

Medtech Virtual Roundtable

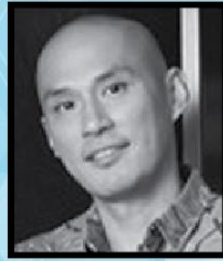
Leveraging the power of AI and Robotic Process Automation



MINKY KERNACS
Mediato Technologies



JAMES BATES
AdviNOW Medical



PETE LEE
Observe.AI



WWW.AZTECHCOUNCIL.ORG/EVENT/TECH-EVENTS



Topic Overview

Automation technologies such as Artificial Intelligence (AI), Voice AI, and Robotic Process Automation (RPA) have the power to eliminate redundant or time intense processes found in a healthcare setting. This roundtable will discuss the latest applications of these technologies as well as look at the challenges of implementation and adoption and the opportunities for the future.

Presenters include James Bates with AdviNow Minky Kernacs with Mediato Technologies, and Observe.AI

Agenda and Meeting Logistics

3:30 Welcome! and Announcements

Deborah Zack , *Arizona Technology Council*
Ellen Owens-Karcsay, *Karcsay Consulting Group, Moderator*

3:30 Introduction of today's panel members

3:40 Minky Kernacs, Mediato Technologies

3:55 James Bates - AdviNow

4:10 Pete Lee Observe.AI

4:10 Q&A – Please submit your questions via the chat feature

4:25 Wrap up and reminders

Arizona Technology Council, MedTech Committee 5.19.2020



Today's Panel Members



Minky Kernacs
Mediato Technologies
Founder & CEO



James Bates
CEO AdviNow



Pete Lee
Observe.AI
VP of Global Alliances
and Sales



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Minky Kernacs
Mediato Technologies
Founder & CEO

Minky is a forward-thinking data management and analytics leader with 20 years of experience in the data management industry. She leads enterprise-wide data transformations and is skilled in delivering mission-critical solutions, building passionate teams, and facilitating change.

As a hands-on leader, practitioner, speaker, and thought leader on a wide array of technology domains, she focuses on transforming data departments into high-performing, quality focused, and cohesive data organizations to optimize business processes, improve operational efficiencies, and transform data into actionable information. She is a hands-on and motivational leader with experience driving excellence in enterprise architecture, data governance, visualizations, automation, information security, and sustainable data management strategies.

Mediato technologies' team is focused on helping local and State agencies restructure and optimize their data assets to emerge more multi-dimensional and agile.

Minky attended University of Akron's Global Institute and has a degree from Kent State University in Management and Information Systems.

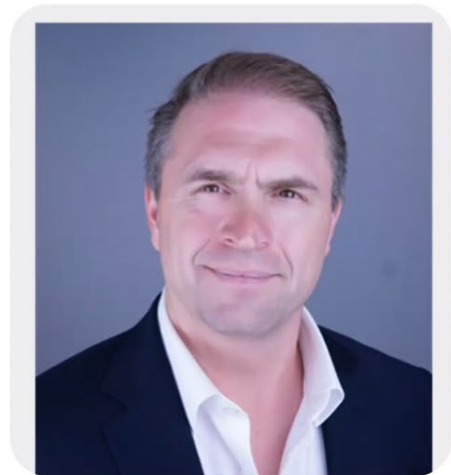
James is CEO and Founder of AdviNOW Medical. James is a seasoned technology executive with over 20 years of experience inventing and managing the development of revolutionary products while leading companies to "best in class" financial performance.

James is a dynamic leader who has demonstrated technological vision and profitable growth in both small and large organizations. Throughout James's career, he has been involved with almost every major technological breakthrough consumers have experienced, giving him a unique perspective on how AI will change healthcare.

Among his start-up successes is Silicon Labs, where he was Vice President of Asian Operations. As founder of the Silicon Labs Asia organization, James built the infrastructure that enabled growth from near \$0 to over \$300M in revenue while delivering the technology that shrunk mobile phones to fit into a human hand.

Among his large business management successes is NXP (Freescale) where James was an officer and senior vice president. There he took over the distressed Analog and Sensor group with nearly \$1 billion in revenue and 800 employees.

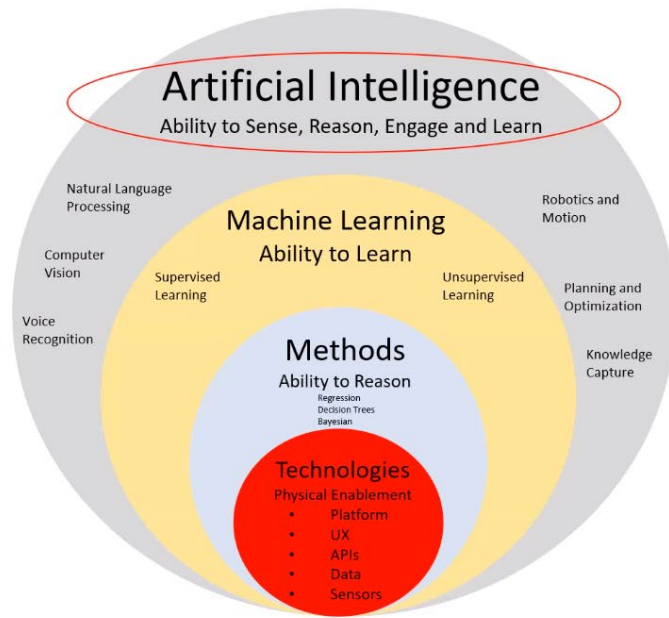
James speaks fluent Japanese and holds a master's degree in electrical engineering from Brigham Young University.



James Bates
CEO AdviNow



What is Artificial Intelligence?



AdviNOW Inc. Proprietary - Hannah Virtual Physician Assistant



Pete Lee
Observe.AI
VP of Global Alliances and Sales

Pete has been working with technology for the last 20 years specifically focusing on business disrupting applications. The last couple of years, Pete has spent time leading sales and advising multiple AI startups. Currently, in the role of VP of Global Alliances and Sales at Observe.AI, Pete is focused on growing a company that is using AI to solve CX challenges by analyzing the voice conversation between the agent and customer.

Pete is also a Strategic Advisor for ModuleQ, a financial based AI startup focusing on helping investment bankers, insurance brokers keep up with market changes with real-time research and news. Previously to that, LiveTiles, Pete led a Microsoft focused startup with AI solving collaboration challenges.

Outside of technology, Pete is a proud father, husband and Navy veteran.

Quality driven by VoiceAI

Speech Analytics

Quality Management

Coaching & Training

Compliance & Redaction

Observe.AI Engine

The screenshot displays the Observe.AI interface for a call analysis. At the top, it shows the call details: 'Jerome Murphy on September 29, 2014 10:40 AM for 04:14 min' and 'Call ID 171b846f-4542-462c-b601-a96c2a654565'. The main area features a call transcript with a timeline and a 'Moments' section. The transcript includes the following text:

- 00:04 min - Jerome Murphy: Company Name
- 00:04 min - Customer: Hello welcome to **xxxx.com** my name is calling can i help you today
- 00:04 min - Customer: Hi I was calling because I didn't receive my order my package
- 00:04 min - Jerome Murphy: okay do you have a northern number so I can check this
- 00:04 min - Customer: one second it's [REDACTED]

On the right side, there is an 'Evaluation Form' with a 'Submit' button. The form contains several evaluation criteria for the 'Opening' phase, each with radio button options for 'Satisfactory', 'Unsatisfactory', and 'Not Applicable':

- Agents must begin the call with appropriate call opener.
- Agent correctly mentioned the company name.
- Agent promptly and properly verified the customer as per client requirements.

OBSEVE-AI

Case Study: Leading Telemedicine Platform

OVERVIEW A leading telemedicine platform operating dealing with complicated customers

- Limited Coaching insights
- Gaps in soft skills
- Unmet needs - couldn't identify growth opportunities

SOLUTION with Observe.AI

- 6x increase in empathy
- 1.5x increase in booking
- 2.5x increase in courtesy score

Lipitor Atorvastatin

Dallas, TX

Kroger

\$6.00

Walmart

\$9.00

CVS pharmacy

\$18.41

Walgreens

\$18.42

OBSEVE-AI

Questions

- First, let's be clear on what is RPA and AI (compare/contrast)
- You are both entrepreneurs and innovators, what problem were you trying to solve when you launched your respective companies?
- Can you give examples of how RPA and AI have improved health outcomes? The promise of health outcomes.
- I recently read in an AARP article about how AI can be used to reduce readmission rates and improve diagnostic capabilities, can you talk more about this?
- Chronic disease management.
- Do you think that leveraging these technologies will impact the insurance industry?
- Looking into the future, how will these technologies change or influence health careers.
- How do you track or prove the ROI
- What about behavioral health?
- Challenges for implementing RPA and leveraging AI.

