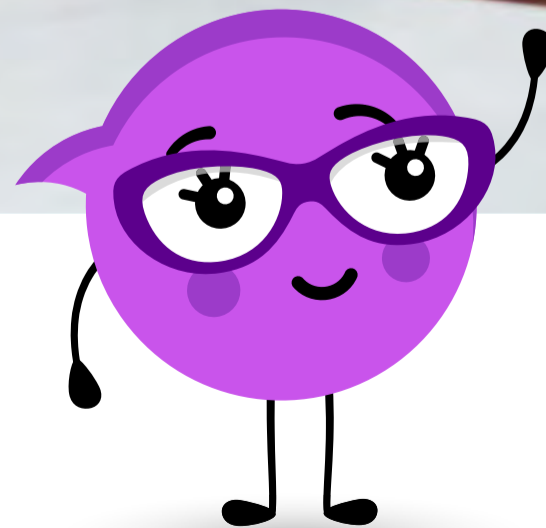MyndYou™

Decoding the 85/15 principle to drive AI program results

With the rapid rise of AI solutions in the market, healthcare leaders are being tasked to evaluate new technologies and prioritize their adoption. At MyndYou, we've worked with our customers to reframe the approach to getting value from their AI implementation. Technology is a powerful enabler, but the biggest predictor of a successful adoption is the organization's ability to clearly define its goals and match the right technologies to deliver. After more than 50 discrete program implementations, we've outlined five tips for success – including how to apply the 85/15 principle to maximize results.

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Identify your challenges

Invest the time in understanding the problems to be solved and the jobs to be done before you look for a technology solution. This seems obvious but we've been seeing a rush to adopt technology for technology's sake – or as MyndYou's vice president of customer success Tali Segev says, "Even the best technology is useless if it's not meeting the real need."

Instead, Segev says, programs should be rooted in value delivery, starting with looking at the challenges and pain points.
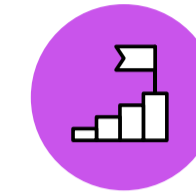
Tali Segev, MPH

Vice President of Customer Success MyndYou

"When we identify the challenges, we can evaluate the capabilities that are needed to address those challenges. We can also define our key performance indicators so we measure the value delivered."

This may look like

What's most important to your organization?

Which teams are currently in place focusing on these goals?

What's stopping you from achieving your goals?

Are there bottlenecks in the process?

If you improve this, what's the value you deliver?

Map your workflows

Once you've determined the challenges to be addressed, map out the workflows to determine how it's done today and evaluate how it can be done with the help of technology.

Shira Greenstone, OT/L, MyndYou director of clinical operations, explains where human-led encounters were deemed necessary in a post-discharge program. Greenstone says,

"If a patient says they're home and improving, we can confirm that for the care team. Our virtual assistant Eleanor manages those interactions that confirm positive patient indicators. However, if the patient has questions about their medications after discharge or they're feeling like they may need to return to the hospital, Eleanor gets the patient on the phone with a clinician."

After the workflow has been mapped, MyndYou works with clients to see if there are *new opportunities for touchpoints*. For a Social Determinants of Health (SDoH) program this exercise:

- Defined the population and target data needed
- Mapped current workflows
- Identified where technology could do a job better/ differently/efficiently
- Evaluated and elevated areas where humans should do the work
- Examined gaps in processes
- Identified areas for improvement

The output: Instead of a navigator calling all patients, Eleanor calls all patients and identifies those with specific SDoH needs so that navigators can route them to the appropriate community services and resources. The program adds a follow-up call by Eleanor to ensure the patient received services and adds regular check-in calls to monitor changing needs.
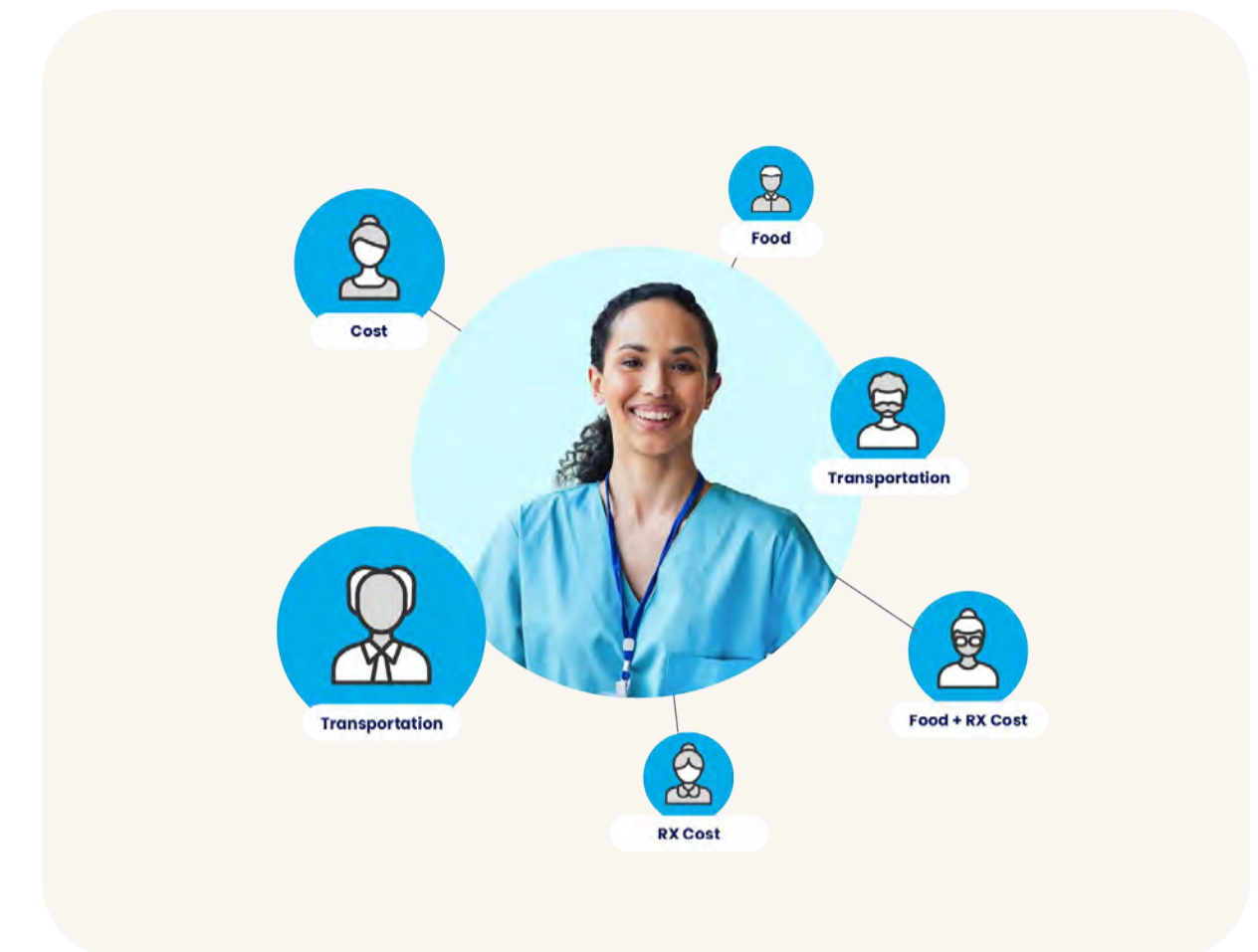
Step #1

Eleanor calls **all patients** and completes PREPARE to identify needs
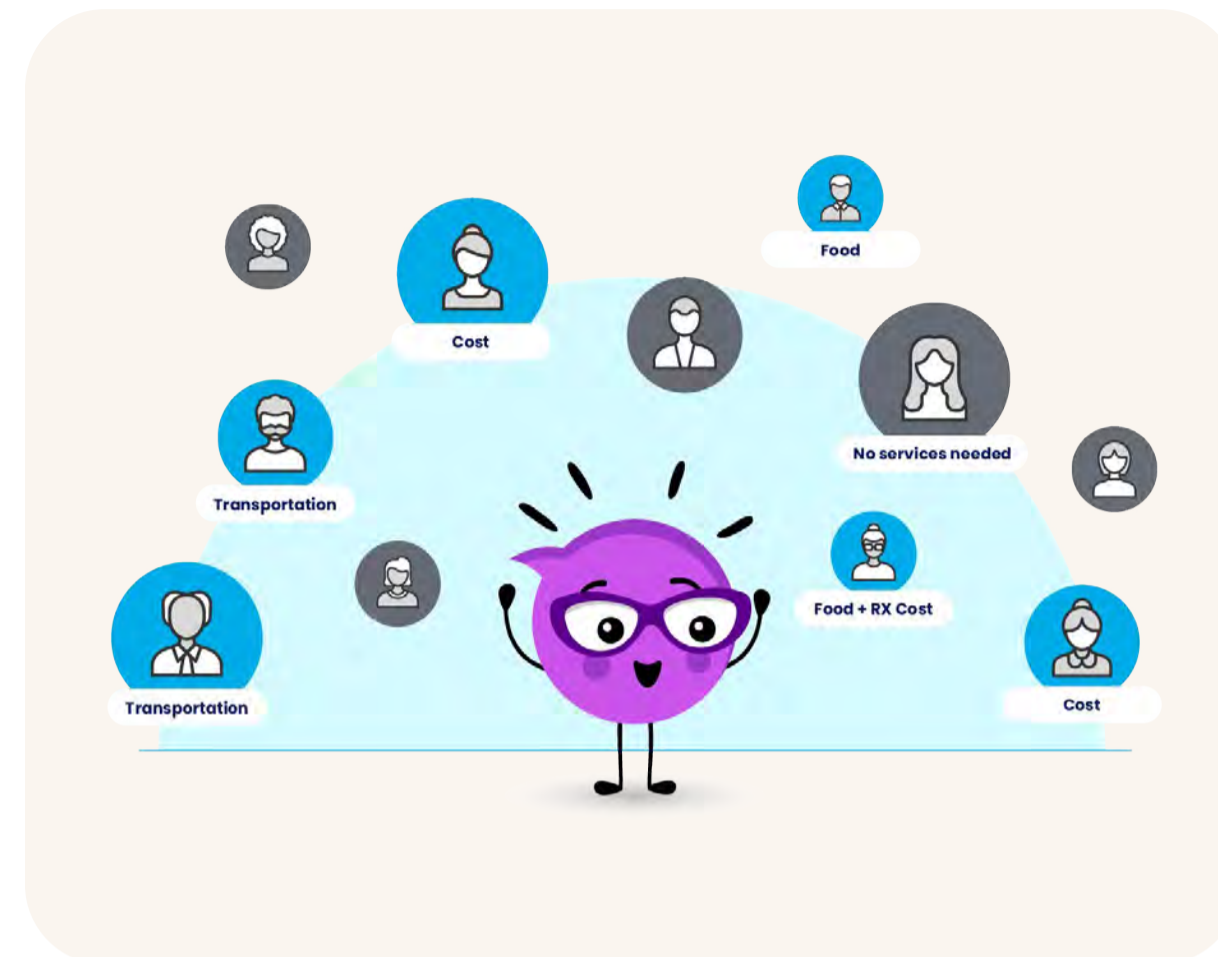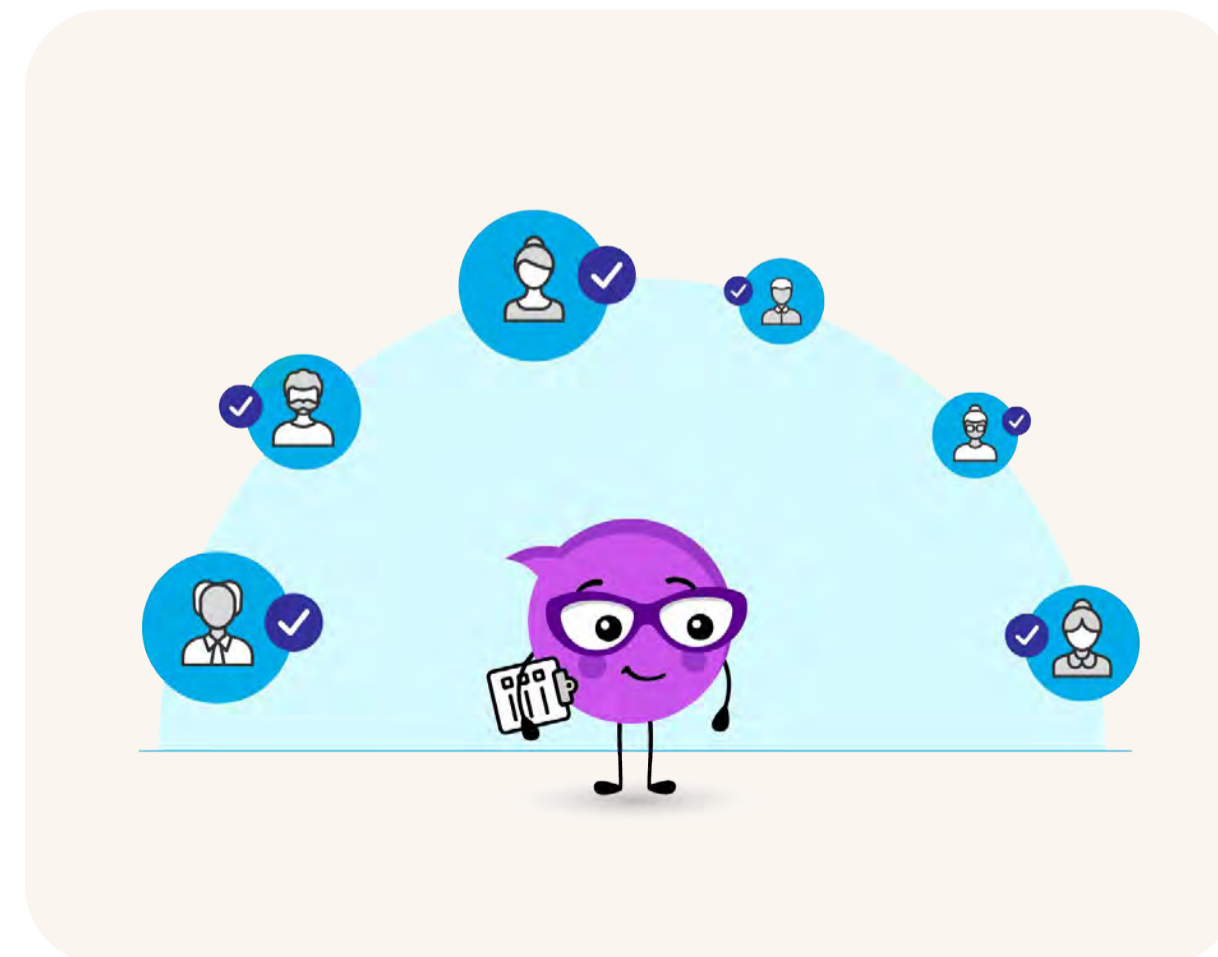

Step #2

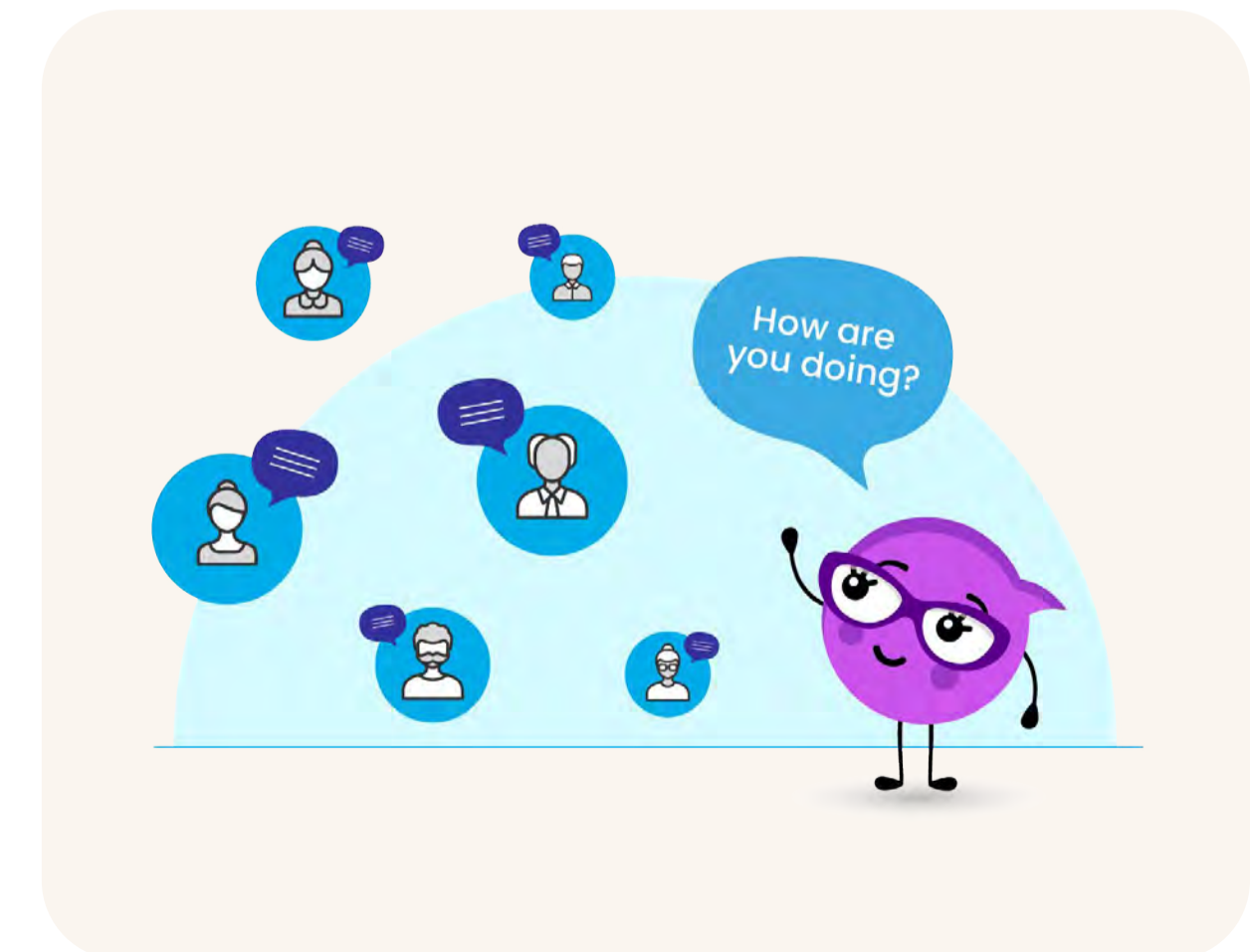Clinician / staff follow with **only those needing services**

Step #3

Eleanor **closes the loop** to ensure patients received services

Step #4

Eleanor performs **periodic check-ins** with patients

Tip #3

Understand the 85/15 principle

Many look to AI as an opportunity to replace human interaction with technology. Our most successful programs focus instead on optimizing resources – using technology to manage more routine tasks so that humans can focus on high-value interactions.

From our work, that leads to the 85/15 principle – optimize your workforce or optimize for making connections.

Do you want AI to manage 85% of the tasks and transfer 15% to a clinician?

OR

Do you want to get more engaged patients connected to clinicians?

How we have seen this play out:

85/15

A New England-based provider of home infusion therapy

- Eleanor completes a pre-visit clinical assessment for total parenteral nutrition (TPN).
- 85% of patients completed and confirmed readiness for at-home visits – with no need for human intervention.
- 15% of patients transferred to a clinician to address questions and manage issues with supplies or medications.


Eleanor optimized for top-of-license work and removed routine calls, albeit clinical in nature.

15/85

A Northeast-based IPA participating in an ACO Reach program

- Eleanor engaged to help schedule annual wellness visits — one of several programs managed by the quality team.
- Eleanor transferred patients to the care team who were ready to schedule.
- She screened out those who did not engage or were not ready or willing to be scheduled.
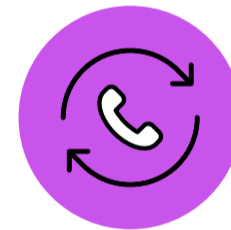
Eleanor optimized for connections, reducing low-value outreach performed by the care team.

Either way you frame your AI program, consider the 85/15 principle as a starting point for creating your workflows for clinical staff engagement tied to value models that deliver financial, clinical, or administrative results.

"I was skeptical when we first launched that Eleanor would be able to reach patients the same way humans do, but the data shows that she does and allows our team to work on additional projects. We had 6 quality care coordinators last year, and now we only have 4 and Eleanor has allowed us to continue to schedule patients at a high volume."

Population Health Executive

Northeast-based IPA

Tip #4

Pick an area and get started

In speaking with leaders at health systems and health plans, many are overwhelmed with the number of AI technologies available and the desire to incorporate AI into their strategy and operations. At the same time, individuals are already using AI in their work lives. According to the Work Trend Index Annual report from Microsoft and LinkedIn released in May 2024[1], 75% of knowledge workers were using AI at work and 46% had started using it within the previous six months. What does that mean? Your employees may not be waiting for permission while your organization determines its AI strategy and governance.

Connie S. Ducaine
PhD, LPC, LCADC, ACS, NCC

Sr. Vice President of Strategic Solutions MyndYou

"The adoption of AI is only accelerating. What I'm seeing is that organizations have different thresholds for making changes, but those that are moving ahead are identifying areas that have higher benefits at a lower risk and starting their journey."

As a practical matter working with our customers, we guide them to pick an area in which they can start incorporating AI technologies. Based on our experience, we'll create a solution roadmap and help them prioritize implementing a use case or two to build trust across the organization and deliver early value.

AI solutions in healthcare that have seen early adoption include those that make coding recommendations that a human reviews before completing and submitting a claim or scribes that generate post-encounter patient instructions to be queued up for clinicians to review and send.

Similarly, with MyndYou, we've found early acceptance based on the responsible approach we've taken. Eleanor is managing conversations with patients to identify their needs and summarizing and prioritizing them for the clinician. She doesn't provide recommendations or care but provides valuable insights for clinicians so they can focus on higher-value activities.

Our customers also appreciate our approach to delivering safe, compliance-driven AI. Our proprietary innovative approach to AI combines large language and small language models which allow Eleanor to manage dynamic and complex conversational encounters while being bounded by safety parameters that are critical for patient care.

1   https://www.microsoft.com/en-us/worklab/work-trend-index/ai-at-work-is-here-now-comes-the-hard-part

Identify champions. Build trust with stakeholders.

Succeeding with AI technology requires succeeding with the people supporting and being impacted by technology. MyndYou's consultative approach works through three key tenets of program phases and people involvement.
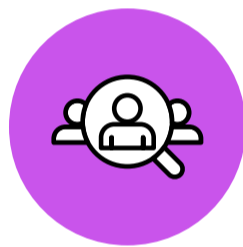
Project initiation

Identifying champions should happen alongside identifying organizational challenges and goals to move the program into an action phase. Segev, vice president of customer success, says, "You need champions who see they have a big enough goal with painpoints to be addressed that the solution can resolve." These champions should help you gain organizational buy-in with influencers and decision makers and lay the groundwork with key stakeholders such as care delivery teams.

Build trust with stakeholders

Understand that the decision to explore AI is just the beginning of the process. Your organization is on a change continuum. Decision makers are typically further along and ready to take action. Others will need time to catch up.

Bring key leaders and supervisors into the strategy discussion. Share goals. Help them understand how to talk about change. They can help reinforce your goals with those most impacted by the AI program.

Engage early and often with front-line teams

Those who are doing the daily work of patient encounters may be skeptical. They may be worried about their jobs. Whether you're embracing an 85/15 or 15/85 approach, help them understand where technology will support them in providing time to do more of the top-of-license tasks that they find the most rewarding.

"Staff liked that they got to talk to patients who had actual needs rather than a check-in call that resulted in 'chit chat' versus discussing health needs." - Team lead, Northeast-based IPA.

Measure, evaluate, celebrate

When working with MyndYou, our customers often find new ways for their clinical resources to engage with patients when Eleanor has been added to their daily work. We've helped reduce hospital readmissions, improve cancer screening completions, and close gaps in care. Let's talk about your challenges and how a MyndYou solution can complement the work of your teams and boost your results.

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