

CASE STUDY

From potential to proven value: Bronson Healthcare cracks the code for AI

| AUG 20, 2025

<https://www.chartis.com/client-results/potential-proven-value-bronson-healthcare-cracks-code-ai>

The vision

Bronson Healthcare recognized the potential of artificial intelligence (AI) to advance strategic goals, improve operations, and enhance consumer experience. Leaders sought to establish a repeatable process for selecting use cases. They aimed to demonstrate a strong return on investment (ROI) while laying the groundwork for ongoing use case assessment, selection, implementation, and governance.

Co-creating the solution

Bronson partnered with Chartis to develop a structured, repeatable approach for AI use case prioritization and implementation. This process includes a centralized intake system, defined responsibilities across business and technical teams, an ROI calculation framework, and a business case template emphasizing automation potential and scalability.

Putting it into practice, the team aligned potential use cases with existing strategic goals, technology, and operational capabilities to ensure maximum value and timely implementation. Then, they prioritized use cases with potential for rapid value creation and minimal risks.

Believe in better

In the short term, Bronson began quickly realizing efficiencies and cost savings by implementing an AI use case for revenue cycle. Looking ahead, the clear roadmap and practical toolkit for evaluating future use cases will enable the organization to adapt as both technology and priorities evolve. This will ensure that AI remains embedded in the health system's long-term strategic planning.

Meaningful outcomes

Bronson has seen quick, quantifiable results from an early rev cycle use case, including:

- **Up to 10x ROI**
- **Accelerated** cash flow
- **Improved** patient experience

Building to better

To gain a firm footing in the AI journey, health systems should:

- **ALIGN ON CHALLENGES**
before deciding whether AI is the solution
- **CHOOSE USE CASES WITH HIGH REPEATABILITY**
to leverage sufficient data
- **IGNORE THE HYPE**
and find tools specific to the organization's needs

Our services

[STRATEGIC TRANSFORMATION](#)

[PERFORMANCE TRANSFORMATION](#)

[DIGITAL & TECHNOLOGY TRANSFORMATION](#)

[CHARTIS CENTERS FOR AI & STRATEGIC INTELLIGENCE](#)

[PAYER TRANSFORMATION](#)

[STRATEGIC COMMUNICATIONS & CHANGE MANAGEMENT](#)

LEARN MORE ABOUT THE AUTHORS



Amit Jindal



Sweta Leung
Partner