

How an enterprise perspective can support value based care?

Transcript

00:06 - 00:16

ZARA MURADALI:

So Sahir, I would love to get your thoughts on governance, and who should be responsible for the implementation and the guardrails around AI?

00:16 - 03:06

SAHIR ALI:

I think particularly in life sciences and healthcare — and I think across the board, really — what happened four to five years ago, I think especially when this transformer model came out and a lot of the folks got very excited. And so, within the business units, the heads of business units, for example, if it's an oncology department or if this is a consumer and product, they went and got a few talents and got started on something to experiment with AI and some ... in many ways many other technologies.

And what happens is once it reaches a certain point where it comes to an enterprise strategy, what you start to see is that there's all this siloed stuff that's going on. And then it becomes a very difficult, it becomes a very messy situation to kind of roll that up to enterprise. And we've seen that in cloud sort of transformations.

And Salesforce is a good example, regardless in life sciences or any sort of enterprise company, it started in business units and then enterprise took over and it took years to kind of pull it together. So, I totally agree with what he said, that — what is that roadmap? And in life sciences, if three to four years ago you said we have we're hiring for a CIO position, it probably meant chief innovation officer, but it's also chief information officer.

You have chief data officers even at the hospital level. You have chief AI officers now. These are roles that are, from an enterprise perspective, to lay out the landscape of what that is. If you're going to implement data management strategy, it should be across the board for all business units so that you can start to see, sort of, data from an enterprise perspective. And in healthcare particularly, can you see from a patient 360 view?

If there are reimbursement models that are going to change, particularly, I think we're increasingly moving towards value-based care rather than fee for service. I think AI — just to quickly answer your question — I think AI has a pretty big role to play when the shift happens in value-based care. What value-based care is saying is show value that was created for the patient, and the value comes from, you know, a value equation has an outcome component to it, which we don't measure. An outcome is measured with data and analytics and all of that.

And so, you need a proper strategy if you're going to be in that position to capture those outcomes and then go after some interesting value-based contracts and such.

So, I think this, — to wrap it up, I think from an enterprise perspective, chief data officer, chief AI officer, I mean, it's a role now. Chief innovation officer, information officer, these are roles that are very important from sort of, the enterprise perspective, which ties into governance, roll out strategies.

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