Transform healthcare digital engagement with GenAI

September 2023

Disruption is always close at hand in the healthcare sector—a global pandemic, new regulations, evolving business models, tightening budget constraints, or soaring consumer expectations. Change happens quickly, but the response can seem frustratingly slow.

Digital transformation promises to increase the agility of healthcare organizations, but they can find it difficult to correlate investments in digital technologies with higher returns and measurable results. They are prioritizing their focus on convenience, access to care, and cost effectiveness that is critical to the future of healthcare. Healthcare consumers, meanwhile, are overwhelmed with information that clouds their ability to drive towards health outcomes.

Unlocking healthcare innovation

We are now at a tipping point. Breakthroughs in analytics and generative artificial intelligence (GenAI) integrate disparate data, connect decision-makers to real-time insights, and automate burdensome administrative tasks. But the most important benefit of AI is the ability to personalize consumer experiences, according to recent Salesforce research.[1]

GenAI is a further leap forward because algorithms can analyze large volumes of data and create entirely new content, expanding uses across healthcare. GenAI can develop personalized experiences organizing clinical recommendations, for example, and design new ways to engage patients. It can improve the quality of care, make it more accessible and affordable, reduce inequities in research and care delivery, and help organizations unlock value in new ways.

Collaborating with Salesforce

In collaboration with Salesforce, KPMG has expanded our solutions to include GenAI capabilities that produce deeper insights and drive improved patient outcomes. We help healthcare organizations deliver a more seamless care journey by augmenting Salesforce Health Cloud, including with Data Cloud and Einstein GPT.

By leveraging extensive data, unique insights, and industry expertise, we inform client strategies and build solutions that:

- **Improve healthcare access**—Transforming the experience of patients' access to care
  - **Find the right provider** can deliver a more intuitive interface that drives a better match and is more closely aligned to what healthcare consumers are looking for
  - **Automated interaction summarization** digests analytics and outputs from existing call dispositions to help enable proactive summarization and minimize effort for agents

[1] Salesforce, "Healthcare and Life Sciences Insights," January 2023.

- **Make technology easier to use**—Enhancing tools that make contact center users more efficient
  - **Augmented patient access accelerator** can wrap up calls based on call types and outcome. Voice-to-text technology can summarize the call using a single customer view and ChatGPT. Appointments can be canceled or rescheduled automatically. Helpful articles targeted to patient needs can be delivered automatically. Live chat can supplement GenAI suggestions along with automated responses.
  - **Advanced care coordination accelerator** can automatically summarize meetings based on clinical notes, medical records, and recent activity in assessment or care plans. Care plans also can be automatically updated based on new claims or lack of new claims within a time period. Tasks can be updated automatically based on changes in risk stratification.
- **Deliver faster time to value**—Helping healthcare organizations build more trusted patient relationships at lower operational costs
- **Tracking regulatory changes**—Helping to ensure that healthcare providers adhere to changing federal and state requirements

With the power of digital transformation from KPMG and solutions from Salesforce, healthcare organizations can unlock new levels of efficiency, personalization, and patient engagement.
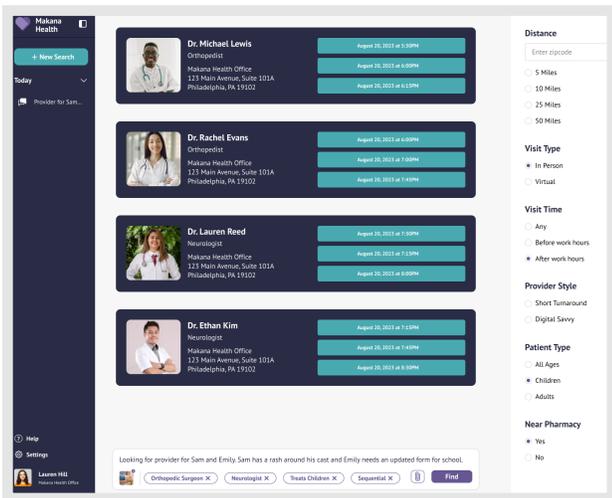
Find the right provider—KPMG solution built using Salesforce Health Cloud, Data Cloud, and Einstein GPT

KPMG global Salesforce capability

3,800 Certifications

900 Certified experts

27 Countries

Connect with one of our team members to learn more.

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