Authenticx®

Reshaping Healthcare

The Impact of Customer Conversations

Customer Voices in Healthcare Report

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Letter From Our CEO

U.S. healthcare prides itself on the ability to invent and create — with due right — I see incredible strides in genetics, labs, equipment, diagnostics, and therapies. We've done so much in understanding the clinical side of our healthcare system and care, but we have a massive missing piece of the puzzle. When we don't acknowledge how the administrative system plays a role in the health outcomes of patients, then we're going to continually miss the mark.

> **Much like tuning** an instrument to play a beautiful song, you must have the right tools for the right job."

Authenticx was founded to use customer voices to reshape healthcare. We recognize the challenges of innovating an industry that brings in nearly a third of the world's data — this is why you must question every step of how your teams are leveraging the most human source of data we have: recorded conversations. Are you solving the right problem the right way? Is your data source reliable? Are you actually listening to the customer voice? And listening to that data at scale?

If you have already started, you've likely been blown away by what your customer voices are telling you and your business. If you are new, start asking the questions first to understand, then to listen, and finally to see the real–time impact.

This report highlights the many ways conversation data is reshaping healthcare in new and innovative ways as we continue to look forward to what's next.

Amy Brown
Founder & CEO, Authenticx®

INTRODUCTION

Reshaping Healthcare Begins by Listening at Scale

In this report, we analyze the importance of customer conversation data and how healthcare-specific AI makes it possible for conversation data to reshape healthcare.

Industry-specific AI enables effective solutions to reshape the industry through conversations in three distinct ways:

+ **Comprehend complexities:** Conversations in healthcare demand a specified knowledge to reliably address health-related issues. Healthcare-specific AI can provide a macro understanding of the business landscape, giving leaders more personalized solutions.

+ **Adapt to the industry:** Understanding the dynamics between patients, healthcare providers, insurers, pharmacies, and regulatory bodies is crucial for AI solutions to help leaders respond to the diverse needs inside a complex environment.

+ **Predict behaviors:** Conversation data is bursting with indicators of customer churn, gaps in care, and adherence to treatment and care plans.

According to IBM, 83% of patients report poor communication as a leading indicator of a poor experience.

That's why conversations are key to reshaping healthcare.

LOOKBACK | CUSTOMER VOICES IN HEALTHCARE

INSIGHT #1:

Unsolicited customer feedback provides more valuable insights.

50%

Of customer interactions include one or more brand detractors

INSIGHT #2:

Healthcare is difficult to navigate for organizations and patients.

$3.8M

Average cost due to agent time solving patient journey disruptions

INSIGHT #3:

Utilizing conversation data is key to building a patient-centric approach.

72%

Global adoption of AI by organizations in 2024 (up from 55%) (McKinsey)

2021–2024

Annual Data

From our annual reports, we've seen healthcare organizations continue to improve their outcomes each year. This impact is directly tied to their increasing ability to tell their customers' stories using conversation data.

These results demonstrate how conversation data is reshaping the industry. According to McKinsey, while over 90% of CX leaders use survey-based metrics, 85% were not satisfied with the metrics and an alarming 94% did not find it sufficient for confident decision-making. With issues in response rates, ties to financial ROI, unclear drivers, and delayed data – conversation data flips the script. It provides an infinite, renewable source of insights that informs strategy, business objectives, and patient outcomes.

By listening to conversations, organizations get perpetual context into friction, barriers, and successes while keeping up with the evolving pace of the market to stay competitive and grow a more customer-centric operation.

Outcomes from Authenticx Data

+ Improve first call resolution (FCR)
+ Increase customer retention and engagement
+ Improve agent retention and development
+ Mitigate risk and audit readiness
+ Decrease friction and improve adherence
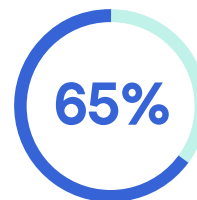
TOP SOURCES OF FRICTION

1. Delayed Care

2. Time and Effort From Agent

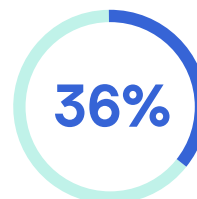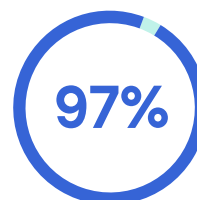3. Negative Sentiment

AI IS SHAPING HEALTHCARE

65% Of physicians see an advantage of using AI. (AMA)
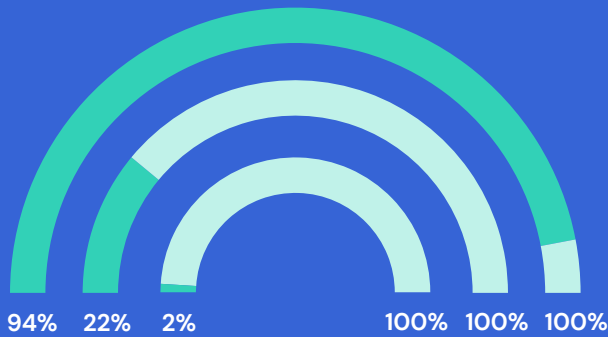
36% Compound annual growth of healthcare data by 2025. (Redox)

97% Of siloed hospital data goes unused.
(World Economic Forum)

AUTHENTICX DATA – 2024 SNAPSHOT

94% 22% 2%   100% 100% 100%

94% **Average Quality Score**

22% **Average Eddy Effect™ Rate**

+2% **Increased Sentiment** THROUGH CALLS

DEFINITIONS

Average Quality Score: The higher the call quality, the better.

Average Sentiment Score: Calculated from a 5-point scale, the higher the better.

Increased Sentiment Through Calls: If the sentiment is a positive correlation, the better.

Average Eddy Effect™ Rate (AI-Evaluated): The lower the Eddy Effect™ rate, the less disruptions are heard in conversations.

TAKEAWAY

As data scales YoY, we continue to see positive momentum in addressing obstacles and disruptions within the patient journey.

AUTHENTICX DATA BY YEAR 2021-2023

	Average (All-Time)	2021	2023	Change Over Time
Average Quality Score	93.5%	93.4%	94.3%	+1%
Average Sentiment Score	3.1	2.9	3.1	+4%
Average Eddy Effect™ Rate (AI-Evaluated)	23% Of conversations	28% Of conversations	20% Of conversations	-28%

Impacting Disruption

How the Eddy Effect™ is Reshaping Healthcare

When customers are upset, confused, or angered about their experience, they are more likely to find new care, stop the therapy, switch medications, etc. These are major indicators of the business bottom line (i.e., revenue) and, more importantly, the health outcomes of customers. This is why the Eddy Effect™ was introduced, to identify and help resolve friction using AI for all industries of healthcare – insurance, hospitals, pharmacies, medical device companies, and pharmaceutical manufacturers.

DEFINITION

The Eddy Effect™ helps identify disruptions in the customer journey that, like an eddy in the river, put customers in a frustrating loop of obstacles creating friction.

WHAT THIS MEANS FOR HEALTHCARE

+ Listening to the actual voices of your customers leads to more strategic action and decision-making

+ Using the Eddy Effect™ as a core organizational metric empowers you to prevent friction and maximize customer experience

+ Identifying leading indicators of patient obstacles and delay of care can drive impactful solutions within the U.S. healthcare system

? *What steps can your organization take to improve customer experience?*

Eddy Effect™ on Care Journeys

Knowing the impact of the Eddy Effect™ means digging into an analysis of why and how healthcare conversations are disrupting people and processes inside the healthcare system. In this study, we sought to explore how disruptions in the care journey affect the delay or prevention of that care.

To uncover the influence of the Eddy Effect™ on the care journey, Authenticx listened to hundreds of millions of customer conversations using AI over six months. Then, we conducted a human-in-the-loop review of a statistically significant sample of conversations that indicated a patient might experience a delay in their treatment. With conversations spanning all industries in healthcare, we found results that centered around answering these questions:

+ Which entities were involved?
+ Which entities were involved in the disruption?
+ What were the disruptive events?
+ Which entities were responsible for resolving it?

The data showed patients are not the only individuals that find themselves stuck when navigating the healthcare system. Providers, in particular, face strain related to process oversights, errors, and duplicative efforts. The administrative burden is being multiplied by process obstacles that create a snowballing domino effect, leaving all entities entrenched in a game of telephone and customers frustrated by the delay in their care. Identifying where and what is causing delays in the care journey is the first step to resolving these disruptions.

KEY DATA POINTS UNCOVERED

46%

Eddy Effect™ conversations due to delayed or prevented care.

Entity	%
Providers	40%
Manufacturers	24%
Insurance	19%
Patient	18%
Other	15%
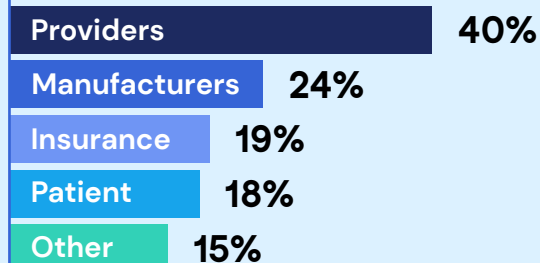
All entities impact delays – highlighting expansive process disruptions across healthcare.

TOP EVENTS ATTRIBUTED TO DELAY OF CARE:

Form Submissions

Prior Authorizations

Technology

Reshaping Action: Use Cases

Reshaping healthcare starts by telling the story of patients, agents, vendors, pharmacists, nurses, and all that make healthcare an experience worth innovating for. Conversation data enables healthcare to work together to find solutions, better the patient journey, and celebrate wins. See how conversation data is used to drive results.

Scaling Patient-Centricity Throughout the Enterprise

PROBLEM

A life sciences company lacks insight into their hub quality and the pain points in their patient journey.

SOLUTION

Strategize a roadmap to target quality, patient friction, recurring themes and topics, and PX barriers.

> **What We Heard**
> We're having trouble understanding how to get to her therapy. And without it, she can't start to feel better."

RESULTS

↗ 20%
Increase in quality metrics

↘ 45%
Reduction in compliance–related calls

↘ 45%
Reduction in brand detractors

↘ 10%
Reduction in Eddy Effect™

Data–backed storytelling through audio montages highlighted common scenarios that improved conversation clarity and agent confidence.

A full journey analysis of five samples removed the barriers in their PX and adherence, increasing sentiment.

Excelling Quality with Conversation Data

PROBLEM

A Fortune-500 payer organization needs to scale their QA audit program to improve member experience.

SOLUTION

Automate an enterprise-wide analysis to help improve quality, performance, and member satisfaction.

> ❝
> **What We Heard**
> They sent them the prescription, but it has some missing information. I've been trying to talk to the doctor each day to get it figured out."

RESULTS

100%	Of Agents Evaluated
5.0M	Conversations Analyzed
+400%	Evaluations Completed
99%	Agents Evaluation Accuracy
150K	Calls Per Month AI-evaluated for QA

Within months, evaluation accuracy and agent-specific initiatives grew 30%.

Within a year, the total number of QA audits increased from 1% to total coverage.

Improving Variables of Central Scheduling

PROBLEM

A regional hospital system cannot identify leading drivers of patient friction in their central scheduling.

SOLUTION

Shine a light on recurring pain points to understand where agents can improve their conversation quality.

> ❝
> **What We Heard**
> I've been trying to schedule an appointment for weeks now. I really need to get one as soon as possible."

RESULTS

Increase in Agent Quality Skills

Month 1	**78%**
Month 2	**90%**

After referral scheduling was found to cause 2x more friction, they conducted further analysis to minimize the friction.

With data insights that highlighted PX barriers and successes, they deployed training opportunities and were able to predict potential friction.

Building responsible AI takes more strategy and diligence from healthcare leaders to reshape how healthcare enters the next era. It requires investment, intentionality, integrity, and integration. Reshaping healthcare requires purpose-driven action.

Investment

Investing in a team of experts focused on integrating tools to drive innovation (like AI) allows healthcare-specific models to be built and maintained.

> **"**
>
> With nearly 15 AI models trained by hundreds of millions of healthcare conversations, we must be privacy and security-first. Responsible AI is not aspirational — it is our reality."
>
> **– Erika Sylvester, General Counsel**

Intentionality

Intentionally utilizing conversations to train AI and using a team of experts to label and analyze data allows a cycle of continuous improvement.

> **"**
>
> AI isn't a silver bullet. It's crucial to enable the humans in healthcare to serve patient experiences and achieve better patient outcomes."
>
> **– Eric Prugh, Chief Product Officer**

Integrity

Staying true to organizational values and a mission to improve health outcomes guides the integrity and purpose of the AI, while maintaining customer trust.

> **"**
>
> We don't have a lack of data in healthcare. We have a value-realization problem with the data we already have. Listen to the business and patient experience."
>
> **– Amy Brown, Founder & CEO**

Integration

Integrating conversation data is the key to unlocking a treasure trove of opportunities and wins for healthcare organizations.

> **"**
>
> Digital transformation is about building solutions that benefit patients. The intersection of people and technology is what matters when implementing digital tools."
>
> **– Michael Armstrong, Chief Technology Officer**

Insight

Authenticx users learn to listen to their own customers' stories and intentionally link business objectives with the health outcomes of their customers. These are the conversations that create meaning, drive results, and reshape the healthcare experience.

"

Until we partnered with Authenticx, we could only hear one side of the conversation. Bringing both sides together has been transformational for our nurses and leadership."

– DIRECTOR, REGIONAL HOSPITAL SYSTEM

"

Morale amongst our team on the phones is a big factor. Authenticx helped us to call out and find nuances and areas where agents excelled."

– CONTACT CENTER LEADER, ENTERPRISE PAYER

"

We are practically writing the company strategy based on the data and what we've done with it due to our most recent on-site with Authenticx."

– CUSTOMER ACCESS EXECUTIVE, LARGE PHARMA MANUFACTURER

Best Practices to Reshape Healthcare

When it comes to developing AI that has the power to reshape healthcare, following best practices that can ensure the effectiveness, safety, and ethical use of the models is key to making a meaningful impact within your organization.

1 SET EXPECTATIONS

Healthcare constantly changes and so should AI. Establishing an intentional system of accountability ensures that everybody plays their role, such as the rate at which to review for bias and risk.

2 LOCK DOWN SECURITY

Healthcare is filled with sensitive and personal information. By continuously monitoring for compliance, security, and privacy, organizations can maintain patient trust.

3 LISTEN FOR IMPACT

Healthcare is complex and intimate. By listening at scale to the literal voices of patients, organizations can create an action plan — from resolving disruptions to celebrating achievements.

4 TELL STORIES WITH DATA AND USE CASES

Conversation data tells a story. By leveraging conversational AI, organizations can better train the model with high-quality, diverse conversation data to healthcare-specific use cases.

5 ASK QUESTIONS – ALWAYS

Healthcare thrives on innovation. With the speed at which new technologies grow, leaders should question each other and themselves more to remain aligned with data insights.

Predicting What's Next

The horizon of innovation in healthcare is led by tapping into the power of real customer voices.

When asked about the future of conversational AI in healthcare, Founder & CEO Amy Brown replied aptly with a powerful and meaningful word:

Impact.

The impact that AI can have on the world, especially in healthcare, is substantial. From more precise predictions and increasing employee efficiency to customer retention and groundbreaking monitoring and care, this is what impact entails – and it can only get better.

According to McKinsey, there are three archetypes in AI implementation: Takers, Shapers, and Makers. Authenticx allows those who wish to impact healthcare to become all three.

Takers

Takers use existing solutions: Count on our turn-key product.

Shapers

Shapers customize the tools with their own proprietary data: Leverage our professional services to better customize your data and dashboards with expert insights.

Makers

Makers develop models themselves: Engage with the AI by creating your own tags and classifiers.

By The Numbers ↗

Conversations drive impact and outcomes for healthcare organizations.

Topics Analyzed for The Eddy Effect™

- + Affordability
- + Appointment Availability
- + Bill Pay Issues
- + CAHPS Coverage
- + Financial Assistance
- + Insurance Coverage Issues
- + Medicare Part C Plan Complaints
- + Medicare Transportation Needs
- + Medicare Conversations
- + ODAG/CDAG
- + Patient Access
- + Payer Intelligence
- + Prescription Coverage
- + Prior Authorization
- + Scheduling Through Website
- + SDOH

15 Authenticx AI Models In Use

MODELS UPDATED IN 2024

Agent Coaching Notes → Conversation Summaries → Safety and Adverse Events → Trends and Topics

AVERAGE EDDY EFFECT™ RATE

28%	21%	20%	19%
2021	2022	2023	2024

AVERAGE EDDY EFFECT™ RATE
All-Time

22%

AVERAGE EDDY EFFECT™ RATE
2024

19%

AVERAGE QUALITY SCORE
All-Time

94%

2024 TOP QUALITY SKILLS

- + Proactively Listens
- + Maintains Professionalism
- + First Impression

The Impact

By measuring what is actually being said against actionable ROI tactics, organizations can establish benchmarks that inform the best ways to solve sources of friction. *That's the power in conversations.*

Reflecting on
Customer Voices

Exploring the Importance of
Healthcare-Specific Data

Presenting Our
Annual Data

Reshaping Healthcare
with AI

Exploring the
Eddy Effect™

Learning from
Our Use Cases

Staying Responsible
with AI

Celebrating Voices
Innovating Healthcare

Predicting
What's Next

By the Numbers: A Look
at Authenticx Data

Sharing Best Practices
to Reshape Healthcare

In Summary

Conversations hold a wealth of information and valuable data that can help healthcare connect with their patients through an intentional human-centered approach. With artificial intelligence built from these healthcare conversations for support, strategy, and empowerment, the potential for innovation and compassionate care are endless, and we're just scratching the surface.

This report showcases how conversation data is reshaping healthcare with AI. From diving into unsolicited feedback and sharing how disruptions affect customer journeys to exploring customer-centric trends and leveraging AI to listen at scale, we're helping humans understand humans — one conversation at a time.

About Authenticx®

We are on a mission to help humans understand humans.

Authenticx harnesses the power of everyday conversations with AI built for healthcare. Using existing data that's likely being stored and ignored in your organization, Authenticx reveals hidden barriers, motivators, and strategies so healthcare organizations can make confident, data-backed decisions.

If you're looking for a way to truly listen and see what's locked inside your customer data, Authenticx can help.

Learn more about us at
Authenticx.com

Authenticx®