

# Revolutionizing Healthcare Administration with AI

## Enhancing Efficiency and Communication with ChatGPT

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**AI4CES**

Harness AI Safely, Innovate Boldly

# Gartner Predicts



2025

- 30% outbound marketing AI-generated

2022

- less than 2%

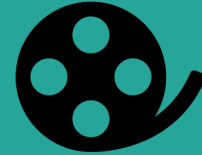


2025

- 30% new drugs discovered with generative AI

2022

- 0%



2030

- A blockbuster film produced with 90% AI

2022

- 0%

# AGENDA

- Introductions
- The Legal Landscape
- Healthcare Administration and Ops
- Case Studies
- The Future
- Q&A

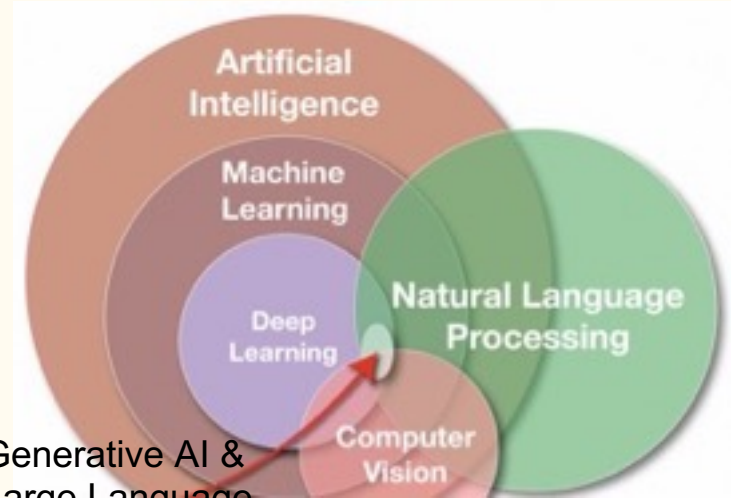
# Melle Melkumian, MFA, CP-APMP

- 20+ years as a professional Marketing Director and Proposal Manager
- Employers include Hatch Mott MacDonald, Hewlett Packard, Northrop Grumman, JPL for NASA
- Consultant for healthcare companies
- Creative Writer
- AI Enthusiast



# Introduction to Generative AI

- **Adaptive Algorithms:** Generative AI utilizes adaptive algorithms that can learn and improve over time, making it a dynamic tool in the AI landscape. It goes beyond pattern recognition, incorporating capabilities for creating new, coherent data based on the input it has been trained on.
- **Content Creation & Augmentation:** In the realm of content creation, generative AI stands out as a powerful tool. It can assist corporations, educators, and authors in creating text, images, music, and more, helping to augment creative processes and generate new content dynamically.
- **Personalized Experiences:** Generative AI can facilitate the creation of personalized experiences in various domains, including marketing, education, and entertainment. It can help in developing personalized learning pathways, generating custom content, and creating tailored marketing strategies.



Generative AI &  
Large Language  
Models (LLM)

# The Legal Landscape

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# Generative AI and Copyright

- US Copyright Office (USCO) conducted listening sessions earlier this year to understand various perspectives from different sectors
- **Fair Use:** Permits limited use of copyrighted material without necessary authorization under specific circumstances. It strives to maintain balance between the rights of the copyright holders and fostering reasonable uses that facilitate public benefit and foster innovation and creativity. Notably, the AI training process operates on a distinctive approach where the AI learns statistical correlations from data in a manner akin to learning from others' works but not directly reproducing them. Requires an understanding of the intricacies of AI generative technology to effectively evaluate copyright implications.
- **Economic Impacts:** The core concern here revolves around market harm, considering whether AI-generated content can potentially affect market demand for original works. Instances like musician Grimes initiating an AI tool for fans to create songs with her vocal samples exemplify the current landscape where AI has yet to significantly displace established artists. The key lies in finding a balanced approach that safeguards rights holders while fostering innovation.
- **New Licensing Models:** AI systems create content influenced by copyrighted materials requires a revamp of traditional licensing frameworks. A few companies are taking strides to rectify this by compensating artists for their contributions to AI training. The goal is to formulate consistent frameworks that enhance transparency and duly recognize the contributions of creators.
- **International Implications:** Goals for international treaties. Japan's recent policy, allowing unrestricted use of content for AI training, contrary to the restrictive stance of other regions. This dichotomy reflects the cultural nuances associated with copyright norms, indicating a need for a balanced approach that respects regional variances and addresses the unique requirements of various societies.

# Generative AI in California

- California is the world leader in GenAI innovation with 35 of the world's top 50 AI companies and a quarter of all AI patents, conference papers, and companies
- Governor Newsom issued an executive order September 6th laying out how California will focus on shaping the future of ethical, transparent, and trustworthy AI
- To study the development, use, and risks of artificial intelligence (AI) technology throughout the state and to develop a deliberate and responsible process for evaluation and deployment of AI within state government.
- Includes: Risk-Analysis Report, Procurement Blueprint, Beneficial Uses of GenAI Report, Deployment and Analysis Framework, State Employee Training, GenAI Partnership and Symposium, Legislative Engagement, Ongoing Analysis





# Generative AI and Ethics

- **Bias and Fairness:** Addressing and mitigating biases in AI algorithms is essential to ensure fairness and inclusivity. Bias can occur inadvertently due to the historical data used to train the AI, hence it is vital to develop strategies to identify and correct it.
- **Privacy Concerns:** AI technologies often involve the collection and analysis of vast amounts of data, which can raise privacy concerns. It's important to handle data responsibly, safeguarding individual privacy and adhering to relevant data protection regulations.
- **Accountability and Transparency:** Ensuring accountability in AI systems is critical. Developers and users of AI technologies should prioritize transparency in AI algorithms to foster trust and facilitate understanding among stakeholders, including those affected by AI decisions.
- **Safe and Beneficial AI:** Developing AI systems that are safe to use and benefit humanity as a whole is a primary ethical concern. This includes creating AI that aligns with human values and operates within defined and ethically accepted boundaries, avoiding potential harms and adverse impacts on society.

# Healthcare Administration and Operations

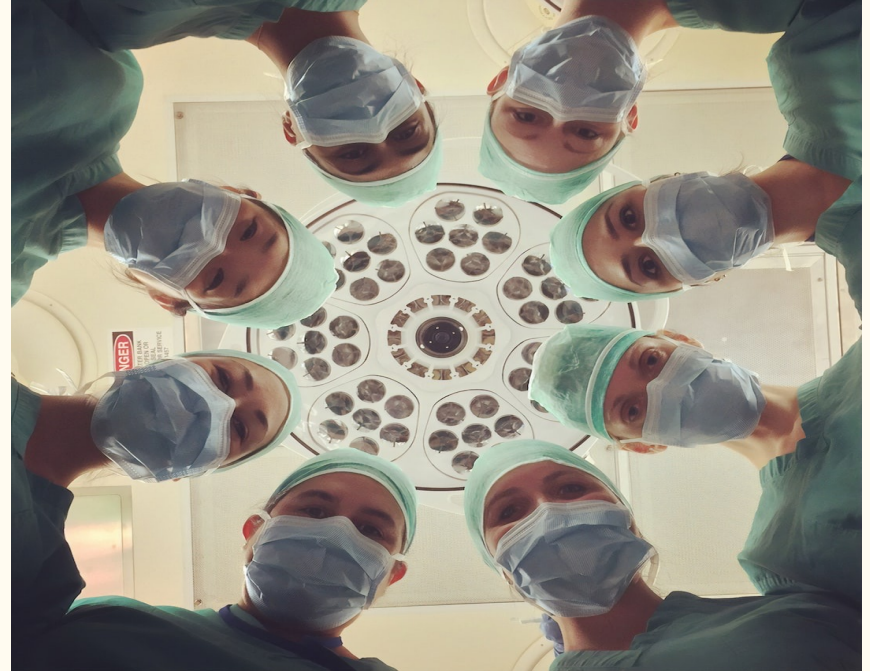
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# The Role of Administrators in Healthcare

- Overseeing daily administration and ensuring efficiency
- Facilitating seamless communication between departments
- Managing financial aspects and resources
- Ensuring compliance with healthcare laws and policies

# Challenges Faced in Healthcare

- Handling large volumes of data manually
- Communication gaps leading to inefficiencies
- Time-consuming scheduling and appointment management
- Need for real-time insights and analytics



# ChatGPT: An AI-Era Solution

- Developed by OpenAI: Advanced Natural Language Processing
- Enhancing Administrative Communication:
  - Real-time responses in messaging platforms
  - Improved collaboration and efficiency
  - Results: Reduced response time, Enhanced team synergy
- Streamlining Scheduling and Appointment Management:
  - Automated scheduling integrations
  - Intelligent appointment management
  - Results: Reduced administrative workload, Improved patient satisfaction
- Assisting in Data Analysis and Report Generation:
  - Automated data extraction and analysis
  - Real-time report generation
  - Results: Time-saving, Accurate and data-driven decision-making

# Case Studies

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# Performance of ChatGPT on U.S. Medical Licensing Exam: Potential for AI-assisted medical education

## Key Findings:

- ChatGPT performed at or near the passing threshold for all three stages of the USMLE.
- The performance was achieved without any specialized training.
- Indicates the potential of large language models in assisting medical education and possibly clinical decision-making.

## Source:

- [Read more on the NCBI website](#)



# Case Study: Leveraging ChatGPT for Business Efficiency in the Medical Sector

- **Customer Service:**
  - 24/7 support
  - Human-like responses
- **Task Automation:**
  - Data entry
  - Document review
- **Communication:**
  - Instant messaging integration
  - Automated scheduling
- **Business Analytics:**
  - Real-time reports
  - Data analysis
- **Global Communication:**
  - Overcoming language barriers
  - Translation and localization
- **Source: Gavant Blog**



# ChatGPT Demo

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# Revolutionizing Healthcare with Generative AI

- Generative AI stands as a transformative tool in healthcare, offering avenues for efficiency, customization, and data-driven strategies.
- Ethical considerations remain paramount to ensure responsible and effective utilization of AI capabilities.
- Case studies demonstrates real-world success, indicating a promising trajectory for generative AI in revolutionizing healthcare processes.
- Next Steps:
  - Exploring further integrations of generative AI in operations and administration.
  - Continuous monitoring and adaptation to leverage evolving AI technologies effectively.



# Free ChatGPT Masterclass

<https://ai4ces.mykajabi.com/offers/rbQXFLyG>



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