

# **Interim Govt Affairs**

Use of artificial intelligence by the  
Silver State Health Exchange

May 30, 2024

# Introduction to Vimo®

- **GetInsured:** our technology arm – pioneered the use of SaaS technology in health and human services
- **Change and Innovation Agency (CIA):** our consulting arm – deep focus and commitment to improving agency operations
- Together we create highly tailored solutions for health and human services agencies
- Track record of unifying diverse systems for all stakeholders

## Leading the Modernization of HHS Agency Systems & Operations

# Active AI Initiatives

## Virtual Agent

Enable natural language interactions to fulfill commonly received requests instantaneously, 24/7

## RPA

Intelligently automate or augment routine work to achieve greater accuracy and responsiveness

## Agent Assist Chatbot

Focus on providing less experienced call center agents with tailored information at their fingertips

# AI Initiatives In-Progress

## Quality Assurance/Quality Control

Transcribes and scores call center interactions to ensure compliance, assess worker performance, and provide detailed case and consumer insights, saving time and increasing visibility.

## Policy AI

Makes policy documents searchable, identifies necessary updates, and matches content for accuracy.

## Worker Assistant

Provides a chat interface to answer worker questions on policies, procedures, and systems, while also helping supervisors monitor performance and training needs.

# Intelligent Virtual Agent (IVA)

# Enhancing Customer Experience with IVA

## Objectives

- Use natural language understanding (NLU) and synthesis for more effective consumer interactions.
- Omnichannel self-service.
- 24/7 capability.
- Seamless handoff to agents during regular hours of operation and/or option for call back on desired date/time.
- Configurable and repeatable.

## Approach and Results

- Coordinate with our clients to shortlist and build out the most predictable use cases (password reset, unlock account, activate account).
- Train, test, implement.
- Nevada Health Link was the first Exchange to receive CMS approval to use our AI in the Nevada Health Link Call Center.
- The IVA at the NV Health Link resolves 15% of calls without human intervention.
- In April of 2024, Nevada Health Link was recognized as a Silver Stevie® Awards winner in the 22nd Annual American Business Awards® for their deployment of our Interactive Virtual Agent.

# Robotic Process Automation (RPA)

# RPA: Improving Consistency, Accuracy, and Turnaround Time

## Objectives

- Simple, high-volume repetitive tasks for document verifications can be automated with higher accuracy and consistency.
- 24/7 execution for a faster turnaround and disposition.
- Optical character recognition (OCR) technologies – the backbone of RPA – have matured significantly in recent years.
- Accelerate handling of the high volume of document verifications associated with the eligibility work of Human Service Organizations.

## Approach and Expected Results

- Prioritize use cases and train robots for automation.
- Add guardrails for accuracy (shadow vs independent).
- Gain necessary regulatory approvals.
- Automation will ensure higher accuracy and consistency in document verifications.
- 24/7 execution will accelerate handling high volumes, improving service speed for Human Service Organizations.



# **Agent Assist Chatbot**

# Agent Chatbot

## Problem Overview

- Seasonal call variance creates fluctuating demand that requires periodic agent onboarding and training.
- Staff need to rapidly absorb complex policies, eligibility rules, and system information.
- The problem of search, retrieval, and summarization is well-suited for a GenAI solution.

## Approach and Expected Results

- LLM trained and fine-tuned with GetInsured corpus types of queries.
- Trained Models are private and not available for public use.
- Minimizes hallucinations: The AI is trained specifically on select agency-specific datasets.
- Delivered through a conversational, intuitive, and easy-to-use interface (chat).
- The chatbot helps staff quickly grasp complex policies, reducing onboarding resource needs.
- Minimizes errors with continuous monitoring and a feedback loop, improving response quality.

# **Workforce Implications, Meeting DEI Goals, & Other Considerations**

# AI and Workforce Considerations

- **Streamlined Operations:** Automate routine tasks, enabling staff to focus on complex service delivery.
- **24/7 Support:** Chatbots offer round-the-clock assistance, improving user accessibility and experience.
- **Resource Optimization:** Maximize budget impact by enhancing service delivery efficiency while aiming to retain and retrain staff for evolving roles.
- **Workforce Skill Augmentation:** Provide tools for workforce upskilling and task augmentation.
- **Quality and Compliance:** Reduce human error and maintain regulatory adherence through automation.

# Other Considerations

- **Ethical AI Framework:** Establish a set of ethical guidelines to ensure AI implementations respect privacy, consent, and transparency while mitigating bias.
- **Legal and Regulatory Compliance:** Ensure AI tools comply with all relevant laws, including data protection regulations and standards.
- **Security and Privacy:** Implement robust cybersecurity measures to protect sensitive information and maintain the trust of Nevada residents.
- **Performance Monitoring:** Set up systems for continuous monitoring and evaluation of AI performance against set objectives and quality benchmarks.
- **Vendor Accountability:** Hold AI service providers accountable for the performance and outcomes of their products within state operations.
- **Scalable and Sustainable Solutions:** Choose AI solutions that can scale with the state's needs and are sustainable in terms of costs and resources.

**Thank you!**