncover valuable insights, and tailor care approaches to individual needs. From risk modeling to automated messaging, AI applications are enhancing patient care and organizational performance. Persivia's CareSpace® platform is a leader in AI-powered care management, offering advanced capabilities in data analysis, risk stratification, and care coordination. By leveraging AI and Natural Language Processing, healthcare organizations can streamline operations, improve outcomes, and deliver more personalized, efficient, and effective patient care. As AI continues to evolve, it promises to bridge the gaps in traditional care management, ultimately benefiting both patients and healthcare providers.

 978-856-4600

 [sales-info@persivia.com](mailto:sales-info@persivia.com)

 [www.persivia.com](http://www.persivia.com)





# AI will improve the Value and Care Quality delivered through Care Management

## Introduction

The healthcare industry faces significant challenges in care management, impacting both providers and patients.

The financial burden of physician burnout on the US healthcare system amounts to **\$4.6 billion** annually.

For healthcare organizations, the financial impact of losing & replacing a physician due to burnout ranges from **\$500,000 to over \$1 million**.

Recent studies highlight the severity of these issues: research published in the Journal of the **American Medical Association** reveals that **14% of patients** have switched healthcare providers due to perceived errors in their care.

The tedious and mundane administrative tasks in healthcare cause physician burnouts, asking for an urgent need for reform in care management and delivery. These tasks, including extensive documentation in EHRs, complex billing procedures, and regulatory compliance, not only diminish the quality of patient care but also increase the costs on the physicians and healthcare organizations.

Enter Artificial Intelligence (AI), a game-changing technology that is equipping healthcare professionals with powerful new tools. These AI-driven solutions can analyze vast amounts of information, identify crucial patterns, and suggest personalized approaches to patient care. By automating administrative tasks, enhancing decision-making processes, and providing data-driven insights, AI has the potential to significantly reduce the burden on healthcare providers while improving patient outcomes. As we step into this era of healthcare management, AI is becoming an indispensable part of delivering patient-centric care, promising to address the longstanding challenges of efficiency, accuracy, and personalization in care management.

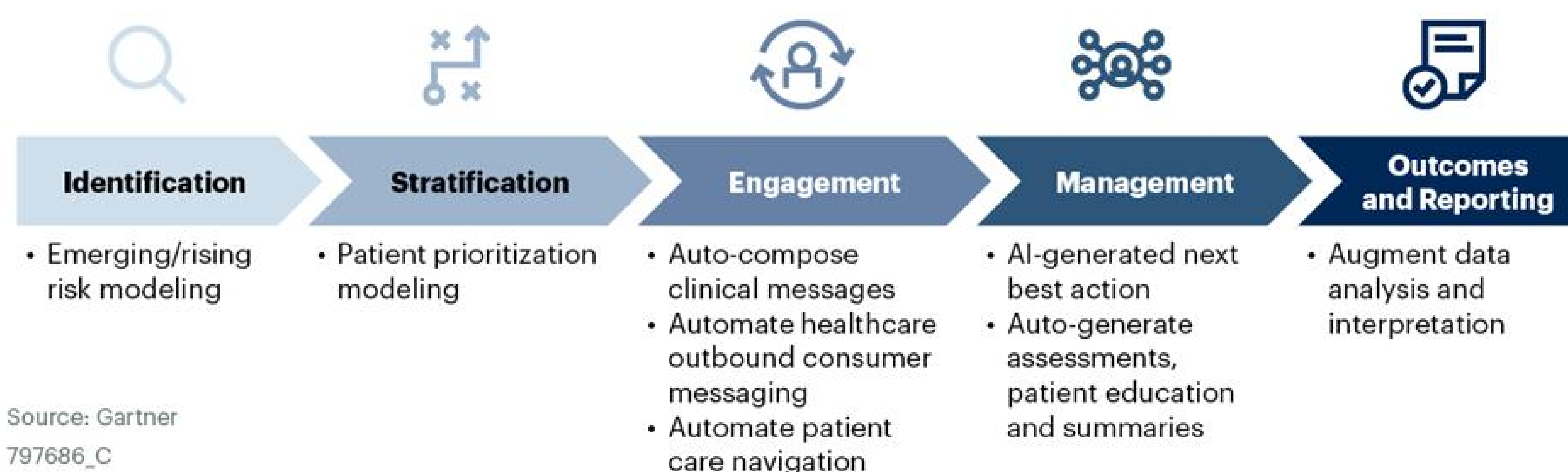
This whitepaper examines AI applications in care management, showing how AI can create a healthcare future with improved personalization, efficiency, and effectiveness.

AI is becoming a crucial part of delivering care that puts the patient first.



According to Gartner, a leading research and advisory company, care management programs are increasingly critical for payer and provider organizations to optimize quality care delivery and increase ROI, especially in a value-based care (VBC) world. Care management program design, technology, and tools have undergone continuous innovation over the past several years, driven by increased pressure to deliver value. Gartner identifies several emerging AI use cases along the care management spectrum:

### AI Use Cases Along the CM Spectrum



### Care Management Use Case

### Value Derived

<b>Risk Modeling</b>	An analysis to uncover hidden trends in data to identify members/patients for care management programs based on their likelihood of becoming future high-cost claimants or chronic disease patients or escalating in their current conditions. This can lead to potential future cost savings through avoided events.
<b>Patient Prioritization Modeling</b>	An algorithm that ranks members/patients for outreach, allowing care managers to prioritize their caseload, increasing efficiency and ensuring that the highest-value potential members will be targeted.
<b>Auto compose clinical messages</b>	Automated generation of the first draft of clinical documentation such as clinical notes to reduce the burden on care managers and increase efficiency
<b>Automate healthcare outbound consumer messaging</b>	Automated generation of member/patient messaging of various sophistication levels, ranging from consideration of preferred language and clinical profile to aspects of SDoH and cultural and emotional sensitivity. This aims to reduce the burden on care managers and improve member satisfaction/willingness to engage.
<b>Automate patient care navigation</b>	A conversational assistant to support patients with care navigation (e.g., checking insurance eligibility, appointment scheduling and rebooking, preoperative care requirements, service availability) aiming to reduce friction, increase efficiency and raise member satisfaction.
<b>AI-generated next best action</b>	An algorithm that analyzes a variety of data to suggest the personalized next best action for a member/patient or a care manager to complete to maximize outcomes or engagement.
<b>Autogenerate assessments, patient education and clinical summaries</b>	Automated generation of hyperpersonalized care management program assessments, education materials and “visit” summaries to reduce the burden on care managers and increase satisfaction for both the clinicians and member/patients.
<b>Autogenerate benefits summaries</b>	Automated generation of hyperpersonalized summaries of benefit plans and certificates of coverage to increase member satisfaction and engagement and reduce the burden on navigators and managers.
<b>Augment data analysis and interpretation</b>	Enabling technologies that allow for ease of data preparation, report generation, insight gathering and analysis from a spectrum of end users with varying skill sets, data comfortability and literacy seeking to increase efficiency and ease decision making.





Gartner emphasizes that these AI applications have the potential to optimize business and clinical outcomes at many points along the care management continuum, including member/patient satisfaction, staff retention, and enhanced insights for clinical decisions.

## **Persivia's CareSpace®: One Integrated Platform for all Care Management Workflows**

While Gartner defines care management as a process with several distinct steps often handled by different point solutions, Persivia's CareSpace® is an end-to-end AI integrated platform that supports all care management workflows. Leveraging 15 years of industry experience and robust data capabilities it stands as the world's most advanced platform for care management, covering everything from risk stratification to delivering outcomes and analysis.

CareSpace® enhances care management processes with its advanced AI capabilities. The platform combines prescriptive, predictive, and generative AI to provide a comprehensive solution for effective care delivery. CareSpace® employs a robust clinical decision support system that draws insights from the longitudinal patient record, curated from hundreds of disparate patient sources. This clinical support system sets the foundation of the prescriptive AI, which is based on a set of defined rules, that determine the next best action to deliver quality care to the patients. The care management system then uses the Gen AI to perform patient outreach based on insights drawn through our prescriptive AI.

## **Persivia's Transformative Programs Redefining Care Management**

Persivia's CareSpace® platform redefines care management with power of automated clinical programs. These programs are designed to adapt to the specific needs of patient population and align care management services and identify, prepare, and integrate appropriate response to deliver the needed services.

Persivia team can enable hundreds of clinical programs for the clients out-of-the box and also deliver customized programs based on organizational and business needs. These automated clinical programs have built-in evidence-based care pathways to drive the best care management workflow needed to addresses the needs of patients enrolled in a certain program.

The programs fully harness the power of AI (prescriptive, descriptive and gen AI) to automate eligibility, and drive care management workflows.



Our platform employs advanced algorithms for risk stratification, identifying high-risk patients and areas for improvement. We support multiple risk adjustment models, including Medicare, Medicaid, and Commercial risk models, along with configurable risk stratification scores.

Powered by advanced AI, our platform automates critical processes such as:

- Patient eligibility determination
- Risk stratification
- Care plan generation
- Intelligent assessments

## CareSpace® Key Features and Capabilities

### 1. Data Capabilities and Longitudinal Patient Record

CareSpace® offers unparalleled data curation and aggregation capabilities, creating a comprehensive 360-degree view of each patient. The platform ingests data from a wide array of sources and supports all file formats, enabling the creation of rich, multidimensional patient profiles. CareSpace® excels in building comprehensive longitudinal patient records by aggregating and integrating data from hundreds of disparate sources including EMRs and EHRs, HIEs, laboratory results, claims data, Social Determinants of Health (SDOH), HL7 data, patient-reported data, consumer data and diagnostic device data. These longitudinal patient records are enriched by AI and it is available across the system for all clinical workflows and business applications.

### 2. Patient Risk Identification and Stratification

Unlike traditional fragmented systems, CareSpace® is a fully integrated platform that combines identification and stratification into one seamless process. Our extensive experience allows us to leverage this unified approach ensuring that no patient falls through the cracks, improving care continuity and patient outcomes.

CareSpace® leverages Soliton AI to provide multiple, automated risk stratification models, offering a comprehensive view of patient risk. This sophisticated AI-powered capability excels in identifying high-risk patients, enabling healthcare providers to take timely and appropriate actions.

CareSpace®'s AI engine doesn't just analyze data—it predicts the future. By identifying rising risk patients before they become high-risk, healthcare providers can shift from reactive to proactive care. The platform's predictive capability is transforming how healthcare organizations allocate resources and intervene early, potentially saving lives and reducing healthcare costs.





### **3. Patient Engagement**

CareSpace® provides automated workflows for patient engagement. With its prescriptive AI, it recommends the next best actions for the patients. The prescriptive AI then feeds the Gen AI to generate automatic, personalized SMS and emails tailored to each patient's unique clinical needs, ensuring timely and relevant outreach. Care managers have complete control on the automatic emails to review and edit messages before sending them to the patients.

Persivia also provides provider engagement with CareTrak, an innovative EHR-agnostic application. This powerful tool supports bidirectional connectivity and integrates with existing electronic health record systems (EHRs), bringing critical insights directly to physicians' fingertips. CareTrak help providers in identifying the HCC risk opportunities, care gaps, creating patient-specific care plans, improving document, appointment scheduling, and much more.

### **4. Management**

CareSpace® redefines care management through its transformative programs and customizable workflows, offering a unified approach that streamlines operations and enhances care delivery. The platform's intuitive design features easy-to-use worklists that minimize the need for extensive user training, allowing care teams to focus on patient care rather than navigating complex interfaces.

CareSpace®'s AI-driven engine doesn't just automate tasks—it has customizable workflows. By intelligently handling tasks that typically require manual intervention, the platform helps care managers to shift from routine administration to high-impact patient interactions. The system's predictive capabilities provide invaluable insights into team performance and identify bottlenecks before they impact care delivery, enabling proactive resource allocation and process improvement.

### **5. Reporting**

CareSpace® offers reporting that help providers to view various provider reports make informed decisions. The adhoc reporting allows providers to query data based on any patient cohort they are looking for. The sophisticated NLP algorithms interpret these queries, seamlessly executing them against vast patient datasets to extract meaningful information.

By displaying results in an easily understandable format, the platform enables healthcare providers to quickly grasp critical trends and make informed decisions. The system's advanced "What-if" analysis capability allows users to define and simulate various scenarios, providing a powerful tool for strategic planning and risk assessment.





## **Physician Performance Report**

Our Physician Performance report offers a panoramic view of every provider's contribution, giving provider's the actionable intelligence needed to drive excellence across their entire network. By leveraging this data, providers can recognize top performers, identify areas for improvement, and ultimately deliver superior patient outcomes while optimizing their ACO's financial performance.

## **Annual Wellness Visits (AWV) Report**

Our comprehensive AWV Report delivers real-time tracking of due patients, clear compliance visualization, AWV completion analytics, month-to-month performance comparisons and projected AWV distribution forecasts. CareSpace® also provides provider performance reports that give a comprehensive view of both current performance and future possibilities.

## **Conclusion:**

The healthcare industry stands at a critical point, with pressing challenges in care delivery and management. As administrative burdens increase and patient needs grow, AI is not just beneficial, it is essential in all care management workflows.

As the industry shifts towards value-based care, platforms like CareSpace® will play a pivotal role in focusing on care management. CareSpace® stands at the forefront of this transformation, offering a comprehensive, AI-driven solution that addresses the complex challenges of modern healthcare delivery with its advanced data analytics, risk stratification, and personalized care planning.