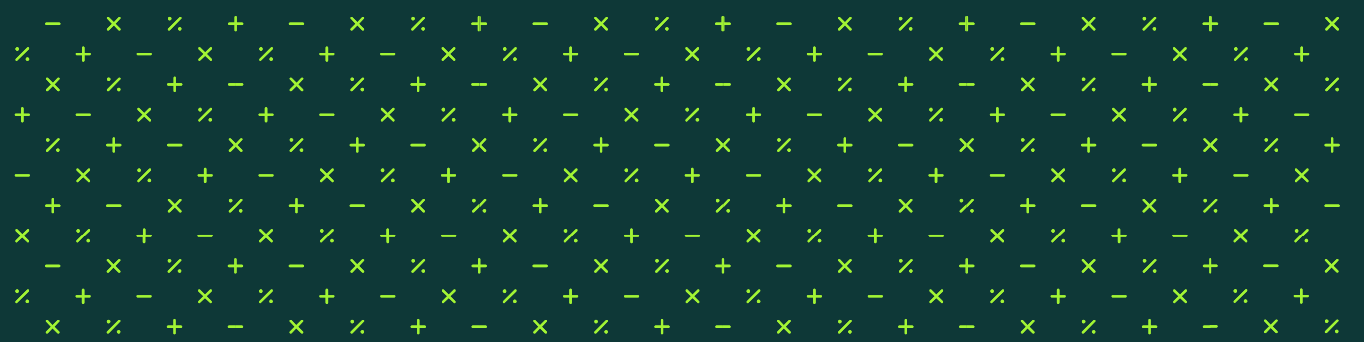
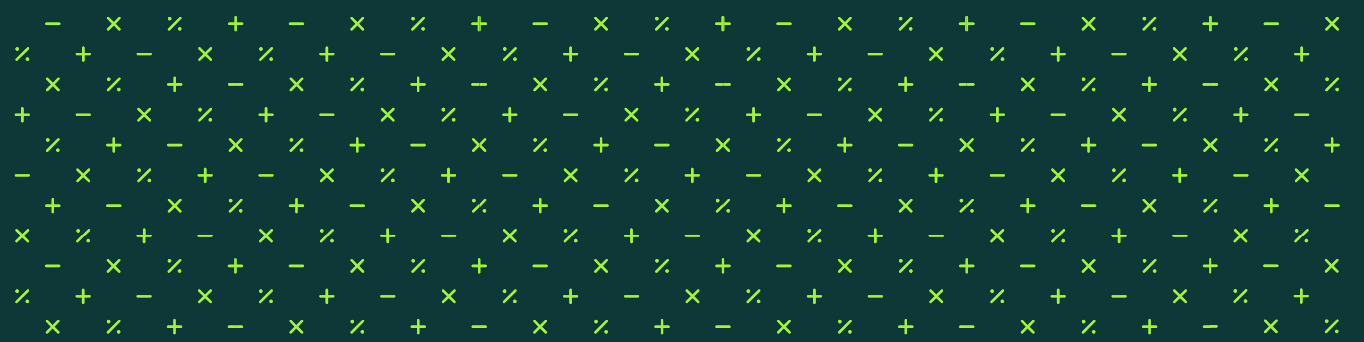




Harnessing Generative AI for Enhanced Claims Processes



Company Overview

About Moss Adams LLP

Firmwide Indicators

- 
- 110-year history
 - 400+ partners
 - 4,400 professionals
 - \$1.1B revenue

UPWARD

Health Care Industry Group

ELEVATED

Expertise

34

health care
partners

220+

dedicated
professionals

4,100+

clients across
the nation

50+

participation in
50+ national,
regional, and
state health
care industry
organizations
and events

Hospital & Health System Experience



1,300+

hospital and health
system clients
nationwide

Medical Groups & Physicians Experience



975+

medical group and
physician clients
nationwide

Ancillary Experience



1,200+

ancillary health care
clients nationwide



Expertise

MOSS ADAMS BY THE NUMBERS



◀ 30+
locations

◀ 40.26%
racially and ethnically
diverse employees

◀ 4,400+
professionals

◀ 53.06%
female-identifying
workforce

best accounting
firms for women

– Accounting MOVE Project

awards of
excellence

– *Innovations in*
Diversity Journal





Client Centric Advisory Firm

OUR OBJECTIVE:

- Moss Adams promises a forward-looking, holistic experience to our clients.
- Our goal is to focus on our clients' needs rather than our own. By harnessing the collective expertise of the firm and utilizing our deep industry knowledge, we operate as true advisors to our clients.
- The only way our capabilities become actionable is by ensuring all our processes and structures are designed to meet our clients' need at every level.



Client-Centric Advisory

HEALTH CARE



TAX

- Federal, state, and local tax consulting
- Research & development credit analysis
- Tax strategy & structuring
- Tax provision analysis (FAS 109)
- Tax compliance
- Customs, duties, VAT, and other indirect tax

TRANSACTIONS SERVICES

- Quality of earnings analysis
- Analysis of key revenue and cost drivers
- GAAP/cash accounting differences
- Critique of balance sheet exposures
- Tax due diligence
- Assess operating
- IT & cybersecurity due diligence

BUSINESS RISK MANAGEMENT

- Compliance & internal audit
- Sarbanes-Oxley compliance
- Internal controls assessment and solutions
- Financial risk assessment
- Construction risk assessment services

IT AND INTEGRATION

- Disaster recovery & continuity
- Network vulnerability assessments and penetration testing
- HIPAA security and privacy assessments
- Cybersecurity strategy, design & governance
- IT audit & security assessments
- Systems control and risk analyses
- IT platform, cost, and scalability analyses
- Synergies analysis and investment requirements

VALUATIONS

- Business valuation services
- Stock compensation analyses (409-A)
- Tangible and intangible asset valuation services
- Wealth transfer
- Purchase price allocation
- Impairment analyses

CONSULTING

- Strategic planning
- Revenue growth
- Benchmarking, performance metrics, and KPI
- Board training
- Compliance & internal audit
- Reimbursement and revenue cycle strategy and support
- Management and operations reviews
- Budgeting and forecasting
- Cash flow planning and management
- Turnaround consulting
- Electronic health records
- Lean transformation

ASSURANCE

- Financial statements audits
- Single audits
- Private placements
- Public offering
- Collaboration agreement audits
- Royalty compliance audits



Health Care Consulting

Audit and tax are vital. But you have complex needs that go beyond these core functions. Our dedicated health care consulting team provides a range of services to address all emerging needs—both now and in the future.

Health Care Consulting

COST REIMBURSEMENT

Medicare & Medicaid

Provider-Based Licensure & Certification

Medical Education

Uncompensated Care

Wage Index Reviews

Contract Compliance

STRATEGY & INTEGRATION

Provider Risk Analysis, Contracting, & Operational Design

M&A Support

Feasibility Studies

Market Intelligence & Benchmarking

Strategic Planning & Implementation

Managed Care Assessment & Negotiation

Service Line Enhancement & Analyses

GOVERNMENT COMPLIANCE

Regulatory Compliance

Coding Validation

Coding Department Redesign

EHR Internal Controls

Corporate Compliance

INFORMATION TECHNOLOGY

HIPAA Security & Privacy

Network Security & Penetration Testing

Disaster Recovery Planning

PCI DSS Audits

SOC Pre-Audit Gap Analysis & Readiness

SOC Audits

OPERATIONAL IMPROVEMENT

Revenue Cycle Enhancement

Claims Recovery

Litigation Support

Employer Health Benefits

Lean Consulting

Operational Assessments & Process Improvement

Valuations



Today's Presenters



Carol Weber, CRCR - Business Development Executive
Moss Adams Health Care Consulting Group



KC Fike - Enterprise Systems Consultant
Moss Adams Enterprise Systems Consulting



Grace Bourke - Consulting Director
Moss Adams Lean Health Care Practice



Brenton Hill, JD, MHA – Head of Operations and General Counsel
CHAI (Coalition for Health AI)





Agenda

01 GENERATIVE AI EXPLAINED

02 AI FOR THE CLAIMS PROCESSING

03 GOVERNANCE FOR AI

04 WRAP-UP AND Q&A



AI Overview



K. C. Fike

*Senior Manager –
Data Analytics & Artificial
Intelligence, Moss Adams*

kc.fike@mossadams.com

(503) 936-3276



High Level Categories of AI



MACHINE LEARNING

(Task-oriented deep learning)



GENERATIVE AI

(Pretrained transformers)



A Brief History of AI – Why AI Matters

KEY MOMENTS THAT HAVE INCREASED THE NUMBER OF PEOPLE ACTIVELY WORKING WITH AI:

- **1950** – Alan Turing’s ‘Turing Test,’ asking ‘can machines think?’
- **1956** – Dartmouth Summer Research Project on AI, ‘official’ birth of the term artificial intelligence
{100s of people work with the concept}
- **1986** – Machine learning takes hold with backpropagation algorithm, allowed neural networks to learn through training
{10,000s of people work with the capability}
- **1989** – US Postal Service implements a neural network to read hand-written zip codes and vastly improved sorting processes
- **1997** – IBM’s Deep Blue defeats world chess champion Garry Kasparov
- **2011** – IBM’s Watson wins Jeopardy!
- **2017** – ‘Attention is all you need’ paper is published, introducing the transformer model, key to natural language processing
{10,000,000s of people use the technology}
- **2022** – OpenAI launches ChatGPT
- *{100,000,000s of people use the technology}*



Generative AI Is the Accelerator

- Understands and interacts with human language
- Businesses are finding creative ways to use this capability
- Augments work and enhances productivity, yet people must check and validate the results
- AI is not taking away jobs, but it will reshape the work landscape



Generative AI Usage

FIVE GENERAL BUSINESS USES

- 1 **Knowledge Search:** Access content with natural language prompts
- 2 **Summarization:** Summarize and classify documents and transcripts
- 3 **Interpret and Evaluate:** Analyze, assess and draw conclusions about content
- 4 **Generate Content:** Create content from prompts and reference materials
- 5 **Translation:** Translate content across 53 languages



Examples

ENHANCING BUSINESS PROCESSES

1	CONTENT SUMMARIZATION Summarizes meeting minutes, board discussions, and other content, highlighting key points and actionable items
2	POLICY ACCESSIBILITY Simplifies complex jargon into user-friendly dialogues, making it easier for employees to understand
3	CONTRACT/AGREEMENT REVIEWS Review contracts to identify risks, gaps, and inconsistencies, providing edits to align with best practices
4	INTERNAL OPERATING KNOWLEDGE Make vast amounts of operational procedures, technical details, and user guides easily accessible
5	CUSTOMER INTERACTION ASSISTANCE Provides knowledge assistance in a customer service setting



Generative AI/LLMs Offer a Unique Approach

- Traditional technical solutions need structured data
- LLMs excel with unstructured data
- Workflow and prompt engineering are key elements
- Employees can quickly become effective in a new area
- Opens new cost-effective ways of solving business problems



Technical Risks

- Public sites “own” your data
- “Shadow” AI usage leaking inside information
- Unvetted reliance beyond user augmentation
- Bias with the models
- Lagging organization response to the capabilities
- Technical limitations
- Costly over-promising
- Lack of implementation support



AI for Claims Processing



Grace Bourke

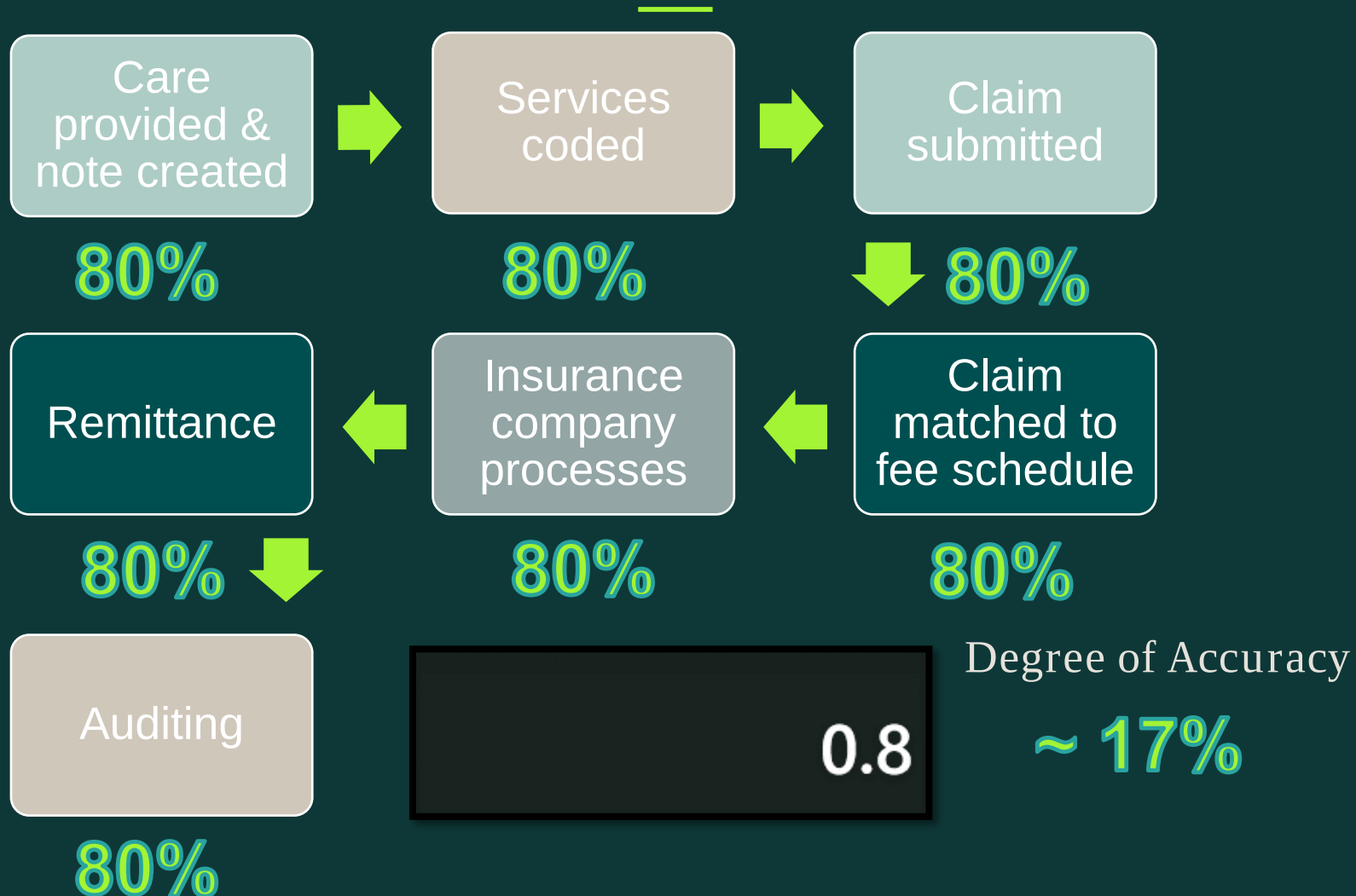
*Consulting Director –
LHCP, Moss Adams*

Grace.Bourke@mossadams.com

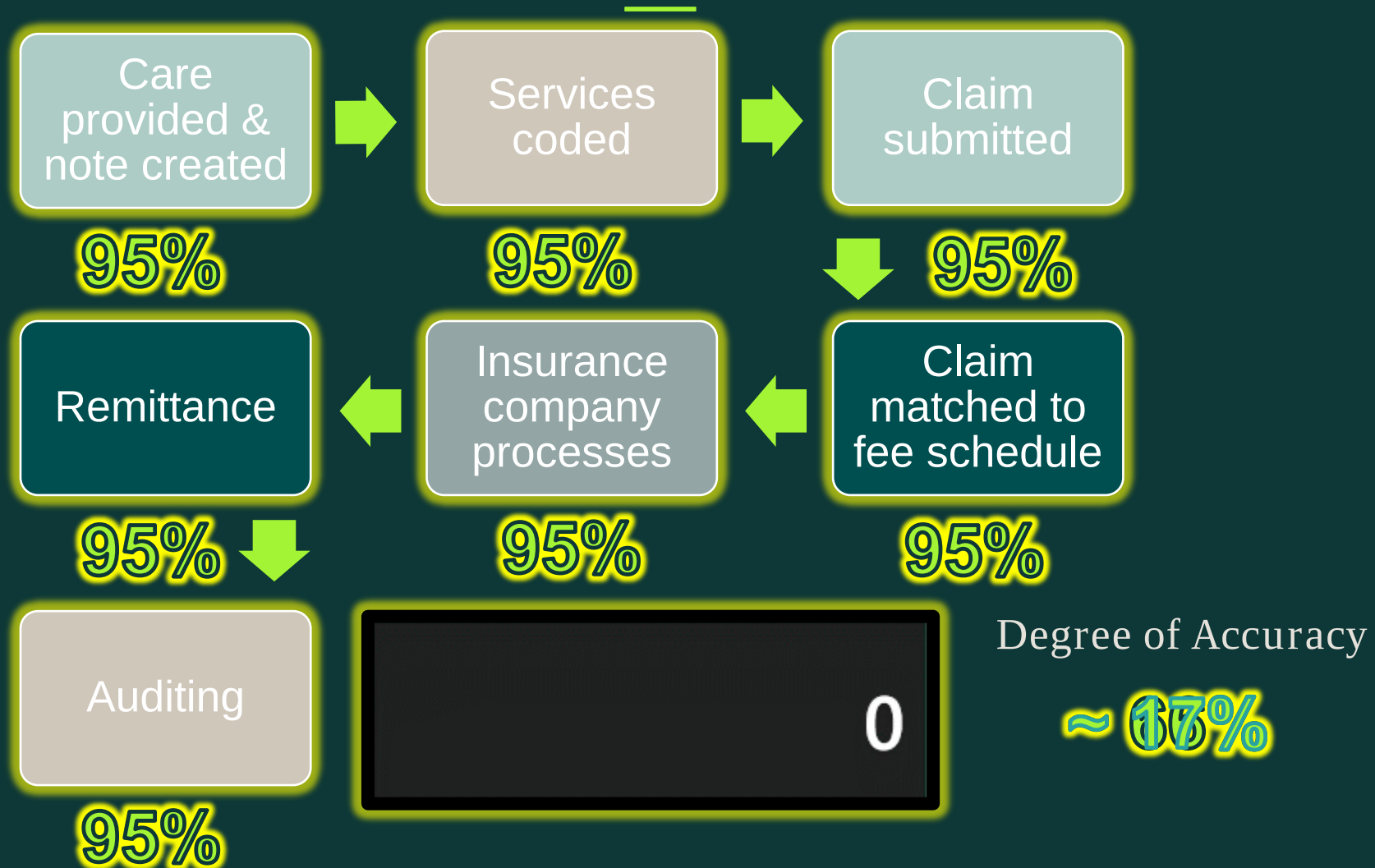
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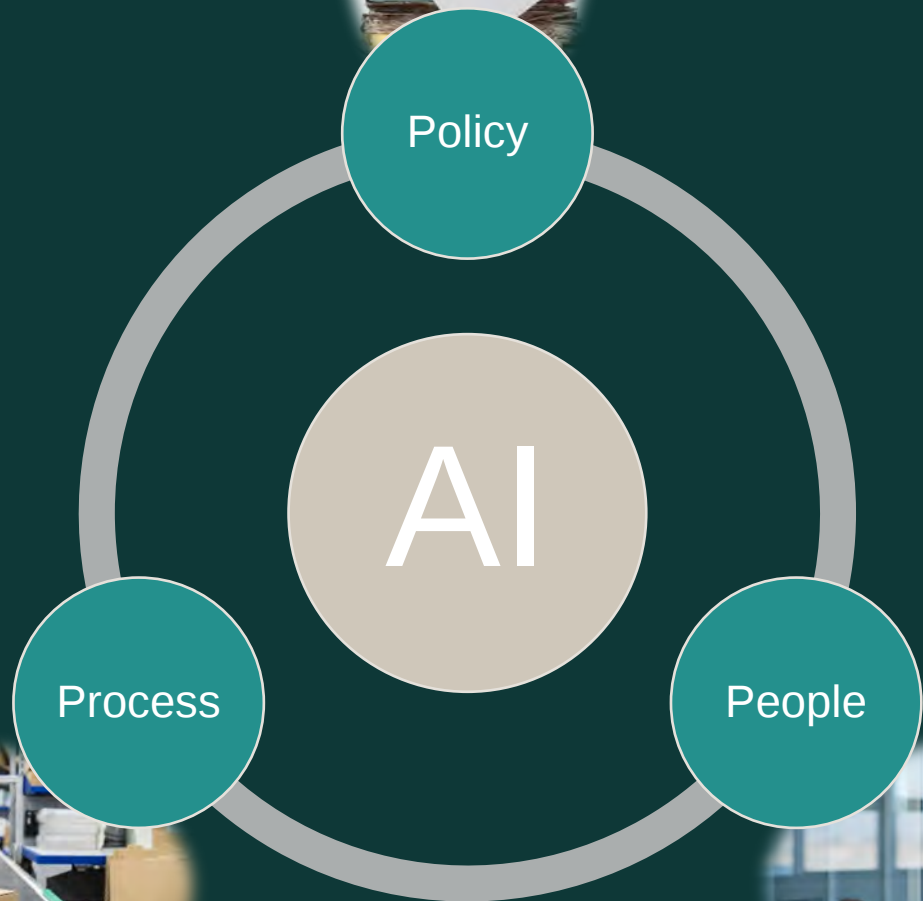
Claims Process Map



AI Integration into Claims Processing



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-
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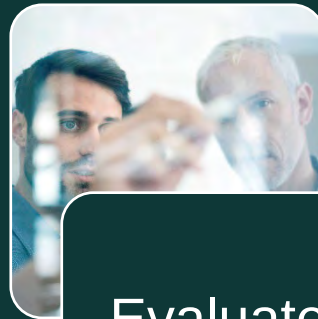
Vetting New Technology



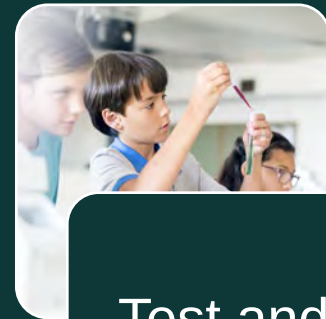
Identify
problem
to solve



Determine
root
cause



Evaluate
options



Test and
assess

Implementation Challenges

- Data privacy and security
- Data governance including human oversight
- Training staff to new roles
- Continued training of AI
- Data integrity and availability
- Ethical considerations



Evolving with Technology



1948



1903



2024



Governance for AI



*Brenton Hill, JD, MHA – Head
of Operations and General
Counsel
CHAI (Coalition for Health AI)*



Who is safeguarding AI?

HEALTH TECH

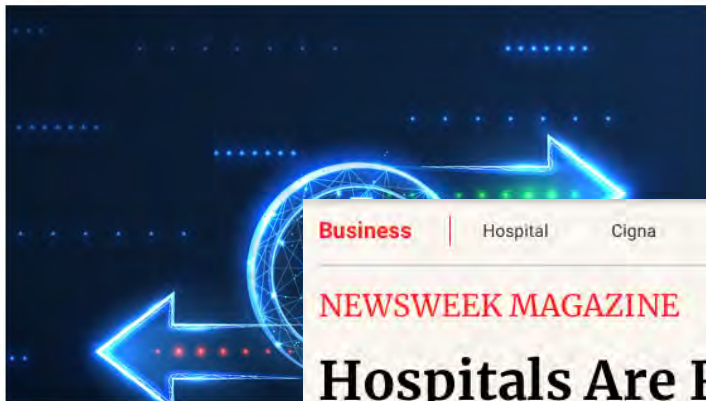
STAT+

Health insurers boast to investors about using AI, but they'd rather not talk about it



By **Brittany Trang** May 29, 2024

Reprints



[AI & ML Intelligence](#) [Global Edition](#)

Using AI to appeal denials three times faster – and recover lost revenue

It's fair to be wary of AI in healthcare, but using proven technology to help do easily automatable tasks is a no-brainer, says the CMO of EmpowerMe.

“Not Medically Necessary”: Inside the Company Helping America’s Biggest Health Insurers Deny Coverage for Care

by **T. Christian Miller, ProPublica; Patrick Rucker, The Capitol Forum; and David Armstrong, ProPublica**

Oct. 23, 2024, 11:30 p.m. EDT

Business

Hospital

Cigna

CVS

Doctor

Nurse

AI

Artificial Intelligence

NEWSWEEK MAGAZINE

Hospitals Are Reporting More Insurance Denials. Is AI Driving Them?

Nov 13, 2024 at 1:36 PM EST



How do I know what I am getting?



Eli, 24

📍 7 miles away

Sunday fundays > lazy Sundays
Skiing > snowboarding
Electric guitar < acoustic guitar (but I play both)

Peanut butter > jelly (Though, they still go together pretty well. Maybe we will too.)



Jeff, 28

📍 2 miles away

I love New Yorker articles, staring out the window and wondering about other people's lives on long car rides, and that first sip of beer you have after a long week on a Friday night. (Preferably it's an IPA, but I like all kinds of craft brews.) Interested in meeting people who are interesting.



Donny, 22

📍 2 miles away

According to my 9th grade report card I'm a "hard working conscientious student" who is also "easily distracted in class". What can I say? I do my homework but I also tend to daydream. Pretty much sums up who I still am today.



Name: Brad (but you can call me Brad 😊)

Age: 27 (or 35... depends on the lighting)

Bio: Just a small-town boy... who occasionally moonlights as a hedge fund manager in the city. Fluent in French (Google Translate level), aspiring astronaut (watched *Interstellar* twice), and a Michelin-star chef (if you count microwaving ramen).

P.S.: My real hobbies include catfishing... but only metaphorically. 🐟

Start at determining alignment on your organizational principles and values as it pertains to key AI concepts



Usefulness



Fairness, Equity &
Bias Management



Safety & Reliability



Transparency



Security & Privacy



Learn more about principle
alignment [here!](#)

Read the Label!



See QR Code for complete model card, instructions, and example



Applied Model Card

Name: [Response goes here]		For inquires or to report an issue contact: abc@abc.com or +1 (999) 999 9999	
Release: [Response goes here]			
Summary [Response goes here]		Uses and Directions [Response goes here]	
AI System Facts [Response goes here]			
Warnings [Response goes here]			
METRIC: Usefulness, Usability, and Efficacy		METRIC: Fairness and Equity	
Goal of the metric [Response goes here]		Goal of the metric [Response goes here]	
Result [Response goes here]	Interpretation of the result [Response goes here]	Result [Response goes here]	Interpretation of the result [Response goes here]
Test type: [Response goes here]		Test type: [Response goes here]	
Testing Data Description: [Response goes here]		Testing Data Description: [Response goes here]	
Validation Process & Justification: Links to a method description		Validation Process & Justification: Links to a method description	
Other information: [Response goes here]			

Ask for Assurance!

Independent Evaluation of AI Is Crucial for Uncovering Vulnerabilities

AI companies, academic researchers, and civil society agree that generative AI models pose acute risks. Independent risk assessment is an essential mechanism for providing accountability. Nevertheless, barriers exist that inhibit the independent evaluation of many AI models.



Join like-minded
healthcare delivery
organizations
committed to
garnering
transparency and
trust in AI solutions



SHARP



DukeHealth



MAYO
CLINIC



KAISER PERMANENTE®



Mass General Brigham



Mount
Sinai



Penn
Medicine



Yale SCHOOL OF MEDICINE

Yale
NewHaven
Health



Summary

Intro to AI

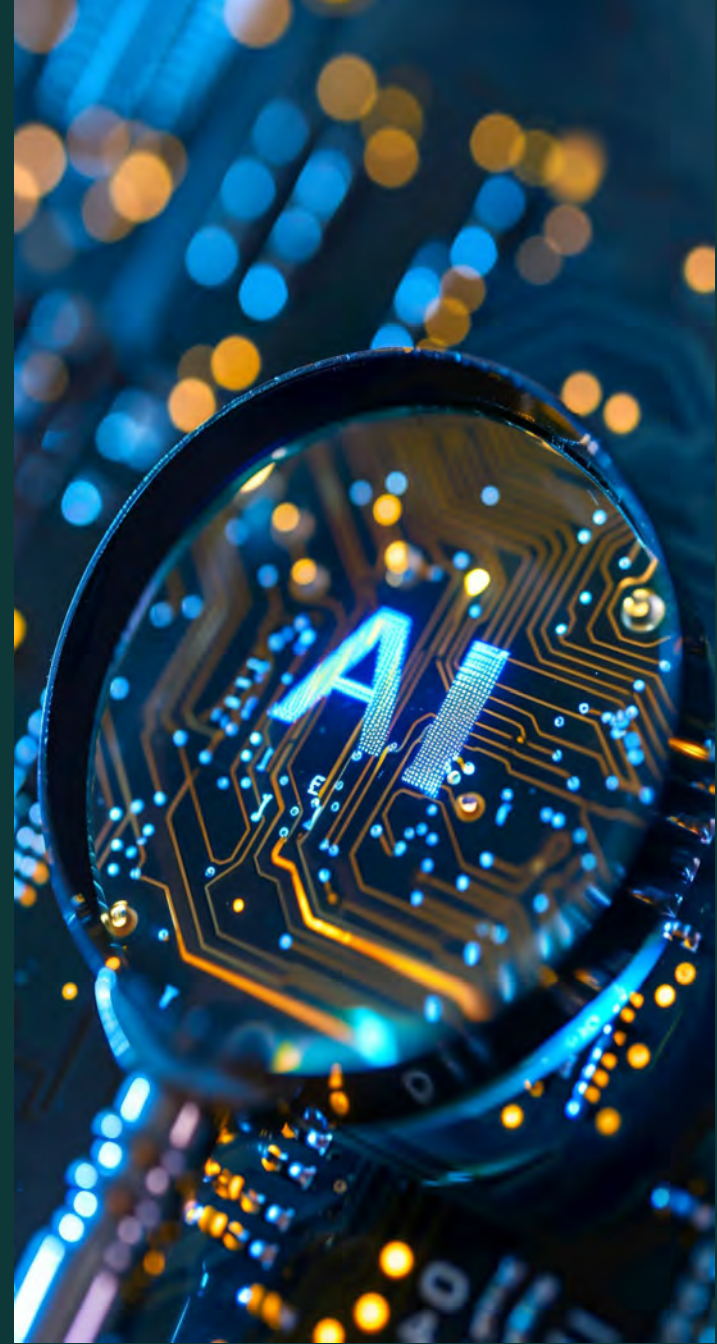
- AI history and evolution
- AI as an accelerator
- Smarter automation

Claims Processing

- Understand the problem
- Increase quality through automation
- People, Process, Policy
- Address challenges

Trust & Transparency

- Safeguarding AI
- Core values
- Decision making & assurances



How We Can Help

- Internal proprietary AI (like ChatGPT but internal, secure, confidential)
- Document repository with retrieval and micro-learning moments for staff which increases quality
- Comparison of policies for compliance with regulations or across a multiple systems



Discussion and Questions



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Let's Start a Conversation

Thank You!

Contacts:

Carol Weber

Email: carol.weber@mossadams.com

502.612.3700 Cell



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