



# THE RIPPLE EFFECT

Stories of purpose and lasting impact

**Deloitte.**

# AI heals one business's health care challenge

AI-enabled platform personalizes health care experience

# AI IMPROVES PATIENT HEALTH CARE ACCESS

## THE SITUATION

The health care industry is facing significant challenges around rising costs, limited access, and consumer confusion driven by limited transparency and very low consumer satisfaction. Consumers are becoming more sensitive to how they interact with providers. Today, success means accessing what they need in a way that is simple, seamless, and helpful.

Deloitte's client, a major US health care organization, was struggling to meet patient needs and deliver a superior experience.

Personalizing interactions for consumers was a challenge, along with inefficient care coordination, and the lack of getting patients to adhere to medications correctly. There were often too many touchpoints that consumers needed to follow to get the care they needed, and oftentimes they were difficult to coordinate.

In addition to needing improvements in those areas, the client also needed to expand its data science and cloud data engineering capabilities to address these needs rapidly.



## THE SOLVE

Deloitte first approached the challenge by assessing the client's current consumer and patient journey processes, data, and technologies to understand existing gaps.

Based on that information, Deloitte designed and implemented an end-to-end AI-enabled personalization solution by using:

- Clustering techniques to identify and categorize consumers who may have not been part of the process.
- Reinforcement learning to identify the proper outreach to reach each consumer individually.
- Omnichannel platforms, which creates inherent efficiencies by automatically routing messages to the consumer's choice of outreach (text, phone, email, and more).

The new architecture gave the client insights into the health care profile of individual customers, which they used to deliver personalized messages and recommendations to refill medication, schedule a wellness checkup or follow-up care, or manage a potentially chronic disease.

**HELPING 10%** OF HEALTH  
CARE PATIENTS **BETTER**  
COORDINATE THEIR **CARE.**

# THE IMPACT

Through AI, the client now operates with enhanced personalized customer experience, improved medication adherence, and a reduced cost of care. Scalable, AI-enabled personalization supports customer service, care coordination, and campaign management within the organization.

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AI became the engine to drive innovation throughout. Using data and insights derived from machine learning models allowed understanding each consumer's health care needs and automatically determining how, when, and which content to deliver through multiple communication channels. The engagement touched about 10% of its customers, resulting in more than \$100 million in revenue.



DELOITTE HELPS REIMAGINE THE  
CUSTOMER EXPERIENCE THROUGH AI.



# LET'S CONNECT.

Do these challenges sound familiar?



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