

AI + Patient Engagement Fast Facts

Trends and Numbers to Know as Healthcare Adopts AI

Healthcare's Use of AI Is Rapidly Growing

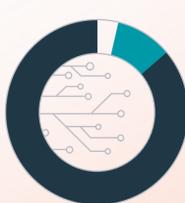
The pandemic fast-tracked adoption of AI in healthcare

56% of healthcare organizations accelerated their AI plans in response to the pandemic¹



Healthcare leaders are prioritizing AI

83% of healthcare organizations have implemented an AI strategy²



Another 15% are planning to develop an AI strategy

PATIENT ENGAGEMENT IS A PROMISING AI USE CASE

AI's Appeal

Benefits of Using AI to Engage and Influence Patients

1 Speed

AI can quickly identify which patients to engage



One study found that as a result of machine learning advancements, research that normally took 12+ months can now be **done in 15 minutes**³

With Actium's AI, healthcare teams can **immediately pull patient risk reports** and build patient audiences in an instant



2 Predictive Power

AI can successfully predict which patients need which services

Healthcare organizations using Actium's AI can identify patients with elevated risks, such as those who are:



Up to **15x more likely** to have breast cancer



1,000% more likely than the general population to need cardiovascular services within a year

3 Accuracy

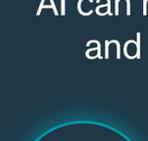
Well-designed AI models can make highly-accurate predictions



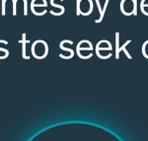
10-15X lift and >500% improvement vs. conventional segmentation

4 Patient Impact

AI can help improve outcomes by detecting issues and prompting patients to seek care sooner



10x more likely that patients identified by AI models will make any type of appointment⁴



25% more high-risk patients seek care when AI is used to identify and engage priority patients⁵

5 Financial Impact

McKinsey estimates that AI technologies could potentially deliver up to

\$906.1B

of additional value each year for global healthcare systems and services⁶

The Actium AI Advantage

Actium's AI + Next Best Actions engagement method outperforms other AI

When evaluated based on ability to identify patients, Actium's AI + Next Best Actions outperformed all other leading methods in scalability and performance.

BREAST CANCER DETECTION PERFORMANCE ACROSS MODELS



SOURCES:
1. <https://www.optum.com/content/dam/optum3/optum/en/resources/ebooks/3rd-annual-ai-survey.pdf>
2. <https://www.optum.com/content/dam/optum3/optum/en/resources/ebooks/3rd-annual-ai-survey.pdf>
3. <https://www.afcea.org/content/machine-learning-makes-scientific-research-42000-times-faster>
4. Actium Health's client results
5. Based on Actium's client results from AI-driven cardiology outreach
6. <https://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/the-executives-ai-playbook?page=industries/>