

Optimizing Healthcare Delivery with an **AI Decisioning Platform**



Streamline Operations and Improve Patient Outcomes

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At a Glance: Key Benefits of AI Decisioning for Healthcare Providers

What is an AI Decisioning Platform?

An AI decisioning platform enables healthcare providers to automate intricate decision-making processes through a business rules engine (BRE), machine learning, and workflow automation. This platform offers a flexible, low-code environment where clinical and administrative staff can easily develop, validate, and implement decision logic. This enhances operational efficiency and the accuracy of patient care decisions, improving areas such as patient triage, treatment protocols, and administrative tasks like billing and claims.

Reduce rule creation
and test time by
87%

Cut cost of referral
processing by
30%

Create and logic changes in
5 minutes

Benefits to Healthcare Providers

- **Enhanced Patient Care:** Automates routine administrative tasks and supports clinical decision-making, allowing healthcare professionals to focus more on patient care and less on paperwork.
- **Improved Treatment Outcomes:** Leverages real-time data and predictive analytics to fine-tune treatment plans and manage patient health more proactively, improving recovery rates and reducing readmissions.
- **Increased Operational Efficiency:** Streamlines processes such as patient scheduling, billing, and compliance reporting, reducing the time spent on administrative tasks.
- **Adaptability to Healthcare Regulations:** Easily incorporates new healthcare regulations and practices into processes, ensuring compliance and up-to-date patient care strategies.
- **Cost Reduction:** Lowers operational costs by automating routine tasks and reducing errors in patient data management and billing, optimizing resource allocation.
- **Enhanced Patient Experience:** Provides quicker, more accurate services such as automated patient intake and real-time health monitoring, improving patient satisfaction and engagement.

“We increased our volume of business by more than 150%. We did this with less than a 50% increase in our overall operations staff. And, our unit cost of processing a referral has fallen by 30%”

**– President and Chief Operating Officer,
Surgical Implant Provider**

Why AI Decisioning Matters for Healthcare Providers

By integrating AI decisioning platforms, healthcare providers can not only enhance the efficiency of their operations but also significantly improve the quality of care they deliver to patients.

AI decisioning is pivotal for healthcare providers as it tackles several critical challenges inherent to the industry. One of the foremost benefits is enhancing patient care management. AI decisioning platforms offer the ability to automate and optimize decisions that impact patient treatments, resource allocation, and care pathways, ensuring that all operations align with the best medical practices and patient safety standards.

Data integrity and security are crucial in healthcare, where patient data sensitivity is paramount. AI decisioning helps maintain the accuracy and confidentiality of medical records and ensures that decision-making processes comply with healthcare regulations, including HIPAA in the U.S., thereby reducing the risk of data breaches and non-compliance penalties.

Another significant advantage is operational efficiency. By automating complex processes such as patient intake, appointment scheduling, and claims management, healthcare providers can reduce the reliance on manual tasks and minimize errors. This not only expedites service delivery but also enables medical staff to manage higher patient volumes effectively, improving the overall healthcare delivery system.

AI decisioning platforms empower healthcare providers to improve patient care, enhance operational efficiency, and ensure regulatory compliance, all while safeguarding patient data and optimizing healthcare delivery in an ever-evolving landscape.

“In my experience, we simply could not have accomplished our goals in such a limited time frame with Oracle or SAP. To accomplish that, we needed to shift to the Microsoft technology platform.”

– Vice President of **IT and Application Development**

Key Components of an Effective AI Decisioning Platform for Insurance

An effective AI decisioning platform for healthcare must encompass several critical components to optimize decision-making and enhance healthcare delivery:

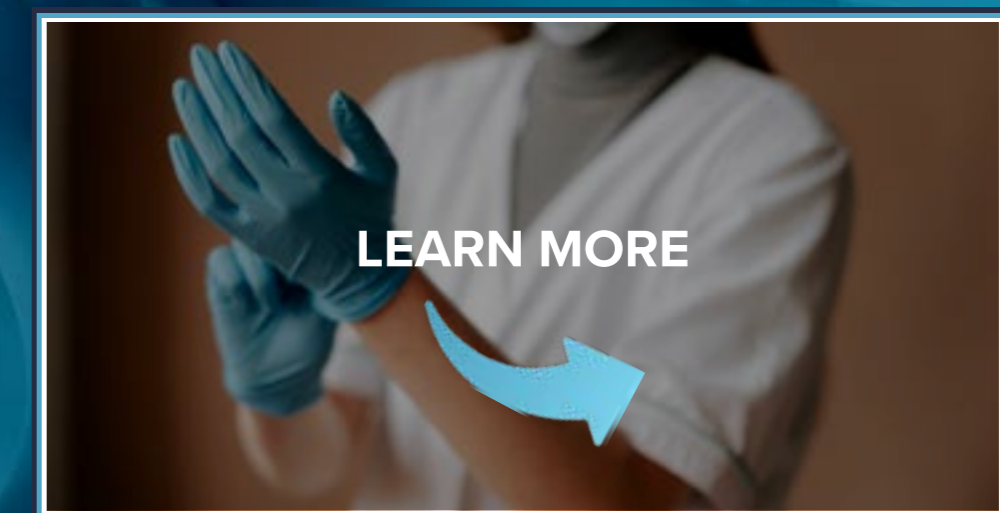
- 1. Business Rules Engine:** This is the heart of the decisioning platform, allowing healthcare providers to define and manage complex medical and administrative decision logic in a clear, business-friendly language. It facilitates quick updates to treatment guidelines and policies, ensuring compliance with healthcare standards and flexibility in adapting to new medical findings or regulatory changes.
- 2. Machine Learning Integration:** The platform should incorporate advanced machine learning models to improve diagnostic accuracy and predict patient health outcomes. These models support healthcare providers in making evidence-based decisions, managing patient health risks, and customizing care plans based on sophisticated data-driven insights.
- 3. Process Automation:** Automating routine tasks, such as patient record management, appointment scheduling, and billing, is crucial for enhancing operational efficiency. The platform should support extensive workflow automation to reduce manual intervention, accelerate healthcare processes, and minimize errors.
- 4. Seamless Integration with Enterprise Software:** To maximize efficiency, the AI decisioning platform must integrate seamlessly with other healthcare management software, such as electronic health records (EHR), patient management systems, and telehealth platforms. This ensures a smooth flow of data across systems, enhancing both patient care coordination and the overall healthcare experience.

By integrating these components, an AI decisioning platform equips healthcare providers to make more informed, timely decisions, reduce operational costs, and deliver exceptional patient care.

Transforming Care with AI Decisioning

Discover how Cancer Treatment Centers of America (CTCA) leveraged InRule's decision platform to revolutionize patient intake and management processes, demonstrating the transformative power of AI decisioning in healthcare. This case study highlights CTCA's journey to significantly enhance operational efficiency and patient care through technology.

Read the case study to learn more about the profound benefits InRule's decision platform offers to healthcare organizations, especially those involved in specialized medical care like cancer treatment.



AI Decisioning Use Cases for Healthcare Providers: Unlimited Opportunities

AI decisioning platforms offer a vast array of applications across the healthcare sector, enhancing everything from patient intake to ongoing care management. This matrix highlights some common use cases where AI decisioning can transform healthcare operations, helping providers to enhance patient care, optimize resource allocation, and maintain compliance with ever-changing health regulations.

Each use case illustrates a unique way healthcare providers can leverage decision intelligence to improve outcomes, automate routine tasks, and adapt swiftly in a dynamic healthcare environment.

Common Use Cases



Optimize Patient Admission Processes

Streamline patient intake by automating decision criteria, reducing wait times, and improving the overall patient experience.



Automate Treatment Authorization

Accelerate approvals for treatment plans by automating authorization processes, reducing delays in care delivery.



Streamline Billing and Coding Compliance

Ensure accurate billing and coding by automating rule-based checks, minimizing errors, and reducing administrative rework.



Enhance Discharge Planning

Support seamless patient discharge by automating criteria-based decisions for follow-up care and documentation.



Improve Medication Administration Protocols

Automate medication administration rules to ensure compliance with treatment protocols, reducing medication errors.



Support Clinical Decision-Making

Assist providers with clinical decisions by applying rule-based assessments, improving care accuracy and consistency.



Fraud Detection

Automate fraud detection in billing, safeguarding resources by identifying irregular patterns and anomalies.



Facilitate Quality Reporting and Compliance

Automate data collection for quality reporting, ensuring compliance with healthcare standards and regulatory requirements.



Enhance Staff Scheduling and Resource Allocation

Optimize resource allocation by automating scheduling decisions based on patient demand and staff availability.

Unlocking Business Benefits of AI Decisioning Healthcare Providers

An AI decisioning platform offers transformative benefits for healthcare providers, enabling them to navigate the complexities of the medical field with agility, precision, and efficiency. Here's a quick overview of the key business benefits that AI decisioning brings to healthcare operations:

- **Enhancing Operational Agility and Compliance:** AI decisioning platforms allow healthcare providers to quickly adapt to evolving healthcare standards and patient needs while maintaining strict compliance with medical regulations. By automating decision-making processes, providers can swiftly adjust to changes in treatment protocols and healthcare policies without sacrificing care quality or regulatory adherence.
- **Securing Patient Data and Ensuring Compliance:** In the healthcare industry, the security of patient information and adherence to health regulations are paramount. AI decisioning platforms safeguard patient data through robust security measures and ensure that all healthcare decisions comply with regulations like HIPAA, reducing the risk of data breaches and compliance violations.
- **Boosting Efficiency and Reducing Administrative Costs:** Automating decision-making processes helps streamline patient management workflows, minimize manual tasks, and reduce operational costs. This enables healthcare providers to manage patient admissions, treatments, and billing more efficiently, enhancing overall service delivery.

- **Improving Collaboration and Data Visibility Across Departments:** A unified AI decisioning platform enhances collaboration and visibility across different healthcare departments. By centralizing decision logic and patient data, teams can coordinate more effectively, leading to improved patient outcomes and operational efficiency.
- **Driving Improved Health Outcomes and Organizational Growth:** Implementing an AI decisioning platform can enhance the quality of patient care, accelerate the introduction of innovative treatment options, and increase institutional competitiveness. By optimizing decision-making processes, healthcare providers can improve patient satisfaction and achieve better health outcomes, fostering growth and sustainability.

On the following pages, we will explore these benefits in more detail and demonstrate how they contribute to the success of healthcare providers.



Expanding on Key Benefits of AI Decisioning for Healthcare

General Benefits of an AI Decisioning Platform



Enhancing Operational Agility and Compliance

AI decisioning platforms enable healthcare providers to swiftly adapt their operations and protocols in response to evolving healthcare standards and regulations. This agility is crucial for managing everything from sudden public health emergencies to routine updates in treatment protocols. By automating the decision-making processes, providers can ensure continuous compliance and high standards of patient care, even as external conditions change. Additionally, these platforms facilitate scenario planning and impact analysis, allowing providers to anticipate and prepare for potential changes in the healthcare landscape..



Securing Patient Data and Ensuring Compliance

The security of patient data is a top priority in healthcare, given its sensitivity and the stringent regulations governing its management. AI decisioning platforms incorporate advanced security protocols to safeguard patient information against unauthorized access and cyber threats. Furthermore, they ensure that all decision-making processes are compliant with regulations such as HIPAA in the United States, providing transparency and traceability. This comprehensive approach to security and compliance helps healthcare providers avoid costly fines and breaches that could compromise patient trust and institutional integrity.

Further Expanding on Key Benefits of AI Decisioning for Healthcare Providers



Boosting Efficiency and Reducing Administrative Costs

Healthcare providers face constant pressure to manage costs while delivering high-quality care. AI decisioning platforms automate many of the routine tasks associated with patient management, from admissions and scheduling to billing and record-keeping. This automation reduces the burden of manual administrative work, allowing medical staff to focus more on patient care and less on paperwork. It also minimizes human errors that can lead to patient dissatisfaction and additional costs, thereby enhancing the overall efficiency and effectiveness of healthcare services.



Improving Collaboration and Data Visibility Across Departments

A unified AI decisioning platform breaks down silos within healthcare organizations by centralizing decision logic and patient data. This centralization enhances collaboration among different departments—such as medical, administrative, and billing—which must coordinate closely to deliver effective patient care. Improved data visibility ensures that all stakeholders have access to the same information, facilitating better communication and more informed decisions. This integration is particularly crucial in complex medical cases where multiple specialists must work together to determine the best course of treatment.



Driving Improved Health Outcomes and Organizational Growth

By improving decision-making processes and operational efficiencies, AI decisioning platforms directly contribute to better health outcomes and patient satisfaction. They enable healthcare providers to quickly implement new treatment innovations and tailor care to individual patient needs. In turn, this leads to higher patient satisfaction and better overall health outcomes, which are critical for the reputation and growth of healthcare institutions. Moreover, effective use of AI decisioning can attract more patients and skilled professionals, providing a competitive edge in the healthcare market.

Streamlining Pathology Education and Certification

The American Society for Clinical Pathology (ASCP) revolutionized its member portal with InRule, significantly reducing the time required to update and test changes. What once took weeks now takes mere minutes, enabling ASCP to stay agile and responsive to its members' evolving educational needs.

Key Achievements:

- **Streamlined Update Process:** InRule allowed ASCP to dramatically reduce the time and resources required to make and test changes to their member portal. Previously, updates involved the entire IT staff and could take weeks to implement. With InRule, a team of only two users can now make and test changes in just five minutes, greatly enhancing the organization's agility.
- **Enhanced Member Experience:** By deploying InRule, ASCP was able to better manage the evolving needs of its members. The system dynamically updates and recommends educational and testing materials based on each member's role, experience, and certification level, ensuring that all members have access to the most relevant and current resources.
- **Eliminated IT Backlogs:** The flexibility and ease of use of the InRule system significantly reduced backlogs of IT requests. This was particularly important as the member roles within ASCP's portal are continually evolving due to new certifications and products, which previously had strained the IT department.
- **Long-term Scalability and Support:** ASCP chose InRule not only for its immediate benefits but also for the long-term scalability it offers. InRule's integration into their custom content management system and the ongoing support provided from sales through to product launch and beyond have set it apart from other vendors, ensuring that ASCP can continue to grow and adapt its services.

By leveraging InRule's AI decisioning platform, ASCP significantly enhanced the responsiveness and functionality of their member portal. This strategic upgrade has allowed ASCP to manage its vast member base more efficiently, adapt to rapid changes within the educational environment, and improve member satisfaction through better service delivery. This transformation showcases how advanced technology solutions can facilitate substantial organizational improvements.

"Choosing InRule was easy... Their ability to integrate into our custom content management application and their ongoing support from the beginning of the sales process all the way through the product launch set them apart from other vendors."

– Robin Kraft, IT Project Manager, **ASCP**

Leverage AI Decisioning to Transform Your Healthcare Organization

If you're looking to enhance operational efficiency, reduce costs, improve regulatory compliance, and deliver exceptional patient outcomes, now is the time to act. Don't let outdated processes and manual workflows hold you back. With an AI decisioning platform, you can streamline operations, make smarter healthcare decisions, and stay ahead of healthcare industry challenges.

If you're concerned about keeping up with medical advancements or want to explore how AI decisioning can drive growth and innovation in healthcare, we're here to help. Contact one of our specialists today to learn more about how our solutions can transform your healthcare operations and deliver tangible results.



Contact One of Our Specialists Today!

When you contact InRule, it's about more than just learning about our platform—it's about discovering how we can help elevate your healthcare practice.

Here's what you can gain:

- **Strategic Insights for YOUR Healthcare Organization:** Learn about specific uses that can drive growth and efficiency for your organization.
- **Determine Project Priorities:** Identify which healthcare processes to automate for maximum impact based on your patient care goals and organizational structure.
- **Benefits to Different Departments:** Discover how the uses of Decision Intelligence go beyond IT to include medical staff, administrative teams, and patient care units.
- **Industry Best Practices:** Learn about successful implementations in the healthcare field and the outcomes of using Decision Intelligence from leaders within your industry.

Ready to make smarter decisions?

Contact us today to start your transformation.