



AI-First CRM for the Healthcare Industry

C3 AI® CRM for Healthcare is the only AI-first CRM built for healthcare providers, payers, and companies across life sciences including biotech, pharmaceuticals, and medical devices. Delivering industry-specific, AI-enabled capabilities for healthcare enterprises, C3 AI CRM includes the comprehensive sales, marketing, and customer experience capabilities of Microsoft Dynamics 365 and Adobe Experience Cloud. Using C3 AI CRM, healthcare organizations improve patient outcomes, reduce healthcare costs, accelerate time to market for new products, prevent fraud, reduce readmission rates, and improve profitability.

C3 AI CRM for Healthcare is an AI-enabled and predictive system of intelligence providing healthcare specific and AI-first CRM capabilities. The application models complex relationships among patients, physicians, providers, pharmacists, suppliers, vendors, and payers. C3 AI CRM unifies medical records, clinical notes, claims data, provider engagement data, clinical trial details, provider outcomes, and legally available 3rd party data to deliver a broad range of AI-driven use cases.

C3 AI CRM uses AI and advanced machine learning techniques to deliver capabilities to payers (e.g., fraud detection in healthcare billing), providers (e.g., proactive assessment of patient risks), and life sciences companies (e.g., provider lead scoring for pharmaceuticals).

AI-Driven Use Cases

Revenue Forecasting – Accurately forecast revenue with AI that identifies risks and opportunities, explains the drives, coaches how to address them, and helps with financial planning

Member Churn – Identify and prioritize customers at risk of churn, understand the churn risk drivers; and receive recommended best offers and optimized plans to maximize member renewal during open enrollment periods

Next-Best-Product Offer – Identify what product to offer a customer by using AI to calculate their propensity to buy for each eligible product and service, understand the underlying drivers of the prediction, and receive recommendations on how to offer and convert the opportunity

Product Forecasting – Accurately predict demand, production needs, and order stability for each SKU and enable proactive and lower cost production and inventory planning

Patient 360° Management – Build a unified view of each patient, their clinical journey, and claims history, and use AI-driven algorithms to develop targeted and personalized care recommendations

Patient Risk and Adherence Monitoring – Improve patient outcomes and avoid re-admission fines with the use of AI to identify and monitor patients at risk of developing serious clinical concerns, non-adherence, or preventable clinical emergencies

Healthcare Fraud Detection – Identify anomalous insurance claims, mismatches between diagnosis and provided care, and clinical decisions outside of guidelines to detect fraud and enable investigators to prioritize the highest priority cases

Workforce Optimization – Optimize staff schedules based on real data from past patient loads and capacity requirements to ensure an engaged, utilized, and satisfied care team

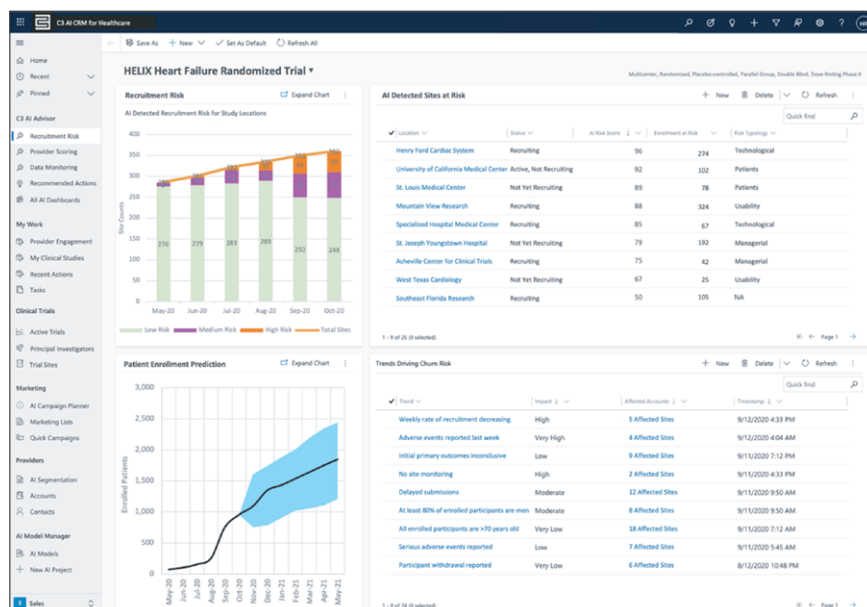
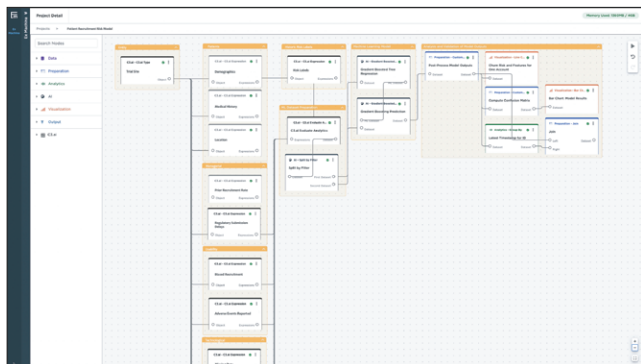


Figure 1. C3 AI CRM for Healthcare enables clinical trial sites and sponsors to manage their clinical studies with AI-based approaches to evaluating recruitment risk and predicting of expected enrollment counts.



AI-Driven Use Cases (cont.)

Clinical Trial Management – Accelerate availability of new life-saving therapies on the market by using AI to streamline design and management of clinical trials from study site selection to patient enrollment and regulatory submissions

Figure 2. C3 AI CRM for Healthcare provides pre-built AI templates for healthcare that can be rapidly configured and extended in no code tools.

Unify All Enterprise and Extraprise Data to Enable a 360° Customer View

INTERNAL

- **Medical Records:** Identifiers, Demographics, Vitals, Family History, Diagnoses, Mental Health History, Medication List, Hospitalizations
- **Claims Data:** Clinical Appointments, Prescription History, Durable Medical Equipment, Hospital or Physician Claims, Medications
- **Provider Firmographics:** Contacts, Facility Information, Clinical Specializations, Credentials, Demographics, Contacts, Public Filings, Revenue History, Patient Volume
- **Stakeholder Engagement History:** Email, Call Center, Digital Interactions, Meeting Logs, Letters, Marketing Communications, Chatbots, Voicemails
- **Employee Records:** Demographics, Contact, Performance History, Tenure, Professional Network, Stakeholder Engagement Metrics

EXTERNAL

- **Public Social Services:** Unemployment, Social Security, Medicare, Medical, Disability
- **Public Business Performance:** Financial Reports & Filings, Market Capitalization, Public Credit Scores, Regulatory Filings, Clinical Trials History
- **News & Analyst Outlook:** Adverse News Feeds, Research Reports, Investor Relation Events, Analyst Sentiment, News Sentiment
- **Social:** LinkedIn, Twitter, Relationship Graph

Improve Patient Outcomes, Reduce Costs, and Shorten Time to Market

Grow revenues and maximize lifetime value – Accelerate Deliver better care – With more data sources and more intelligence around medical history, identify patients at risk and deliver the next generation of personalized medicine

Accelerate drug time to market – Leverage AI-driven insights to optimize study site selection, accelerate patient enrollment, and streamline regulatory submission to shorten the time frame in bringing new products to market and maximizing patent timelines

Increase member and patient satisfaction – Improve member satisfaction and engage patients through personalized, targeted communication based on a deeper understanding of each patient's needs as well as clinical risks, engagement levels, and adherence analysis

Grow product revenues – Identify providers and physicians who are most likely to see the benefits of offerings for their patients with an AI-based provider score, and enable commercial teams to meet their goals with AI-based revenue forecasting and curated recommendations

Reduce insurance costs due to fraud – Reduce incidences of healthcare fraud and spend less time investigating thousands of medical bills with smarter AI-based anomaly detection that flags anomalous transactions and highlights fraudulent claims

Improve patient engagement – Continuously guide patients in their medical journeys, engage them with personalized care, and ensure adherence for optimal patient outcome

Proven Results in 8-16 Weeks

Visit c3.ai/get-started