

AI Integration

It Starts with Data



With AI, there is a tool for everything — improving operational efficiency, AI powered telehealth, AI chatbots and so much more. But before delving into AI implementation, it is imperative to have a well-structured, high-quality, HIPAA safe dataset that unlocks the true potential of AI in healthcare.

When it comes to business, patient, and consumer data, here are a few ways you can start managing data for the most effective AI implementation.



Write for humans, structure for robots.



Jason Hamrick
DATA & INSIGHTS PRINCIPAL STRATEGIST

AI Readiness Checklist

Keep in mind that marketing and patient data require different storing and handling, so proceed with care as you assess your data readiness.

Data Quality Assessment

- Identify data consistency, completeness, and accuracy issues.
- Evaluate missing data and explore methods to fill gaps.
- Standardize data collection methods and implement post-processing for enhanced quality.

Model Preparation

- Develop a strategy to align data inputs with AI model requirements to reduce the risk of biased or inaccurate outcomes.
- Ensure data formatting aligns with specific applications or use cases to enhance clarity and understanding.

Patient Data Standardization

- Establish a unified approach to managing patient data across systems.
- Centralize structured data into a data warehouse or aggregate both structured and unstructured data in a data lake.
- Ensure a cleaner, more uniform dataset for accurate calculations of patient lifetime value.

Continuous Data Monitoring

- Implement an ongoing data monitoring system with periodic assessments, cleansing, and validation processes.
- Uphold elevated standards, crucial within an AI framework.

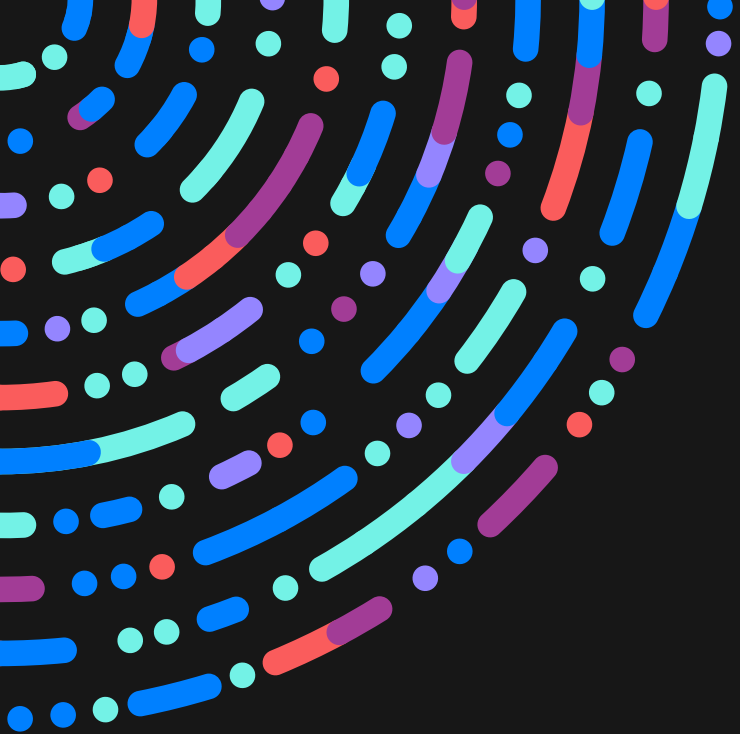
Experiment with Safe Data Gathering

- Initiate small-scale, controlled experiments to test and refine data gathering processes.
- Observe how the system handles data, identify potential challenges, and enrich machine learning models.

The Win-Win of Structured Data

While AI in healthcare is changing daily, the benefits of structured data are nothing new. In addition to unlocking AI capabilities, a solid structured data practice also allows for personalization strategies, efficiency and performance of digital products, and digital sustainability.

Effective data management strategies position healthcare organizations to navigate the evolving digital landscape with resilience and foresight while facilitating speed and efficiency in their current operations.



Phase2 is your digital experience partner for healthcare. We solve business problems for which technology is the answer. We are passionate about the consumer, grounded in data and insights, and rooted in technology that drives results.

Visit phase2technology.com/seminars to check out our AI Readiness seminar. Phase2's expert seminar series offers customized access to our top thinkers to bring you the best of our depth and expertise.