



Authenticx

AI Listening at Scale

April 19th, 2024



About Authenticix

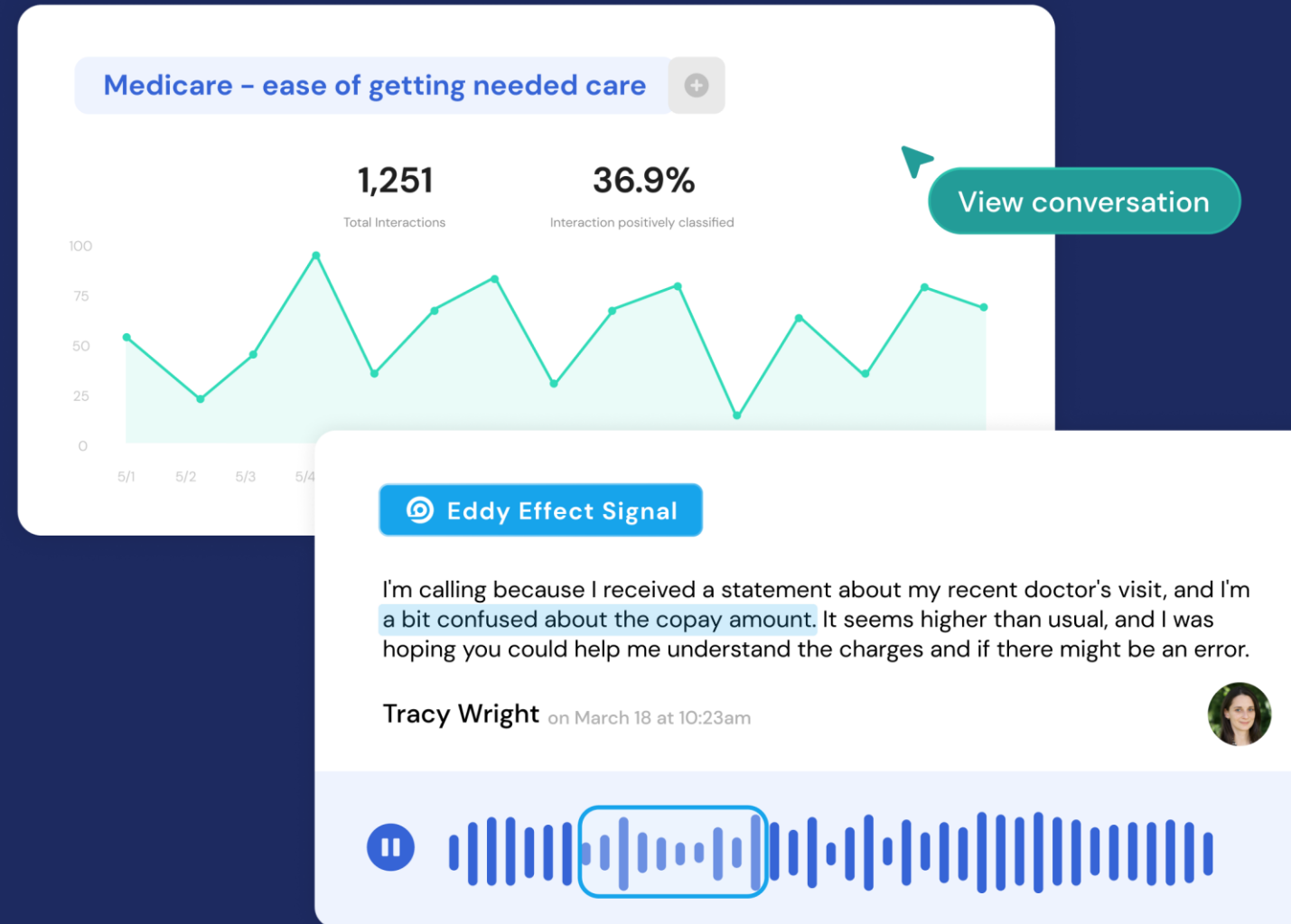
A conversational AI company founded to help healthcare listen at scale.

📍 Headquarters: Indianapolis, IN

👤 CEO + Founder: Amy Brown

📄 Founded: 2018

250 Million+ conversations in 2023





"It's like, between the two of you, you're **holding this hostage**. And this isn't for an aspirin or something you can miss. It's a **life-saving medicine**."

What is Conversation Data and How Does AI Fit?


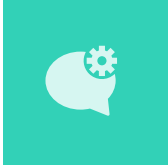


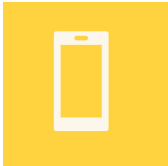



Conversation Data



These channels likely already exist in most payer organizations.

Tools to help provide structure


- Artificial intelligence
- Machine learning
- Voice technology
- CX software integrations

	Online Messaging
	Chatbots
	Telephony
	IVR
	Text Messaging
	Email






"I know this medication is very expensive, but I will **sell my house** if I have to."



"I am waiting for the doctor to get the infusion supply..."



Agent "Do you have government or commercial insurance?"


Patient "I don't know."

"How do I work this injector?"

Agent "Is that a PPO plan?"

Patient "I have no idea."

"I'm trying to figure out why I still can't get my medication. Everybody says, 'I will call you back' **and nobody calls me back.**"



Perception & Learning from Customer Moments

Customer Moments that Matter

Getting needed care

Getting therapy quickly

Providing information to customers when needed

What's **preventing** customers from getting what they need?

Where are customers **getting stuck** trying to get the care they need?

What **high impact changes** can we make to eliminate these issues?

Device

INSIGHTS

Customer Assistance

Gain insight into patient reaction to communication related to therapy administration instructions

 Educate Customers with Context

 Discover Digital and Automation Impact

 Identify Product Complaints

 Monitor Sentiment Over Time

CASE STUDY: IN PRACTICE



47% of calls contained customer questions and confusion about upcoming benefit changes, **despite proactive efforts** to share information.

Results & Outcomes

- ✓ Regulated documentation was improved
- ✓ Agent training was updated to help agents clarify benefit changes
- ✓ Ongoing feedback loop to marketing