# Breakout Instructions

Your team is focused on the **healthcare** industry. You’ve been provided with a resource document sharing many possible AI use cases for this industry.

Steps to complete this challenge:

1. Carefully read through the list of key business metrics your customer has shared. **5 min.**
2. Carefully read through the customer testimonials. **5 min.**
3. Brainstorm as a team to come up with **as many AI use cases as possible** that could positively impact this customer’s business metrics. Use ‘unconstrained thinking’ (we have unlimited budget and time!). Especially focus on use cases that address challenges the customer raises, but feel free to come up with use-cases that may improve their general business. **20 min.**
4. As a team, vote to reduce your list of ideas down to the top 10. **10 min.**
5. Have a team vote and place those ideas along the X axis (Impact Axis) in order of perceived business impact (Only 1 ‘lane’ along the bottom). **10 min.**
6. Now based on team vote, move each idea vertically along the Y Axis (Effort Axis) based on perception of difficulty to implement. ***Use the AI Use Cases resource document for help***. **10 min.**
7. Draw lines to divide the matrix into 4 equal quadrants.
   1. Bottom right quadrant = High impact, low effort (**Low Hanging Fruit**)
   2. Top right quadrant = High impact, high effort (**Strategic Projects**)
   3. Bottom left quadrant = Low impact, low effort (**Quick Wins**)
   4. Top left quadrant = Low impact, high effort (**Non-Starters**)
8. Assign a spokesperson and be ready to share:
   1. Customer/Industry
   2. Business metrics needing improvement
   3. AI use-cases your team arrived at and why

## Customer Information

Company Name: **Fabrikam Health**

Industry: **Healthcare**

Annual Revenue: **$100 million**

## Key Business metrics

|  |  |  |
| --- | --- | --- |
| Business Unit | Business Metric | Description |
| Patient Care | Patient Satisfaction (HCAHPS Scores) | Measures patients' perspectives on the quality of care received, reflecting overall satisfaction and experience. |
| Readmission Rates | Measures the percentage of patients readmitted within 30 days of discharge, indicating the effectiveness of initial treatments and discharge processes. |
| Patient Safety Indicators (PSIs) | Measures the rate of adverse events during hospital stays, reflecting the hospital's effectiveness in preventing patient harm. |
| Operations | Operational Efficiency | Measures the effectiveness of hospital operations, including patient wait times and length of stay. |
| Finance | Financial Health | Measures the efficiency of revenue cycle management and profitability, ensuring the financial sustainability of healthcare services. |
| Clinical | Clinical Outcomes | Measures the success rate of treatments and patient recovery times, reflecting the quality of care provided. |

## VP of Patient Care:

"One of the major challenges we face in maintaining high patient satisfaction scores is the issue of data silos. Our patient data is scattered across various systems, making it difficult to get a comprehensive view of patient history and treatment plans. This fragmentation leads to inefficiencies in patient management and can result in patients feeling like they are not receiving cohesive, coordinated care. This not only impacts our HCAHPS scores but also the overall trust and retention of our patients. Financially, this challenge translates to an annual revenue loss of approximately $500,000 due to a 2% decrease in patient retention. Addressing this challenge is crucial for improving patient satisfaction and ensuring long-term loyalty."

“Additionally, staffing shortages pose a significant challenge in our efforts to reduce readmission rates. The difficulty in recruiting and retaining skilled healthcare professionals means that our current staff is often stretched thin, leading to increased patient wait times and a reduction in the quality of care. This directly affects our readmission rates as patients may not receive the necessary follow-up care during their initial visit. The financial impact of higher readmission rates includes penalties and additional costs amounting to $300,000 annually. Mitigating this issue is essential for enhancing patient outcomes and maintaining our reputation for quality care."

**Impact Summary:**

* Challenge: Data silos causing fragmented patient data.
* Financial Impact: $500,000 annual revenue loss due to a 2% decrease in patient retention.
* Challenge: Staffing shortages leading to increased wait times and reduced care quality.
* Financial Impact: $300,000 annual cost due to higher readmission rates.

## VP Operations:

"Operational efficiency is critical to our success, yet financial constraints are a major hurdle. Managing costs while striving to maintain high-quality care puts a strain on our resources. This can lead to potential cuts in staffing or services, affecting our ability to operate efficiently. Longer wait times and extended lengths of stay not only impact the patient experience but also lead to inefficiencies and increased operational costs. These inefficiencies result in an estimated $200,000 in lost revenue annually. Improving our financial health and operational efficiency is vital for delivering timely, effective care and sustaining our operations."

**Impact Summary:**

* Challenge: Financial constraints impacting operational efficiency.
* Financial Impact: $200,000 annual loss due to inefficiencies and increased operational costs.

## VP of Clinical Services:

"At Fabrikam Health, maintaining high clinical outcomes is a top priority. However, one of our significant challenges is the variability in clinical practice standards across our network. This inconsistency leads to differing patient recovery times and success rates for similar treatments, creating a gap in the quality of care we strive to provide. The variation in practice standards not only affects patient outcomes but also leads to inefficient resource utilization and increased operational costs as we attempt to standardize best practices. Addressing this issue is crucial for ensuring all patients receive the highest quality of care, irrespective of the facility they visit."

**Impact Summary:**

* Challenge: Variability in clinical practice standards across the network causing differing patient recovery times and success rates.
* Financial Impact: Annual operational costs of approximately $400,000 due to efforts in standardizing best practices and addressing variability in clinical care.