

Bridging Minds and Machines

Responsible AI adoption
through Behavioral Science

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Why does AI matter?

- It is a transformative technology that impacts every aspect of the healthcare ecosystem.
- Wider adoption in healthcare could lead to savings of **\$200 to \$360 billion annually**¹.

AI is already in healthcare

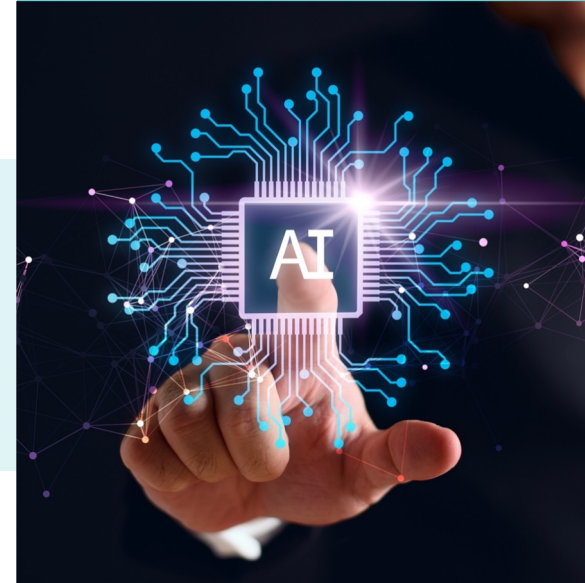
- Wearable devices
- Symptom checkers
- AI-powered medical imaging
- AI-aided drug discovery
- AI-assisted claims approval
- Medical fraud detection

¹Sahni, N., Stein, G., Zimmel, R., & Cutler, D.M. (2023). The potential impact of artificial intelligence on healthcare spending. NBER working paper series. National Bureau of Economic Research. https://www.nber.org/system/files/working_papers/w30857/w30857.pdf

²<https://hbhi.jhu.edu/news/ai-healthcare-here-uptake-slow>

Despite the benefits,
less than

5% of healthcare organizations are using AI tools²



Unpacking challenges to responsible AI Adoption

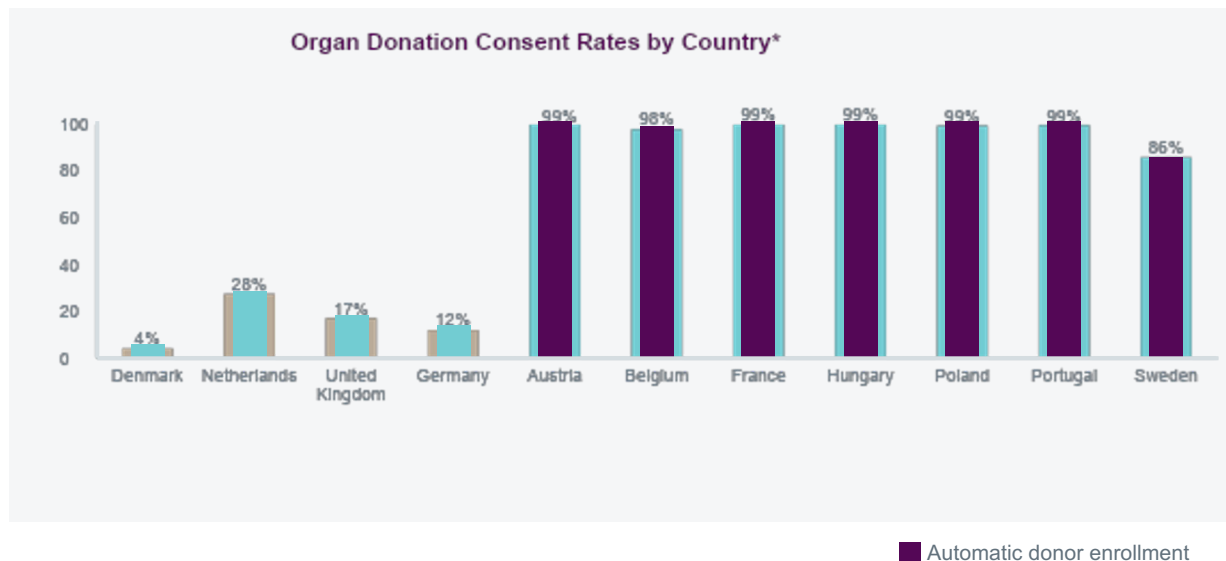
Behavioral Science identifies and addresses predictable biases in human behavior to help promote behavioral change.

1. Fear of change
2. Fear of the unknown
3. Fear of algorithms



1. Fear of change

Status quo is always perceived as harder than it actually is.



*Johnson, E. J., & Goldstein, D. (2003). Do defaults save lives?. Science, 302(5649), 1338-1339.

Behaviorally driven solutions:



Vision and strategy



Communication strategies



Access to tools

2. Fear of the unknown

Most people prefer certainty over uncertainty.

Which option would you prefer?



Guaranteed \$500

or



50% of \$1000

Behaviorally driven solutions:



Run pulse survey



Tailored education



Opportunity to upskill

3. Fear of algorithms

Our intuition suggests AI is scary.

**The
Guardian**

To err is human – is that why we fear machines that can be made to err less?

San Francisco Chronicle

Our fear of artificial intelligence?
It is all too human

**Bulletin
of the
Atomic
Scientists**

**If you worry about humanity, you should
be more scared of humans than of AI**

Behaviorally driven solutions:



Governance and controls



Mitigate bias

AI Applications at GuideWell

Predictive Analytics



- Developed machine learning models to help deliver personalized and pre-emptive care to members.

Prior Authorization - Approval



- Streamlined approval process leading to improved member experience and less administrative work for clinical staff.

Internal Generative AI Tool



- Created ChatGPT-like tool for employees.

Responsible AI Adoption

Structure



Assemble a cross-functional team of company leaders and engage stakeholders.

Training



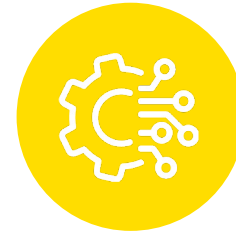
Focus on education, building technical capabilities and upskilling current workforce.

Ethics



Ensure ethical and responsible AI adoption and use; develop guidelines and policies.

Technology



Assess your company's technical capability.

Partnerships*



Partner with the right companies to accelerate adoption.

* <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/what-every-ceo-should-know-about-generative-ai/#>

Thank you!
