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AI Application for CHC Finance and Revenue Cycle



Presented by:

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Overview



- Growth of AI in Healthcare
- AI Tools, Benefits, and Costs
- Starting with AI
- Evaluating the Investment
- AI's Impact on Cybersecurity
- Risk Management and Mitigation

Background

MEDiCURITY®



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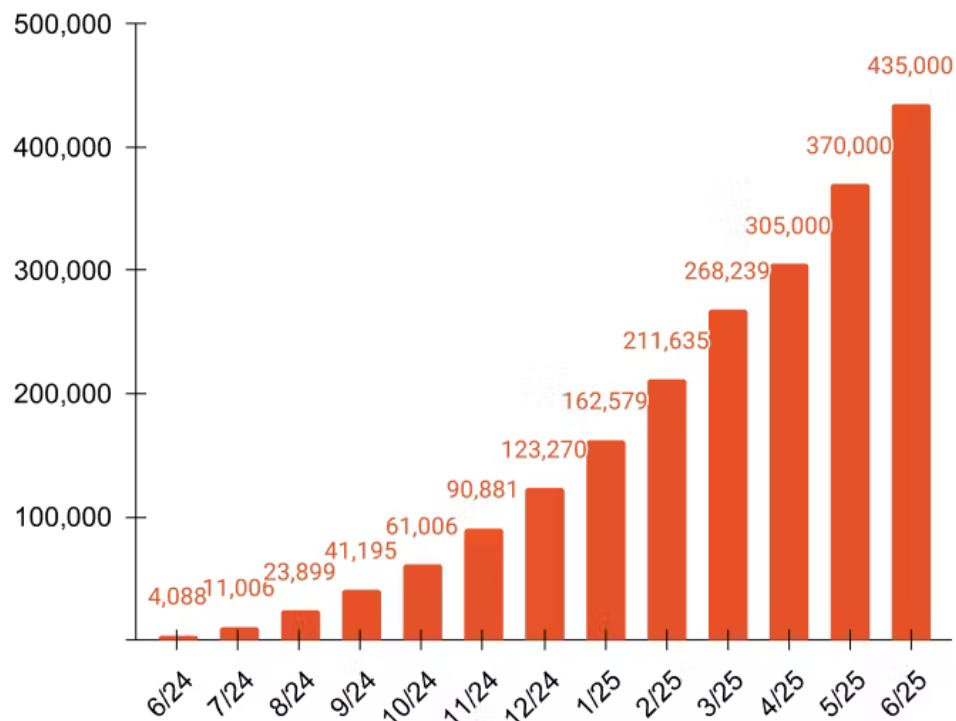
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The Rise of AI in Healthcare



OpenEvidence[®]
Monthly active clinicians



AI ADOPTION IN HEALTHCARE

- **Physician Usage:** The percentage of physicians using AI in their practice jumped from **38% in 2023 to 66% in 2024**, marking a **78% increase**.
- **Market Growth:** The AI in healthcare market, valued at **\$29 billion in 2024**, is projected to reach over **\$140 billion by 2030**.
- **Areas of Adoption:** Key applications of AI include **diagnostics** (analyzing medical images), **administrative workflows** (automating tasks like scheduling and billing), and **drug discovery** (accelerating research).



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Potential AI Applications

- Appointment Scheduling and Reminders
- Patient Triage and Pre-Screening
- Health Information Provision
- Post-Visit Follow-Up
- Medication Management and Adherence
- Clinical Research
- Training and Education for Staff
- Secure Messaging and Communication
- Telemedicine Support
- Resource Allocation
- Research and Data Analysis
- Literature Review and Summarization
- Customized Training Materials Creation
- Standard Operating Procedures (SOPs)
- Demand Forecasting
- Staff Scheduling
- Inventory Management
- Data-Driven Decision Making
- Continuous Education on Medical Advances
- Interactive Learning Modules Development
- Newsletter Creation
- Customized Reports Generation
- Discussion and Analysis Facilitation
- Clinical Oversight Support
- Accuracy and Validation Assistance
- Feedback Collection and Analysis
- Community Engagement Support
- Customized Training Materials Creation
- Standard Operating Procedures (SOPs)
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Medical AI Scribe Technology for Clinical Documentation

A revolutionary new way to document Progress Notes is now available to eClinicalWorks® users. Sunoh.ai™ is a medical AI scribe that uses ambient listening technology to convert natural patient-provider conversations into clinical documentation.



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AI Adoption Challenges

1. Data Privacy and Security Compliance
2. Ethical Considerations
3. Workforce Reskilling and Realignment
4. Rapidly Evolving Technology
5. Monitoring AI Systems



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Practical Steps to Start

TAKE A STRATEGIC APPROACH

1. Understand Current Use
2. Employee Training and Awareness
3. Evaluate Pilot Projects
4. Define Your Metrics
5. Prioritize Security
6. HIPAA Security Risk Analysis
7. Business Associate Due Diligence
8. Testing and Validation



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AI in Clinical Practice

NAVIGATING LIABILITY

When AI-assisted decisions lead to adverse outcomes, who is accountable?

Vendor: Responsible for validated algorithms, accurate data, clear disclaimers, and intended use.

Clinician: Ultimately responsible for clinical judgment, critical evaluation of AI output, and patient care decisions (AMA Policy H-320.985).

Organization: Responsible for proper implementation, ongoing monitoring, staff training on AI tools, and establishing clear policies and oversight.



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Vendor Vetting

ACTION STEPS

- Go beyond basic BAAs – scrutinize vendor security posture (SOC 2, penetration tests, certifications).
- Understand their data handling practices, encryption, and data residency.
- Assess their incident response capabilities and notification procedures.
- Ensure clear contractual agreements on data ownership, liability, and compliance obligations.
- Ask for transparency: how they train their staff on privacy/security.



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AI Pilot Implementation

HOME GROWN EXAMPLE

1. Select a Vendor / Tool / Model
2. Set Up a Server
3. Develop a Frontend Interface
4. Implement Security Measures
5. Logging and Monitoring
6. Training and Guidelines
7. Solicit Ideas
8. Feedback Loop
9. Review and Compliance Check
10. Scale Up Gradually
11. Documentation



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AI Tools: Benefits & Costs

GETTING THE MOST OUT OF YOUR INVESTMENT

Benefits:

Revenue Cycle Optimization: AI tools can automate denial management, improving clean claim rates and speeding up reimbursement.

Staff Productivity: Automating manual tasks in finance and IT frees up staff to focus on high-value activities.

Data-Driven Decisions: Gain a deeper understanding of financial health and operational efficiency through AI-powered analytics.

Costs:

Initial Investment: Software licenses, implementation fees, and potential infrastructure upgrades.

Ongoing Maintenance: Subscription fees and potential need for specialized IT staff.

Training & Adoption: Time and resources for training staff on new technologies.

Cybersecurity Investment: The cost of securing these new systems is a non-negotiable part of the total cost of ownership.



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Deepfake video conference convinces employee to send \$25M to scammers

[Laura French](#) February 5, 2024



An employee was tricked into sending \$35 million to scammers after seeing colleagues on a video call that turned out to be deepfaked, police say. (Credit: Adobe Stock)

A deepfake phishing scam cost a multinational company more than \$25 million after an employee was fooled by digital imitations of his colleagues on a conference call.



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JG

Joe G <alter_alternative_native@mail.ru>

To: Rachel Kunkel



Thu 2/29/2024 7:12 AM

Hello,

After a thorough evaluation, we are making certain changes in our team structure. Unfortunately, some employees will be parting ways with the company. I trust you will handle this matter with sensitivity to ensure a smooth transition.

On a positive note, I would also like your assistance in recognizing and rewarding our hardworking employees. Their dedication has significantly contributed to our success, and we want to express our appreciation for their efforts.

I want both announcements to come simultaneously. What is the closest store you can think of to make a quick gift purchase today?

Mail me back. I want this done today.

Best regards,
Joe G

Sent from my mobile device

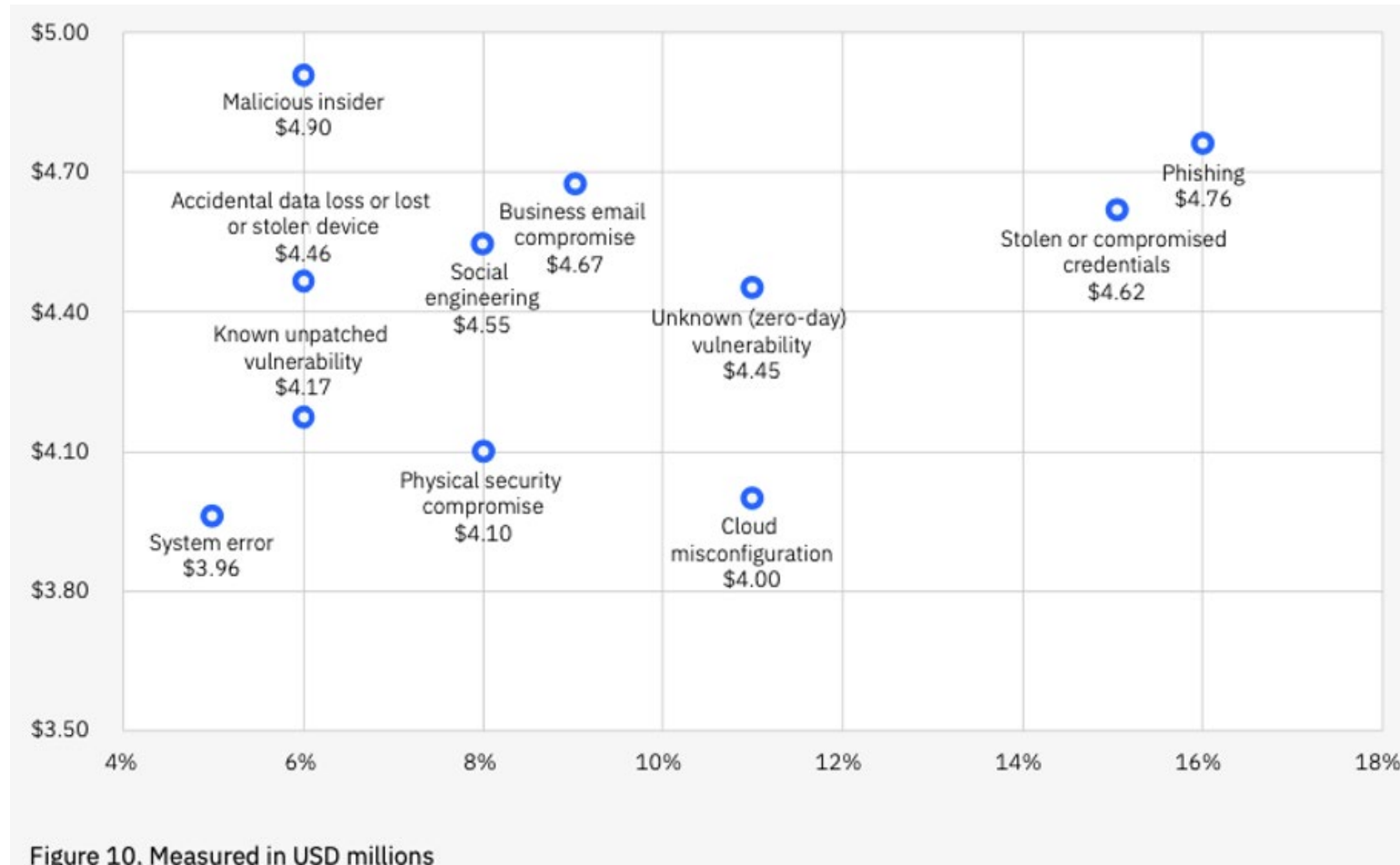


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Breach Sources in the Past Year



AI's Dual Impact on Cybersecurity

NEW THREATS

Sophisticated Phishing: AI can generate perfectly crafted, grammatically flawless phishing emails that are nearly impossible for a human to detect.

Voice Cloning: Malicious actors use AI voice-cloning tools to impersonate executives or vendors, leading to social engineering attacks that can trick staff into transferring funds or sharing sensitive data.

MITIGATION

Enhanced Threat Detection: AI can analyze vast amounts of data to detect subtle patterns and anomalies in network activity that signal a potential attack.

Security Monitoring: AI-powered dashboards provide real-time reporting on your overall security posture, allowing for proactive risk management.

Vendor Management: Review Business Associate Agreements (BAAs) and flag security and compliance gaps, ensuring your partners meet your standards for security and risk analysis.



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Risk Management Examples

Email Phishing Attack		
🚩 Cyber Espionage		
🚩 Social Engineering		
🚩 Lack of Incident Response Preparedness		
🚩 Lack of Disaster Preparedness		
Distributed Denial of Service (DDoS) Attacks		
🚩 Supply Chain Attack		
🚩 Data Breaches		
🚩 Medical Devices Attack		
🚩 Insider, Accidental, or Intentional Data Loss		
🚩 Ransomware Attack		
🚩 Vulnerability of Legacy Systems		
Internal and External Security Risks		
🚩 Security Practices of Third Parties		
🚩 Unauthorized Access and Data Theft by Employees		
Operational Resilience and Emergency Preparedness		
🚩 Human Error and Training		
🚩 Natural Disasters		
Lack of Device Inventory		
🚩 Outage		
🚩 Network Outage		
🚩 Emerging Technologies		
Physical and Patient Safety		
🚩 Loss or Theft of Equipment or Data		
Physical Security (Access)		

Ransomware Attack
 Category: Cybersecurity and Information Security
 Open Worklist Items: 2

Assessments ▾

Security Risk Analysis

SAFER Self-Assessment

Policies & Procedures ^

2024 HIPAA SRA Worklist

Medcurity Demo - 2024

Avg Risk: Low

[Re-Open](#) [Lock](#)

Items OPEN **97** Items CLOSED **0** Percentage CLOSED **0%**

To access questions in a specific section of your worklist, please select from the links below. Worklist item numbers will correspond to the related assessment question.

Worklist Sections

[▶ Access Full Worklist](#)

- ▶ Compliance 0/14 closed
- ▶ Facility Security 0/5 closed
- ▶ HR 0/6 closed
- ▶ IT 0/31 closed
- ▶ Policies 0/40 closed

Walkthroughs

- ▶ Main 1/1 closed

Demo Account [🔒](#)



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Cybersecurity Mitigation Steps

- Complete your annual security risk analysis.
- Conduct a regular network vulnerability assessment.
- Ensure security training and awareness for all staff.
- Monitor with advanced threat detection and response.
- Conduct regular incident response drills.
- Manage third party risk.
- Encrypt all sensitive data.
- Implement a Zero Trust environment.
- Require multi-factor authentication.
- Setup and audit access controls.
- Secure all remote access.
- Evaluate cybersecurity insurance needs.
- Update policies and procedures.
- Document and retain evidence.
- Document risk management and mitigation activities.
- Ensure breach investigation and assessment activities.
- Initiate a generative AI strategy.
- Build a culture of compliance.



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Thank you!

Q&A

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