



R/EVOLUTION IN FEDERAL HEALTH: ACCENTURE DIGITAL HEALTH TECHNOLOGY VISION 2017

VIDEO TRANSCRIPT

Jim Traficant: I'm here with Dr. Kaveh Safavi from Accenture's Global Health practice. Kaveh, welcome to the Federal Health Revolution.

Kaveh Safavi: Great, thanks, Jim.

Jim Traficant: When I think about you being in medicine and leading us on a global scale, talk about how did you get into healthcare?

Kaveh Safavi: I actually grew up around doctors, I grew up in a family where everybody was expected to be a doctor, but some of my first role models were actually community pediatricians, rural area. And I really enjoyed watching them. They get up early in the morning, they go to the hospital, then they would go to the office and come back and I would see them in the afternoon. They'd talk about their patients and then all night the phone calls would come in. And that just seemed to me like a job that really mattered for the people that they were serving.

Jim Traficant: But as if that wasn't enough, also a lawyer—what caused you to keep going and explore those other areas?

Kaveh Safavi: I really was interested in health care policy and I thought at the time, this is 30 years ago, that a legal training would actually help me understand healthcare policy a little bit better, and I really didn't know where that would take me.

Jim Traficant: When I think about what Accenture is doing with our technology vision, can you describe some thoughts perhaps around...

Kaveh Safavi: Sure.

Jim Traficant:...the transformative way we're thinking about the world as a business, and how we're applying it to health.

Kaveh Safavi: Well this year our technology vision really talks about how technology actually humanizes health, industries.

Which is ironic because people think about technology as dehumanizing or making this less personal. And our hypothesis is that if you think of technology correctly, you actually allow yourself to create an experience that's much more on the patient's or the client or the citizen's own terms.



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Kaveh Safavi: So our first tenet in our technology vision as an example is AI is the new UI. So artificial intelligence is the new user interface and here is the basic concept, which is that the way we interact with technology today, is largely determined by how the technology is structured, right to make it simple, you go look stuff up and you have to know what you want because there is no way that the technology organizes the information to make it easy for you based on who you, what you might want in order to make that available.

Our thinking of course is that the way we interact with technology is largely going to be smarter and more intelligent, more based on knowledge awareness of our preferences.

So that the way we interact with it will actually seem even simpler and less technical, things like the ability to understand spoken voice, the ability to understand based on what you've done before, what you might want to do, or answers people like you, all of those kind of things become part of the experience. So, trying to make the technology actually more personalized rather than less personalized is one of the basic ideas.

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