

## State of AI in the Enterprise

A few weeks ago, Deloitte released their fourth annual “State of AI in the Enterprise” survey results to reveal the secret sauce used by AI-fueled organizations to drive success. Based on the survey responses of 2,875 executives across the globe, AI-fueled organizations use data as an asset. These top performing companies deploy and scale their use of AI systematically across their business in very human-centered ways.

Although my business, [WhiteSpace Health](#), is a deep analytics company that leverages AI significantly on the revenue cycle management and operational performance of healthcare, I found that many of the learnings in Deloitte’s survey rang true in our client base. I would like to discuss a few of their findings that are particularly salient.

### Leadership is a Key Success Factor

Organizations whose champions reside at the highest levels of the organization are more likely to view AI as a key component of differentiation and success. This leads to a culture of AI, and it becomes pervasive organizationally. Strong leadership commitment to AI is strongly associated with organizational success, and 66% of survey respondents viewed AI as essential success criterion. In healthcare organizations we see this correlation too. We see organizations where the clinical, financial and operational departments have different levels of AI leverage based on the senior leadership’s belief and commitment.

1.7X

Those with leadership who communicates a bold vision combined with an enterprise-wide AI strategy are nearly 1.7 times more likely to achieve high outcomes.

### Leveraging AI in the Revenue Cycle

Companies that use AI to re-imagine their operating models and drive process changes enjoy sustained throughput, quality, innovation, and value. AI includes a number of technology solutions that have a varying degree of deployment. Payment posting, charge capture, documentation abstraction, and coding automation are areas where companies have begun deploying AI. At WhiteSpace Health, we use AI in our deep analytics solution to improve revenue, maximizing appointments, and to provide the right insight to resolve denials.



1.5X

Organizations that made significant changes to workflows as part of their AI strategies were 1.5 times more likely to achieve consistently high outcomes.



On the other side, the survey also found that only about a third of the respondents reported adopting leading practices for AI. There is work to be done. In healthcare, many workers have been specifically trained to provide care or traverse the intricate operations contained in revenue cycle. Most are unfamiliar with AI technology. Building a culture that embraces AI can be challenging within this construct, particularly when leaders themselves are inexperienced and uncertain how to lead their teams through such a vast transformation.

## Effect of Data Silos on Trust

In healthcare, we capture tons of data. Our electronic health record and practice management systems have been engineered to capture loads of it. Despite these amazing databases rich with so much good data, these systems are not good at unlocking the valuable insights they contain. And practically every department has their own system and methodologies for capturing data. All this data is not well governed nor normalized. As a result, statistics from one group can be quite vastly different from what another is reporting. This ensuing lack of data alignment results in questions from leadership as the organization wrestles with key decisions.

37%

Only 37% of survey respondents report that their organization has invested in change management, incentives, or training to integrate innovative technologies, such as AI, into their work, resulting in slower and transformation and lower levels of success.

Our learnings with AI started as a pilot many years ago before it became mainstream. We found that it was critical to have a real data science expertise, and to systematically iterate the and understand that not all problems can be resolved. Hence it was critical we were solving the right problems. We had to train other supporting teams in the changes needed to leverage AI.



1.5X

Organizations with good data governance and established change management are more than 1.5 times more likely to achieve their desired goals.

Although this survey was based on responses from a wide variety of industries, many parallels can be drawn to healthcare. Good leadership that equips their team to execute well is essential in any industry to successfully transform the organization. Leaders need to communicate a bold vision and guide their organizations with strong (documented) data governance policies and AI strategies. Substantial changes need to be well orchestrated and appropriate investments in change management need to be made, including the ongoing management of risk.

The full Deloitte report can be found [here](#).

## About Gautam Char



Gautam Char is the president and CEO of WhiteSpace Health. He has a wealth of experience bringing products to market and rapidly growing companies. Known for building high performance teams that create valuable products and solutions for customers, Char's talent for collaboration and his industry knowledge will position WhiteSpace Health for growth and excellence.

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