

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

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