

Transforming Healthcare through Generative AI: A Game-changing Impact

December 2023: Complimentary Abstract / Table of Contents



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- ▶ Retirement Technologies
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- ▶ Supply Chain Management (SCM) Services
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- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
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Contract assessment

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Market intelligence

Tracking: providers, locations, risk, technologies

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For more information on this and other research published by Everest Group, please contact us:

Chunky Satija, Vice President

Priya Sahni, Practice Director

Devjeet Rath, Senior Analyst

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Background and scope for research

The healthcare industry is undergoing a paradigm shift with the emergence of generative AI, which has the capability to generate new and unique content, mimic human creativity, and tackle complex healthcare challenges. By incorporating generative AI into their workflows, healthcare organizations can unlock significant value in multiple aspects of their operations.

Healthcare organizations have historically encountered operational challenges, including clinicians being burdened with administrative tasks, diagnostic errors, and unsatisfactory patient experiences. However, generative AI presents a multitude of opportunities for healthcare organizations to overcome these challenges. While the implementation of generative AI in healthcare is still in its early stages, healthcare organizations are proactively devising strategies to integrate generative AI into their practices, aiming to strengthen care management and automate administrative tasks. Nevertheless, it is crucial to address challenges related to data privacy, ethics, and system integration to fully harness the potential of generative AI in healthcare.

This report provides valuable perspectives on the potential of generative AI in the healthcare industry. It explores how healthcare organizations can harness the power of generative AI to enhance their offerings, ultimately improving care management and patient outcomes while addressing the existing challenges. Additionally, the report highlights the impact of generative AI on various healthcare entities, identifies key areas of focus, and focuses on the challenges faced during the implementation of this transformative technology.

Scope of this report



Geography
Global



Industry
Healthcare



Services
Generative AI

Overview and abbreviated summary of key messages

This report highlights the significant potential of generative AI in healthcare, outlining how organizations can leverage it to improve care management and patient outcomes. It also explores the impact on healthcare entities, identifies key focus areas, and addresses challenges in implementing this transformative technology.

Some of the findings in this report, among others, are:

Market drivers and challenges

- The increasing demand for generative AI in healthcare has been primarily driven by the growing need for hyper-personalization, insight-driven decision support, and process optimization to alleviate administrative burdens
- While healthcare organizations are taking strides to use generative AI to improve patient outcomes and satisfaction, challenges such as patient data safety and quality risk hinder the adoption of these strategies

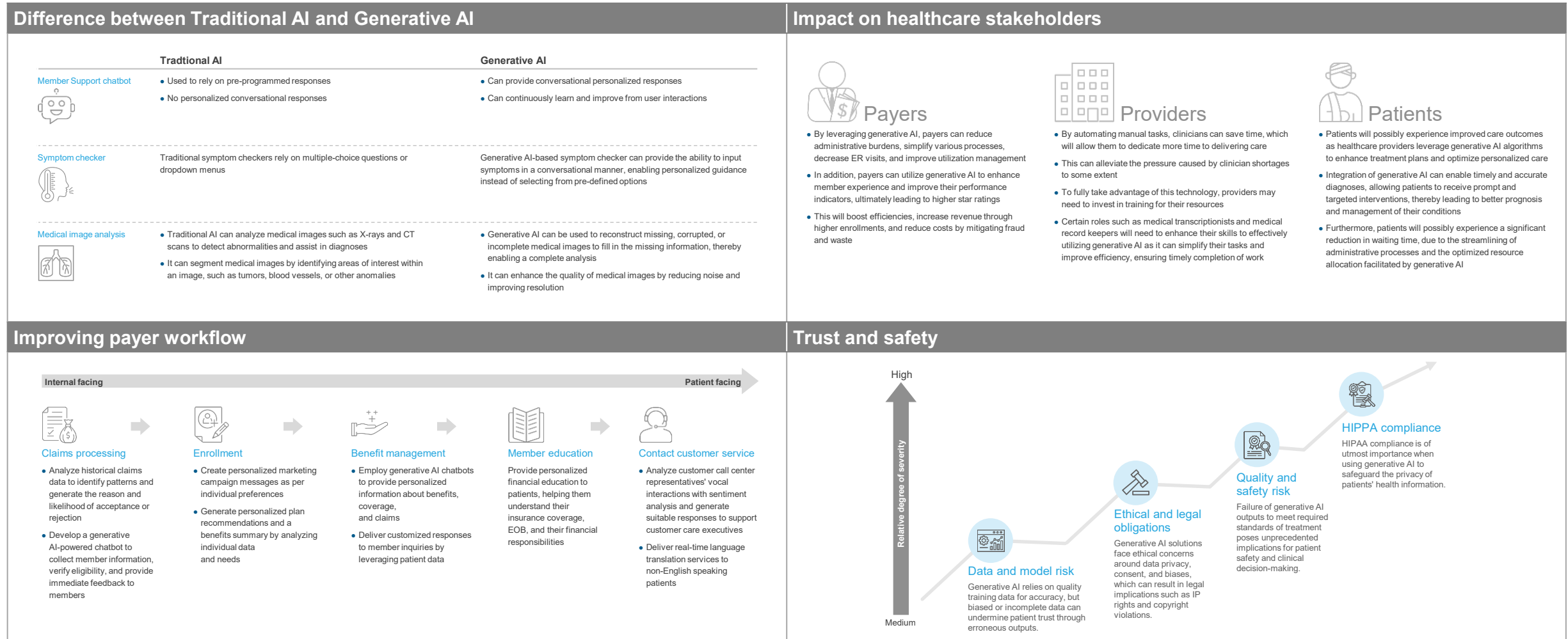
Key imperatives

- Healthcare organizations can enhance patient satisfaction and engagement by utilizing generative AI to provide personalized support and guidance on various aspects of healthcare, thus improving the overall patient experience
- Generative AI can also help healthcare organizations expedite care processes by swiftly identifying health issues and delivering appropriate treatments
- Although generative AI presents significant opportunities in the healthcare industry, its applications should always be accompanied by human expertise. It should be viewed as a tool to augment healthcare professionals' capabilities and not replace them

Generative AI strategies

- In our evaluation of implementing generative AI in the healthcare setting, we have developed a framework that considers the potential and ease of implementing this technology for various use cases
- During the design of the implementation framework, a thorough analysis was conducted on all aspects of implementing generative AI, such as data collection, refinement, and ethical and legal issues, among other crucial factors

This study offers distinct chapters providing a deep dive into key aspects of generative AI in healthcare; below are four charts to illustrate the depth of the report



Research calendar

Payer and Provider Information Technology

Published Planned Current release

Reports title	Release date
Healthcare Cloud-based Core Administration Platform PEAK Matrix® Assessment 2023	March 2023
Healthcare Provider Digital Services – Provider Compendium 2023	March 2023
Risk Adjustment Solutions in Healthcare Market – State of the Market Report 2022	March 2023
Healthcare Customer Experience Platforms – Provider Compendium 2023	March 2023
Healthcare Cloud-based Core Administration Platform – Product Vendor Compendium 2023	May 2023
Healthcare Data & Analytics Services PEAK Matrix® Assessment 2023	May 2023
What Drives Payers' Expenditures on Care Management?	June 2023
Care Management Trailblazers	July 2023
Healthcare Data & Analytics Services – Provider Compendium 2023	Aug 2023
Rising adoption of Home-based Healthcare Solutions	Sept 2023
Patient Engagement Platforms PEAK Matrix® Assessment 2023	October 2023
Transforming Healthcare through Generative AI: A Game-changing Impact	December 2023
Revenue Cycle Management (RCM) Platforms PEAK Matrix® Assessment 2023	Q4 2023
Healthcare Payer Digital Services PEAK Matrix® Assessment 2023	Q4 2023
Rising adoption of Behavioral and Mental Health Services by Healthcare Enterprises	Q4 2023

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Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto
canada@everestgrp.com
+1-214-451-3000

Website
everestgrp.com

Social Media
 @EverestGroup
 @Everest Group
 @Everest Group
 @Everest Group

Blog
everestgrp.com/blog

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