



## Top 7 Takeaways

Key insights from

*Why You Shouldn't Wait to Use Generative AI*

Webinar

July 27, 2023

Orbita CEO [Patty Riskind](#) and [Co-founder Bill Rogers](#) explored the potential value generative AI can deliver to health care. They covered specific applications within operational workflows, and discussed ways to ensure generative AI tools are secure and accurate.

1. **Speed to value.** The power of generative AI models means healthcare leaders and their partners can ingest and process great volumes of data quickly. Technologies that leverage content can be built within hours instead of months and scale quickly across use cases, reducing development and maintenance costs.
2. **Fully referenceable information.** Riskind noted that generative AI tools draw from a defined set of content and can deliver either verbatim or summary responses based on that content. In either case, the response provides a direct reference to the source document.
3. **Accuracy and security.** Orbita leverages only source documents approved by the healthcare organization, rather than drawing from the worldwide web. Orbita virtual assistants achieve a balance between fully automated responses (using generative AI) and fully curated responses (subject matter experts manually creating a Q&A knowledgebase).
4. **Practical applications.** Rogers demonstrated how generative AI virtual assistants can help patients find information, care and providers. A patient goes to a provider's website and, using either the search bar or virtual assistant, says she has pink eye. Generative and conversational AI tools guide the patient through a symptom checker and respond with information about conjunctivitis. It can help direct the patient to the best setting of care – urgent care or a next-day PCP visit – as well as probe for details such as ZIP code, insurance, gender and native language.
5. **Reduce call volume.** Riskind noted that generative AI helps healthcare providers address one of their most pressing problems today: overwhelming call volume. Virtual assistants can deflect calls by answering questions digitally – and even help patients schedule appointments without picking up the phone.
6. **Improved employee experience.** Virtual assistants powered by generative AI can cut staff workload by handling routine and repetitive tasks. This enables staff to focus on patients that truly need their attention, leading to greater job satisfaction.
7. **Advanced capabilities.** Rogers also demonstrated advanced capabilities including natural language processing for care navigation, care type and provider search; multilingual and real-time translations during interactions; appointment management including open and referral scheduling; and analytics and reporting for performance improvement.

[Learn more about how Orbita is leveraging generative AI at orbita.ai/generative-ai](https://orbita.ai/generative-ai)