

# AI + Patient Engagement Fast Facts

Trends and Numbers to Know as Healthcare Adopts AI

## Healthcare's Use of AI Is Rapidly Growing

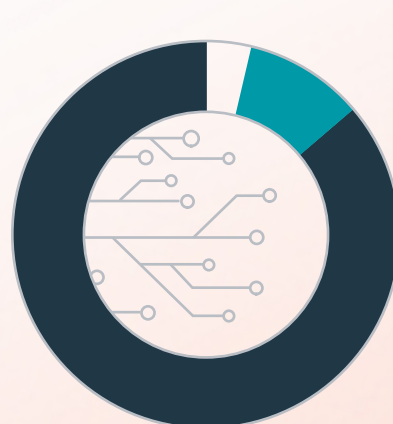
The pandemic fast-tracked adoption of AI in healthcare

**56%** of healthcare organizations accelerated their AI plans in response to the pandemic<sup>1</sup>



Healthcare leaders are prioritizing AI

**83%** of healthcare organizations have implemented an AI strategy<sup>2</sup>



**Another 15%** are planning to develop an AI strategy

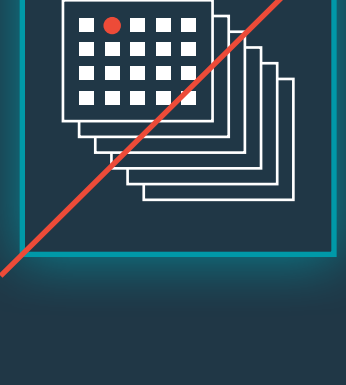
### PATIENT ENGAGEMENT IS A PROMISING AI USE CASE

## 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**<sup>3</sup>

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 appointment<sup>4</sup>



**25% more high-risk patients** seek care when AI is used to identify and engage priority patients<sup>5</sup>

### 5 Financial Impact

McKinsey estimates that AI technologies could potentially deliver up to

**\$906.1B**

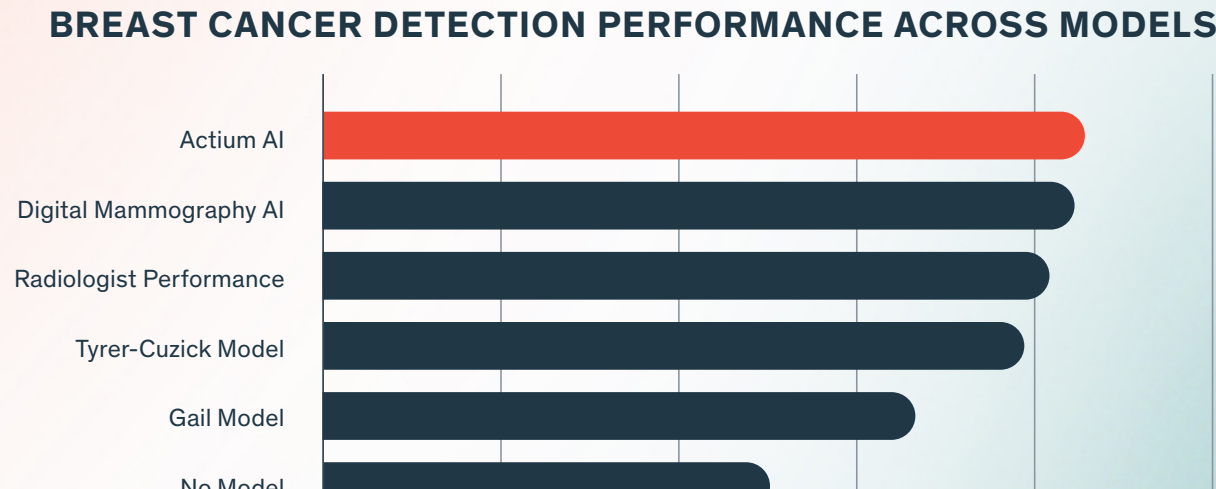
of additional value each year for global healthcare systems and services<sup>6</sup>

## 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/>