

DIGITAL HEALTH TECH VISION

INTELLIGENT

ENTERPRISE

UNLEASHED:

HIGHMARK HEALTH

VIDEO TRANSCRIPT



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The tech trends that Accenture released are incredibly important for our business.

Trend one, Citizen AI, is really interesting for Highmark because it's going to allow us to make different decisions when it comes to providing patient care. When you're using AI to help somebody make a decision, they have to trust what's in that kind of 'black box' and be able to understand it.

Extended Reality really allows us to change the gaps in distance. We have basically a virtual hospital setting that we can use for training our doctors. Extended Reality has real impact when it comes to how we're delivering care for our patients.

Data Veracity is critical even in the kind of day-to-day aspects of healthcare. So, things like, "I'm trying to find a doctor." I think one of the challenges for healthcare is going to be to think about how to get to better quality and connected data when healthcare is basically built upon legacy systems.

Frictionless Business is really interesting when you think about partnerships. APIs and microservices are a really critical component when it comes to how you deliver information that maybe your business partner has but deliver it seamlessly into an interface that maybe you or another one of your business partners owns.

Internet of Thinking allows us to get real-time feedback to that particular patient or member very, very quickly without shipping everything to the cloud and waiting for some sort of response.

The way that these trends fit together is really important, especially for healthcare. Our customers expect that connected, holistic experience. We on the other side, in our planning and our technology roadmap, have to be building toward that holistic experience.