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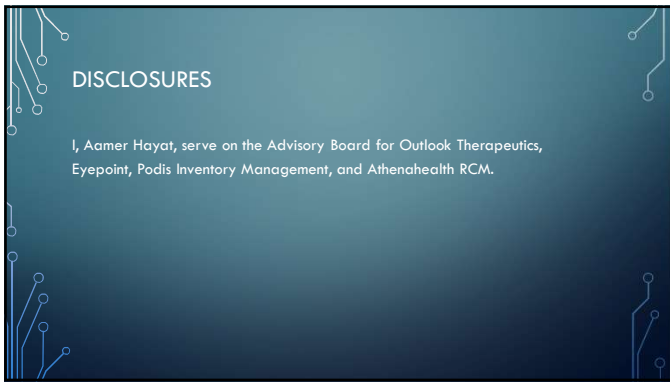
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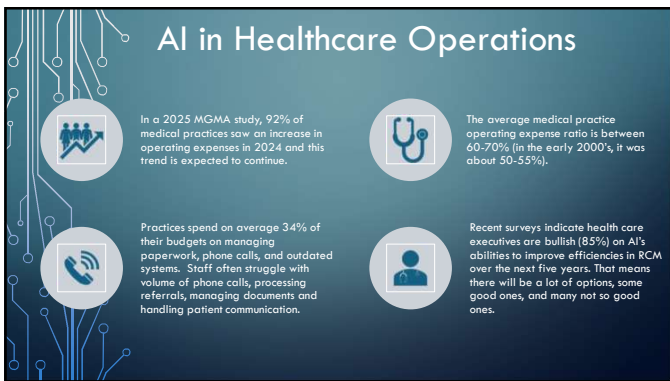
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**AI IN HEALTHCARE OPERATIONS: REVENUE CYCLE MANAGEMENT (RCM)**

- RCM is the most labor intensive, paper-work ridden, administrative function in medicine.
- Traditionally, adding bodies was the only answer to this administrative burden.
  - Problematic due to staffing costs, staff training, staff turnover, staff errors.
- The Promise of AI- achieve higher outcomes and increased efficiency while reducing costs.
  - Current AI tools can: process eligibility checks at increased speeds; obtain authorizations; identify systemic denials; identify changes in insurance policies effecting treatment; create first level appeals.
  - However, there are limitations: EMR and PM systems are antiquated and may not connect easily with more advanced AI programs; there are many products being pushed out and not all of them are equal (think about when EMR's first came out)

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**AI IN HEALTHCARE: FRONT DESK/CALL CENTER OPERATIONS**



A PATIENT'S OR REFERRING OFFICE'S FIRST IMPRESSION OF YOUR OFFICE IS INCREASINGLY IMPORTANT. BOTH HAVE CHOICE AND IF THEY CAN'T REACH YOU, THEY WILL GO TO THE RETINA SPECIALIST THEY CAN REACH.



HOWEVER, OVERWORKED, UNDERTRAINED, OR JUST NOT HAVING ENOUGH STAFF TO HANDLE THE VOLUME OF INBOUND CALLS, FAXES, AND WEB REFERRALS SENDS THOSE PATIENTS ELSEWHERE.



AI SOLUTIONS FOR VOICE AGENTS (CALL CENTER OPERATORS), FAX "TRIAGE", AND REFERRAL MANAGEMENT ARE ALREADY SHOWING SIGNIFICANT IMPROVEMENTS IN EFFICACY AND EFFICIENCY. VOICE AGENTS CAN DO SCHEDULE MANAGEMENT AND THUS ADDRESS 50% OR MORE OF YOUR CALLS. FAX SOLUTIONS CAN "READ" INCOMING FAXES, SORT, ADDRESS/ASSIGN FAXES QUICKER THAN STAFF.

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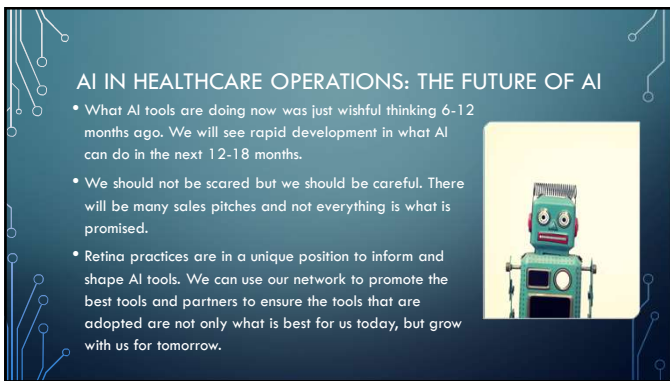
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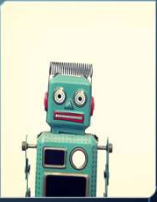
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**AI IN HEALTHCARE OPERATIONS: THE FUTURE OF AI**

- What AI tools are doing now was just wishful thinking 6-12 months ago. We will see rapid development in what AI can do in the next 12-18 months.
- We should not be scared but we should be careful. There will be many sales pitches and not everything is what is promised.
- Retina practices are in a unique position to inform and shape AI tools. We can use our network to promote the best tools and partners to ensure the tools that are adopted are not only what is best for us today, but grow with us for tomorrow.



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