Scheduling Registration Care Billing **Awareness** Feeling sick or family Sees physician for treatment Receives Explanation of Benefits Calls doctor office • Registers as new patient on member not feeling well Looks for scheduling on Doesn't Understand Billing web Referred to specialist • Searching web for symptoms website Registers in office during Claim Gets Denied Needs immunizations or Had previous appointment appointment Receives prescription (s) other health services Registers over the phone • Looks for physician or clinic **Patient** Preventative **Empowerment Explanation of** Care Benefits Customized **Patient Patient Profiles** Scenario Adherence **Simulation Quality of Care Marketing Research Call Center Optimization** Automation Health coaching &life-style Interactive healthcare Predictive assistance or Next Personalized health Personalized health marketing

- campaigns
- Health awareness & preventative services campaigns
- Intelligent content creation for healthcare benefit plans
- best action
- · Streamlined onboarding of new hires
- Intelligent virtual agents
- - Pre-authorizations & healthcare benefits education
- recommendations education & disease literacy
 - Smart notifications with recommendations for post
 - Al-guided telehealth sessions
- explanation of benefits Al Agents
- Personalized pharmacy coverage explanations
- Language translations chatbot powered by generative AI with cultural context for healthcare

