<u>Re-Reforming Health Care Workshop</u>
<u>CE Certification</u>

<u>Program Title</u>

Alexa the Broker: How Artificial Intelligence Will Change Healthcare

<u>Summary Description</u>

Machine learning and big data are drastically advancing what we know about maximizing results in medicine. And it's already advancing the way we interact with companies in various industries. This will dramatically change the way we work in healthcare over the next few years. We'll discuss various categories of innovations in healthcare and benefits delivery. Are you terrified of more changes, or are you prepared for the coming opportunities?

<u>Bio</u>

Reid grew up in Canada, received a Health Administration degree & formed his opinions against government-run health care. In 1991, he escaped to America & worked in both sales & management for two medical insurance companies (Group Health Cooperative and Regence BlueShield) and two General Agencies (BenefitPort and BenefitMall).

Reid saw some of the Canadian trends find their way into American healthcare. He so believed the industry would need new solutions that in 2009 he launched his company just as the ACA was ramping up. As Co-Founder and CEO of freshbenies, he helps take the headache out of healthcare for mid-sized and small employers and the brokers who serve them. Three years in a row, freshbenies has been named to the Inc5000 list of fastest growing companies in America.

A passionate award-winning national speaker and writer, Reid encourages people to take ownership of the future of their own health, and their healthcare industry. He lives in Dallas with his wife, and is proud to be an American citizen.

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Outline

I.   Introductions & Thesis   (5 minutes)
   a. How AI is now everywhere
   b. How will this change how our clients receive healthcare, and how we'll serve our clients (for better or worse) in the future

II. AI is Everywhere   (20 minutes)
   a. What is Artificial Intelligence?
   b. Examples of AI in everyday, & health servicing
   c. What is Machine Learning?
   d. Examples of Machine Learning in everyday, & medicine (i.e. diagnostic systems)
   e. Myths & truths

III. Trends in AI   (10 minutes)
   a. Lifecycle of innovations – don't give up when early versions fail
   b. Where will this grow in 5 to 10 years?
   c. Faster: Diagnosing needs before people knew there was an issue
   d. Better: Know what a client is trying to solve before they ask
   e. Higher quality: Less mistakes in medicine
   f. Mistakes: … BUT there will be gaps!

IV. Why Does This Matter to Our Clients?   (10 minutes)
   a. Don't be wowed by fancy tech without a great client experience
   b. Reduction of costs to service clients
   c. Help cover for shrinking availability of doctors
   d. Client & data security: HIPAA & beyond!
   e. Will clients be concerned? Should they be?

V.   The Future: AI-Powered Consumerism   (10 minutes)
   a. Educating clients so they're better informed & prepared
   b. What unintended consequences will they see?
   c. What do clients need to address these issues?
   d. Where are the new markets?

VI. Questions & Close   (5 minutes)