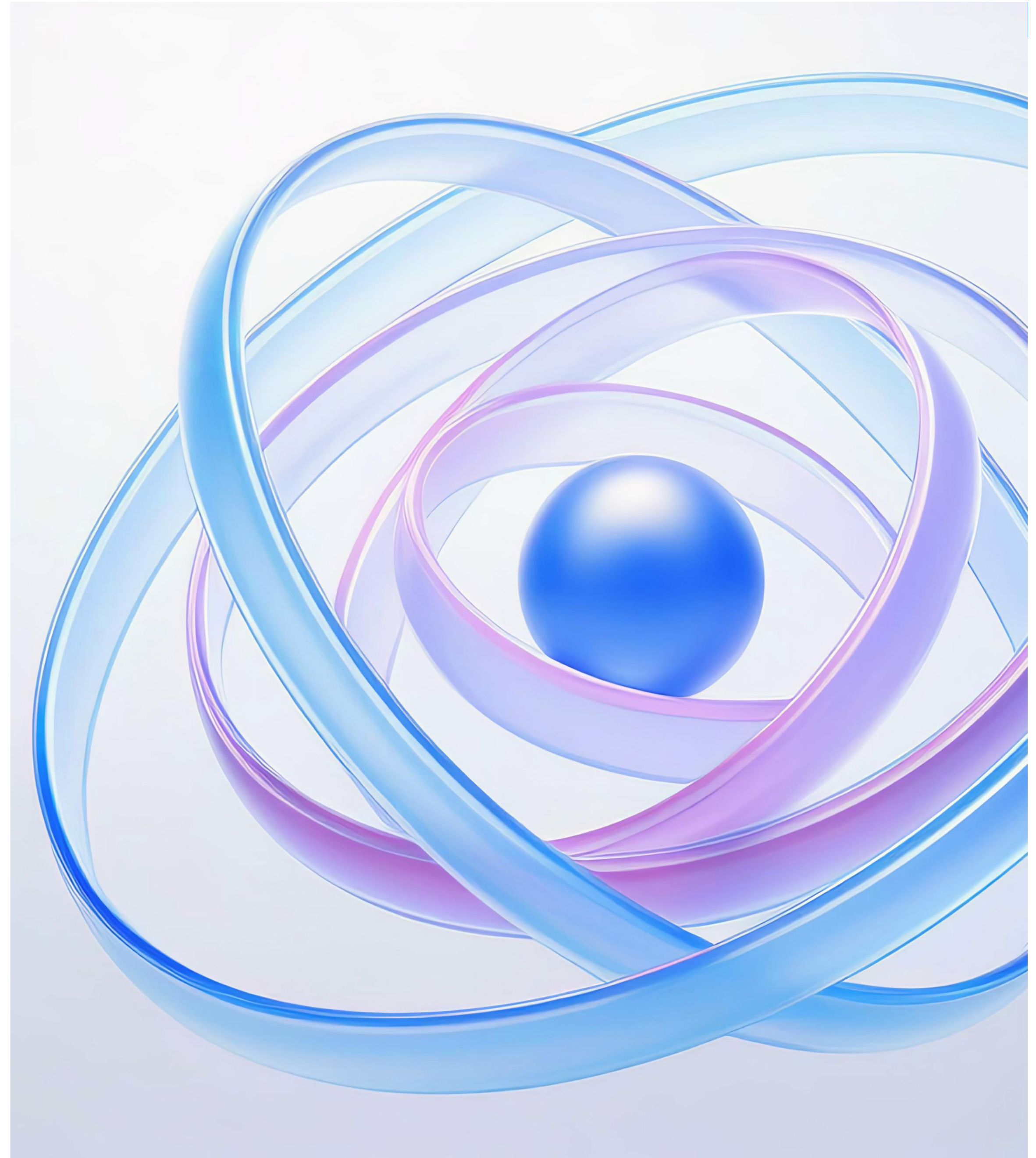


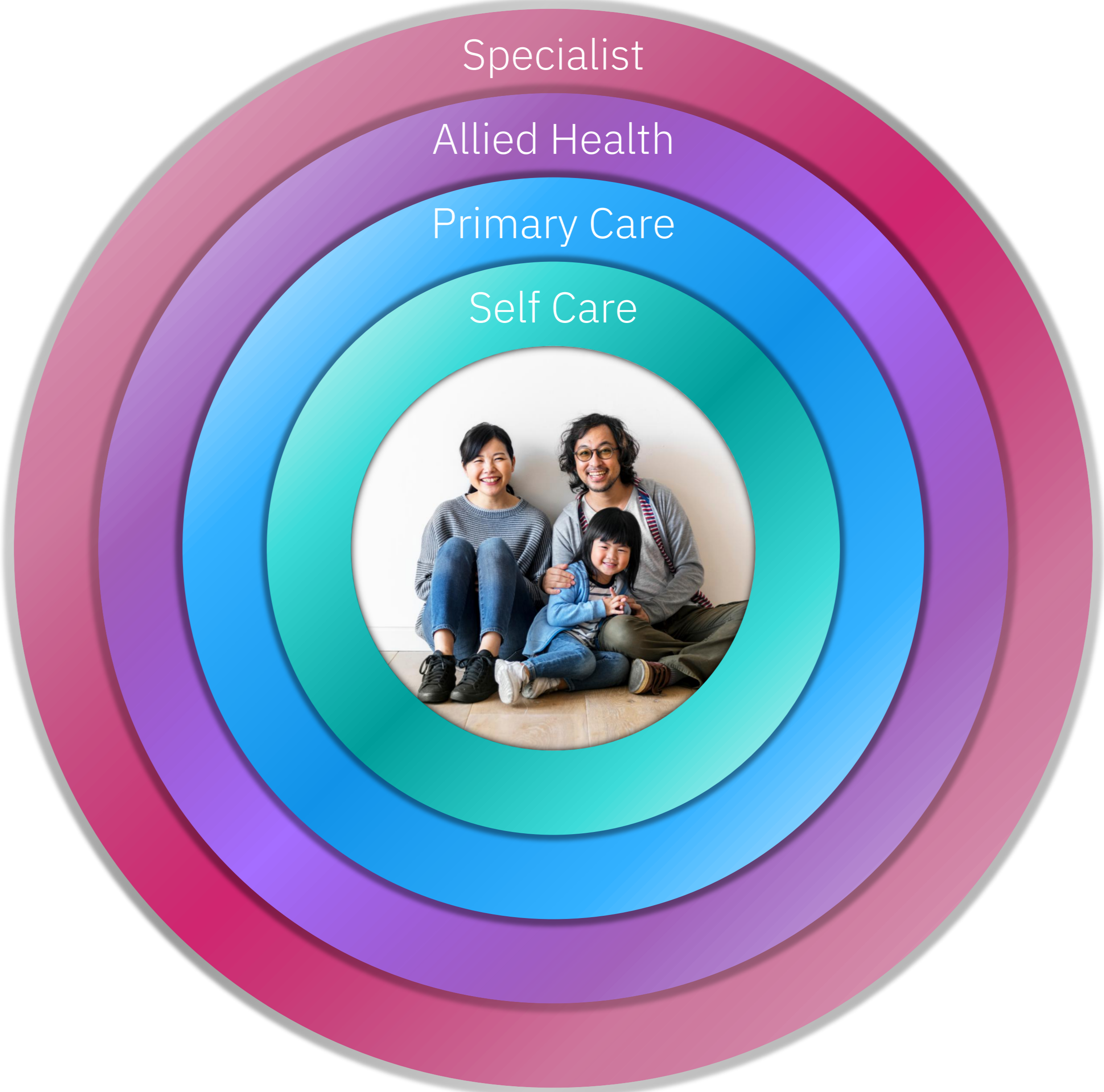
# The AI Performance Blueprint: Rearchitecting the Value Case for Patient Experience & Sustainable Innovation



**Barry Ramirez**  
Partner, ASEAN Strategy & Transformation  
IBM Consulting



# Evolving Ecosystems of Care



# Evolving Ecosystems of Care



Self Care


- AI Health & Nutrition Coaching
- Patient symptom Self-Triage
- AI-Guided Lab Result Interpretation

Primary Care



- Patient Scheduling & Communication Agent
- Ambient Voice Health Record Assistant
- AI Clinical Decision Support
- Autonomous Clinical Operating System

Allied Health



- Agentic Speech to Meaning Assistant
- Zero-friction Handover for Nurses
- Rehab Workflow Orchestration
- Autonomous Digital Physical Therapist

Specialist



- Contact Centre Assistants
- Waiting List Validation Agent
- Clinical Coding Assistant
- AI-Supported Diagnostics
- Imaging Triage and Care Coordination

# Evolving Ecosystems of Care

Specialist

Allied Health

Primary Care

## Self Care

Maximise Wellbeing & Health span

Understanding of Personal Health

Effective Proactive & Reactive Actions

Care Affordability

Care Experience

Service Access & Efficiency



Improve Care Outcomes

Clinical Outcome Excellence

Early Intervention Success Rate

Patient & Clinician Experience

Referral Loop Closures

Timely & Efficient Service Delivery

Patient Wait Times

Operating Efficiency

Effective Clinician Utilisation

Staff Productivity

Staff Satisfaction & Retention

Cost of Delivery

# An AI Blueprint for Sustainable Innovation

## AI Governance & Ethics

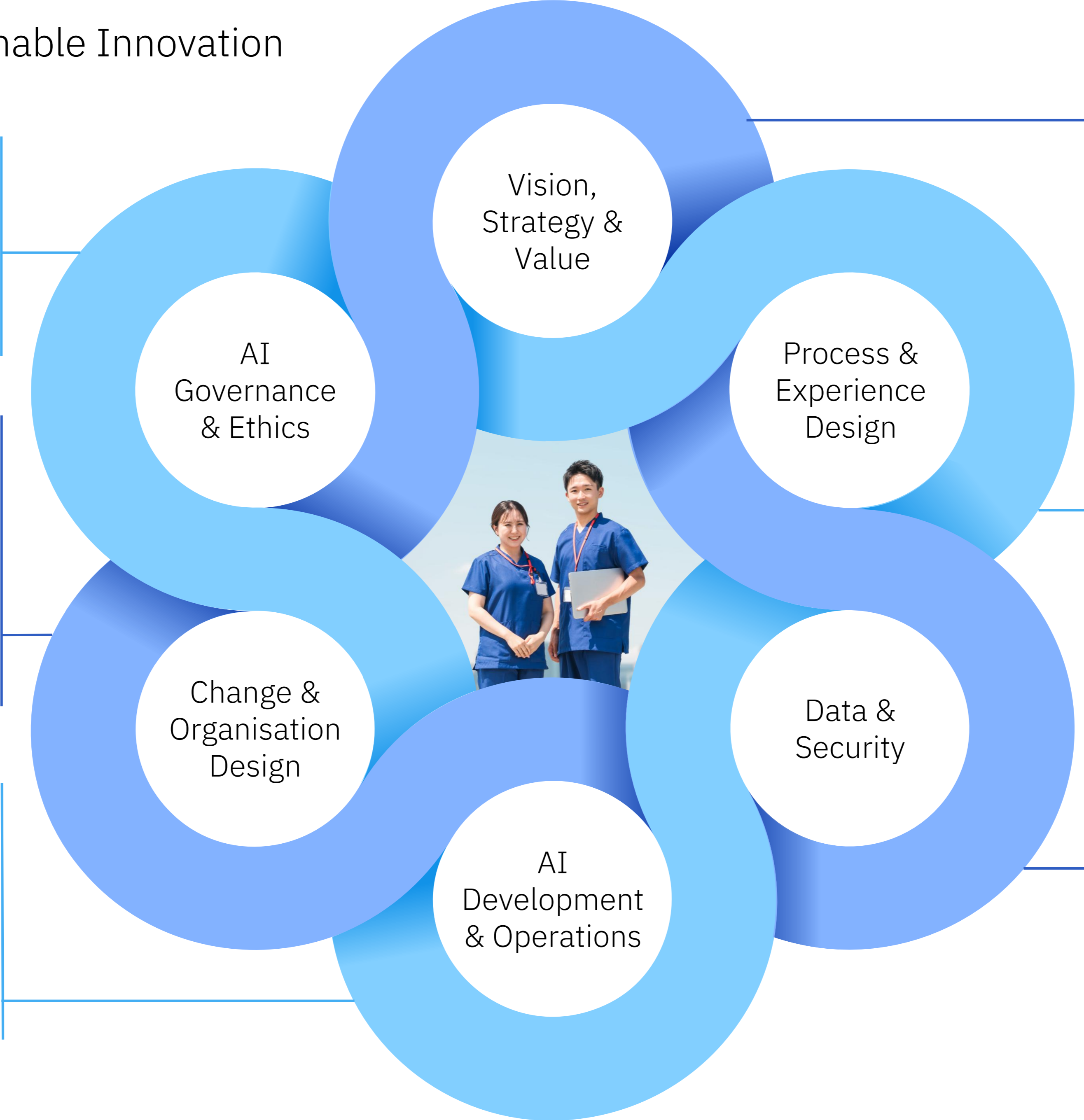
- How will we enable patient & staff safety as we innovate?
- How do we ensure fairness & equity?
- What is our AI risk appetite?

## Change Management & Org Design

- How should we structure to adopt AI?
- Which processes need to evolve to support AI?
- What is the mindset of our people towards AI?

## AI Development & Operations

- Do we understand the AI & Agents participating in the ecosystem?
- What is our model evaluation framework?
- How do we deploy AI efficiently?



## Vision, Strategy & Value

- Do we have a clear AI vision that is well understood?
- How will we measure & track value release from AI?
- What is our prioritisation framework for AI?

## Process & Experience Design

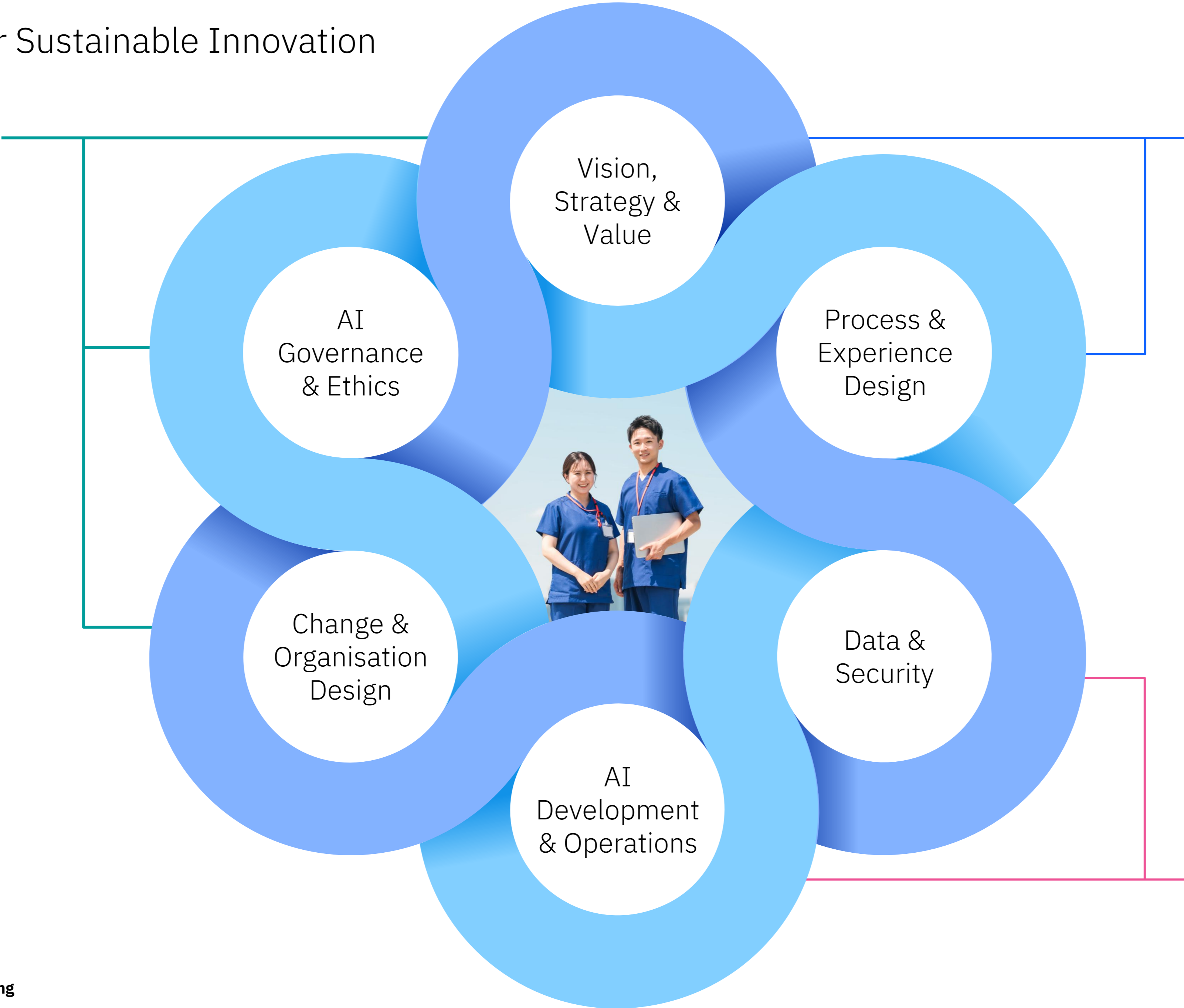
- How will we build AI solutions that solve real user problems?
- How do we protect human outcomes?
- Do we have good feedback mechanisms?

## Data & Security

- Do we have tools to ensure good quality, managed, secure, and governed data?
- How will our cybersecurity approach evolve to accommodate AI?
- Are we able to offer transparency to our stakeholders on the data used?

# An AI Blueprint for Sustainable Innovation

1. Navigating the Enterprise & Ecosystem Transformation

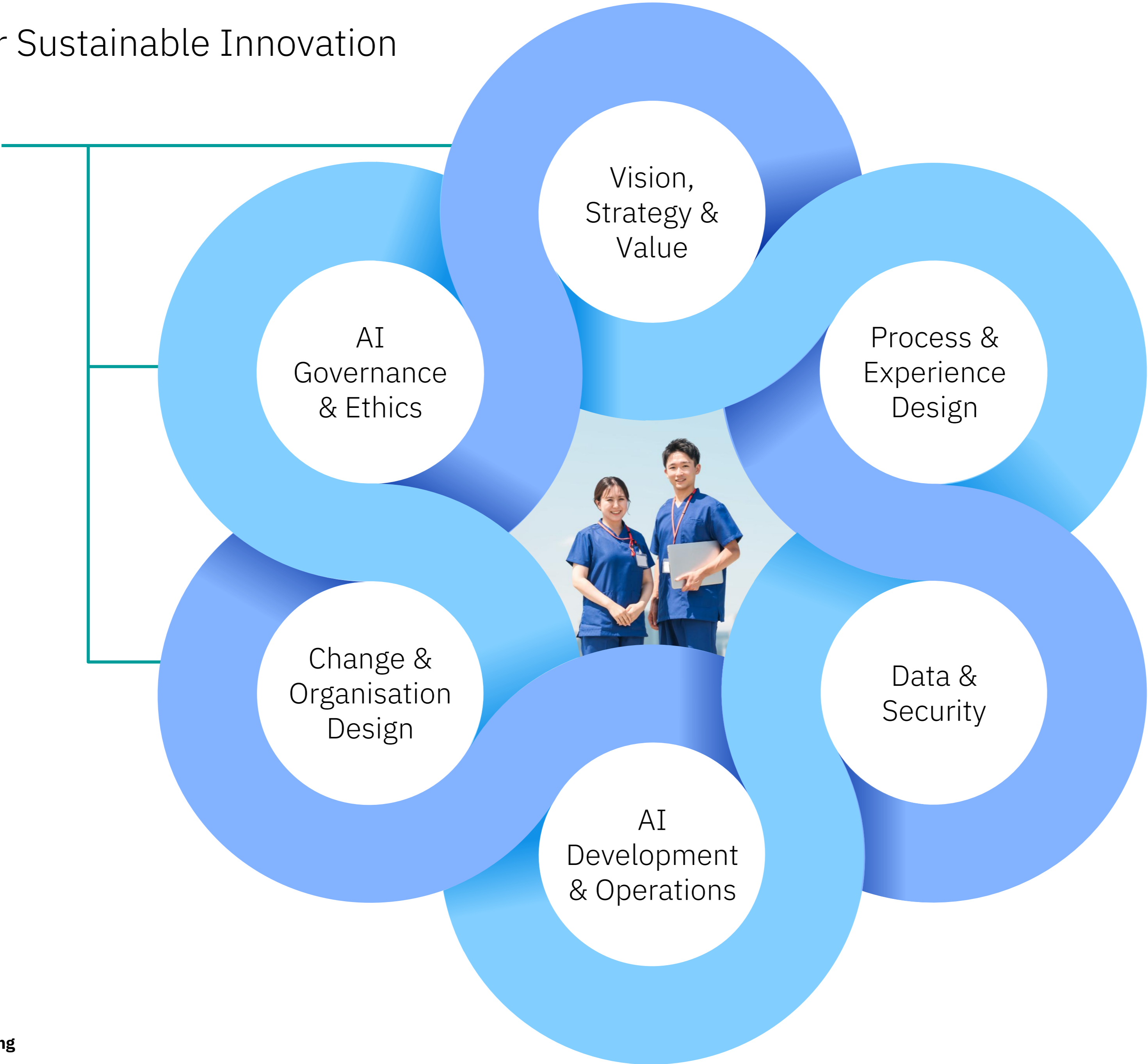


2. Supporting Patients & Staff through Value-led Experience Design

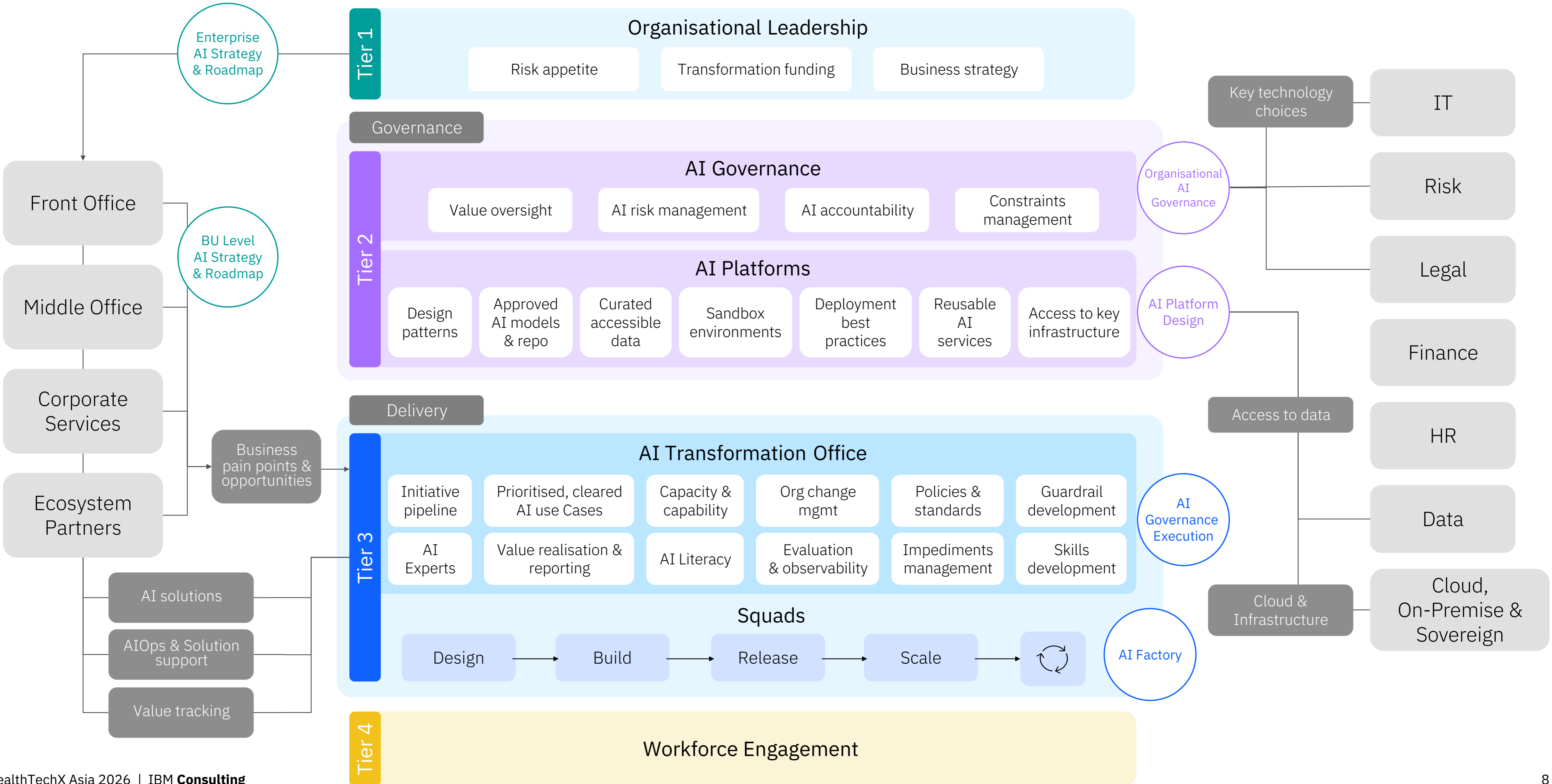
3. Digital Platforms for Today & Tomorrow

# An AI Blueprint for Sustainable Innovation

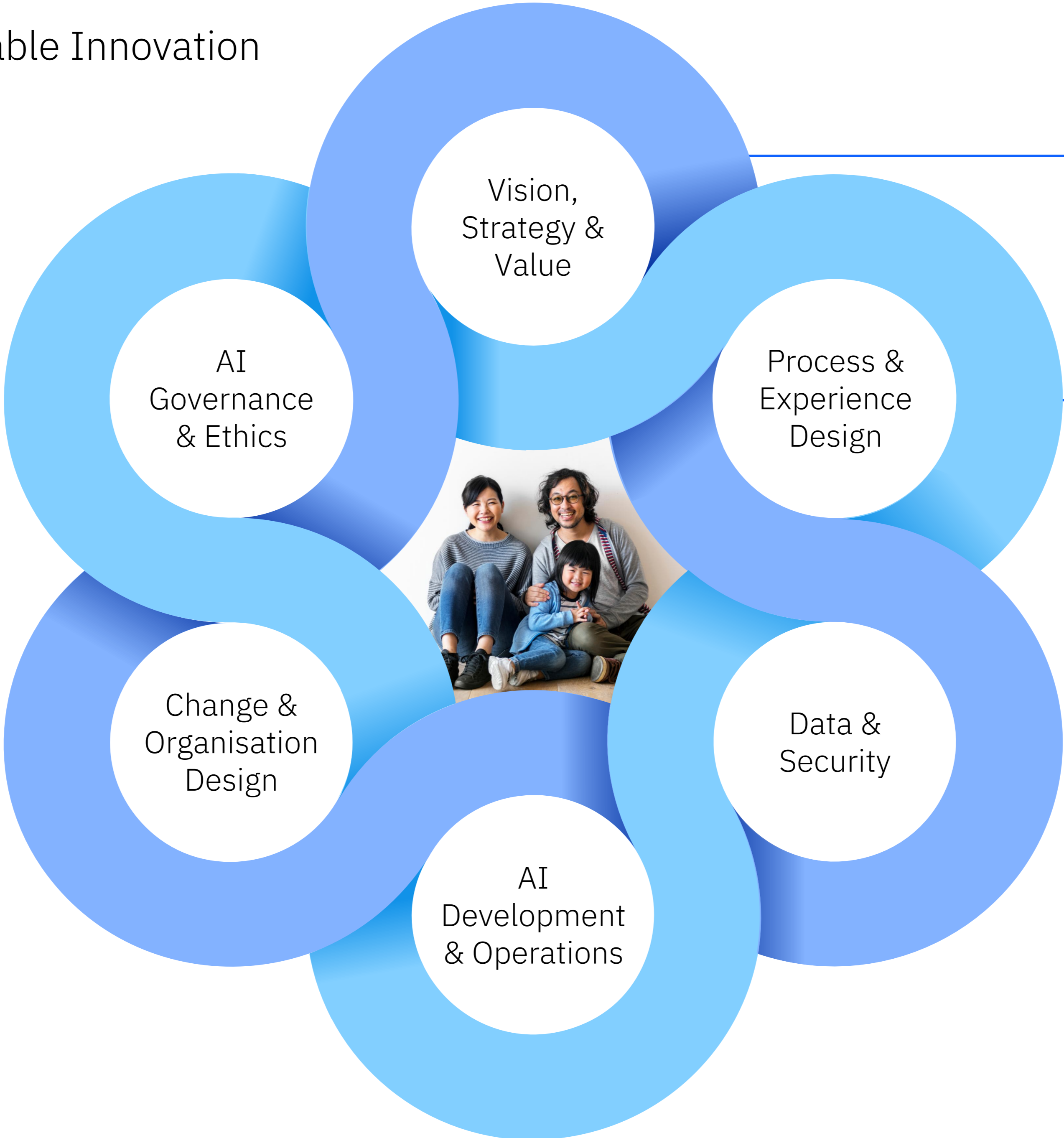
## 1. Navigating the Enterprise & Ecosystem Transformation



# Navigating the Enterprise & Ecosystem Transformations



# An AI Blueprint for Sustainable Innovation



2. Supporting Patients & Staff through Value-led Experience Design

# Process & Experience Design Principles

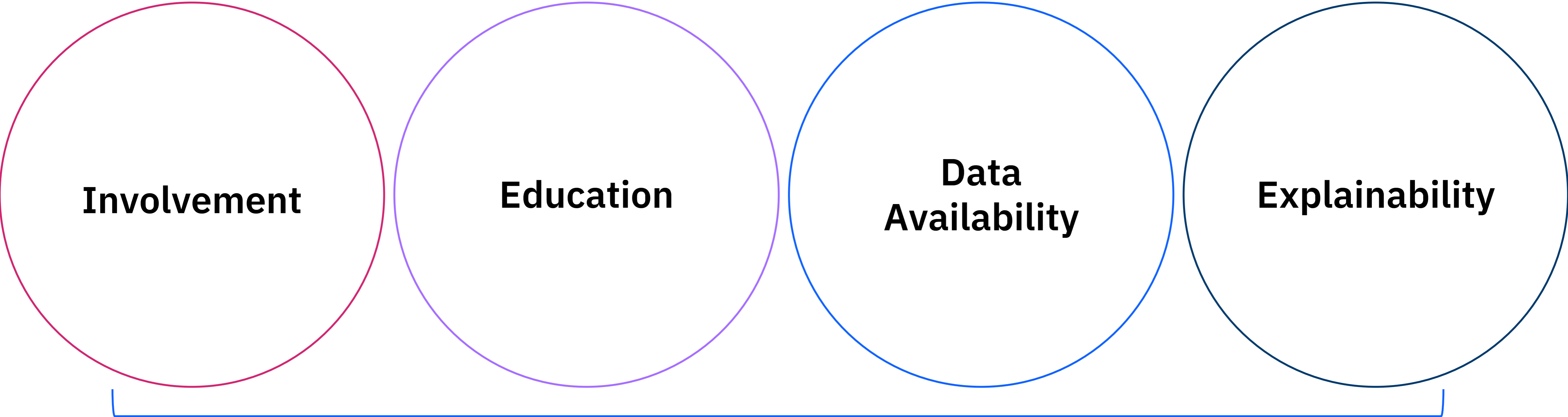
**Eliminating**  
operating complexity

**Simplifying**  
our end-to-end  
workflows

**Automating**  
manual tasks

**Deploying AI**  
across all operations

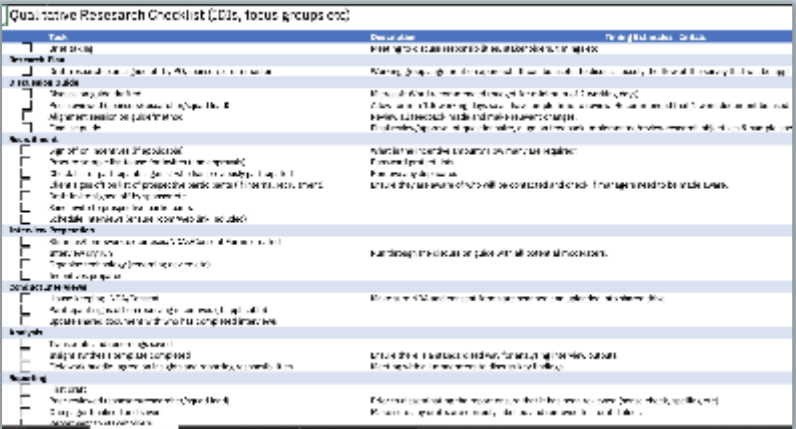
# Conditions for Successful Scaled Adoption



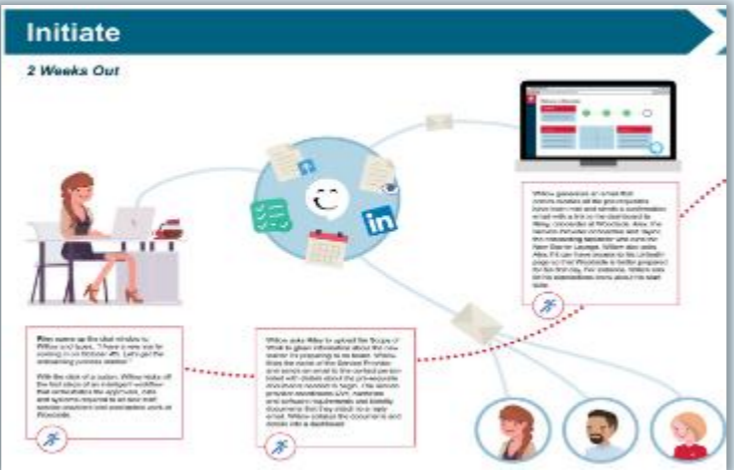
Focus on the lived experience  
& the future day in the life

# The role of AI in Experience & Design

## User & Stakeholder Research



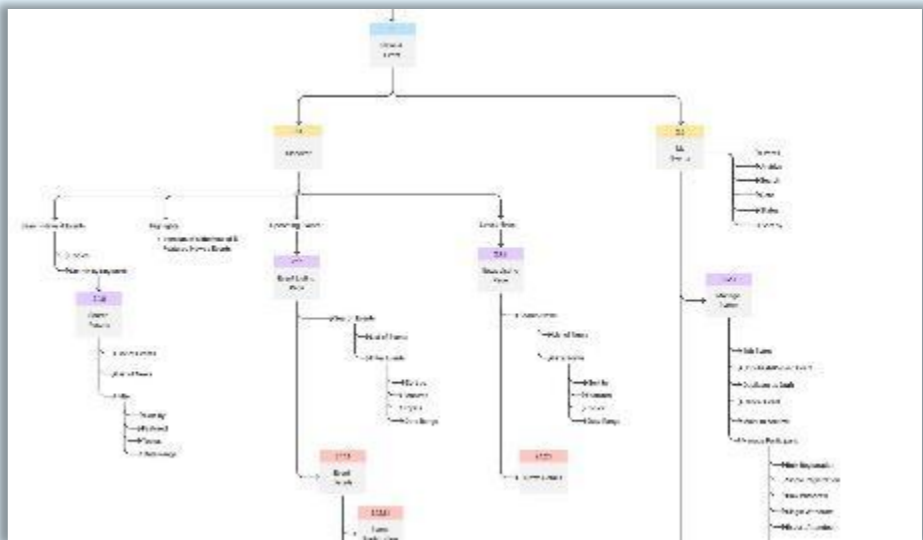
## Golden Thread



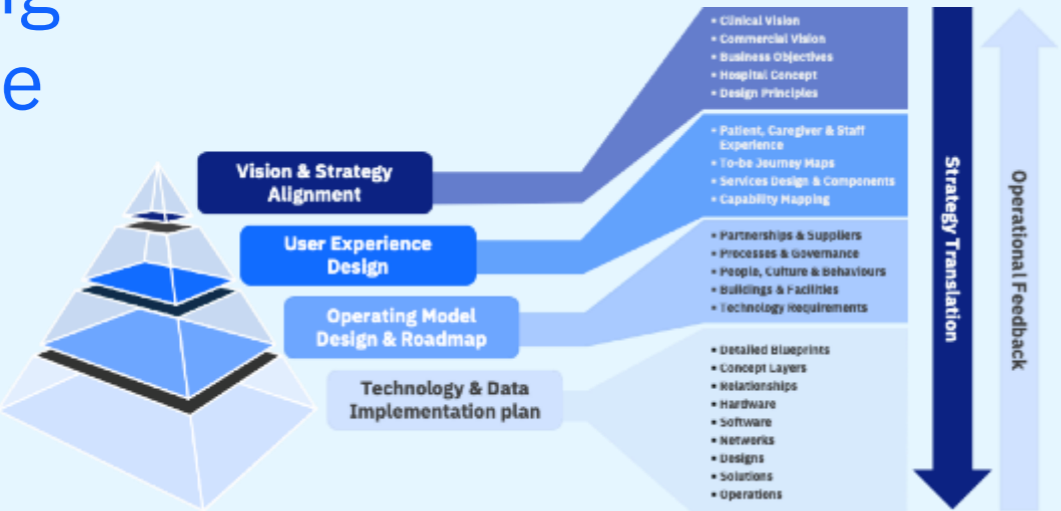
## Envisioning Workshops



## Information Architecture & Navigation



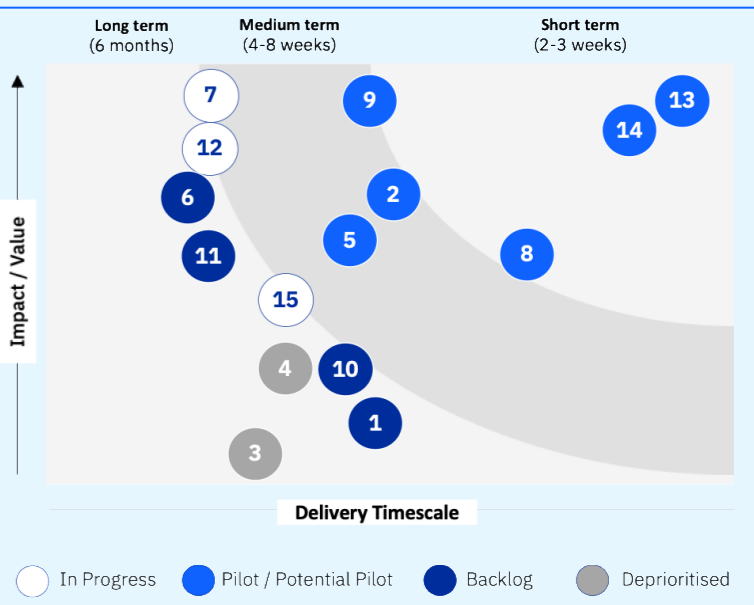
## Vision Setting & Experience Strategy



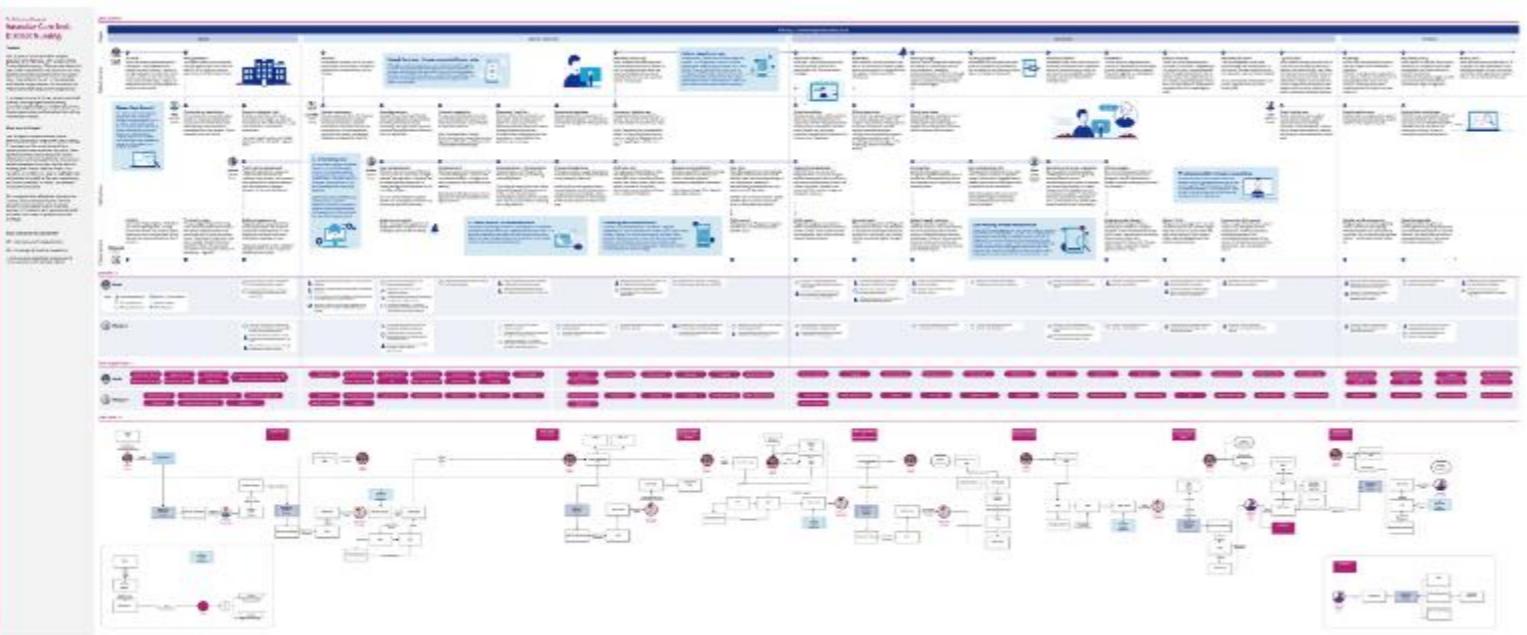
## Prototyping & User Testing



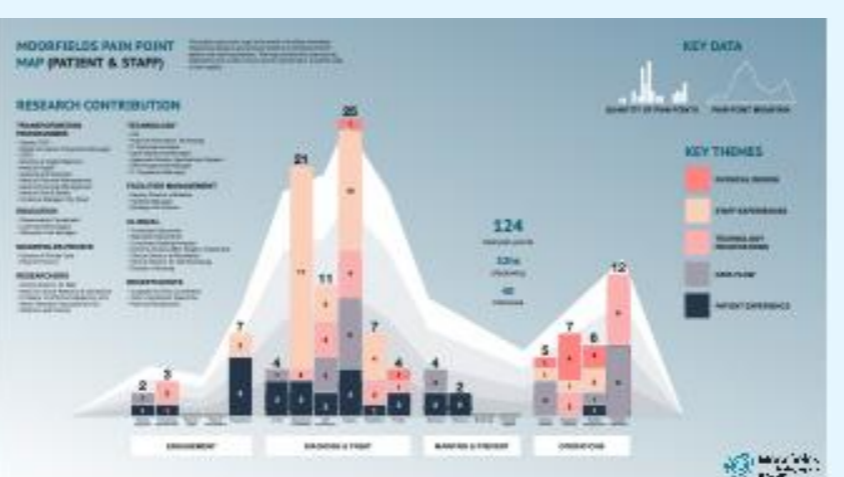
## Desk Research & Industry Benchmarking



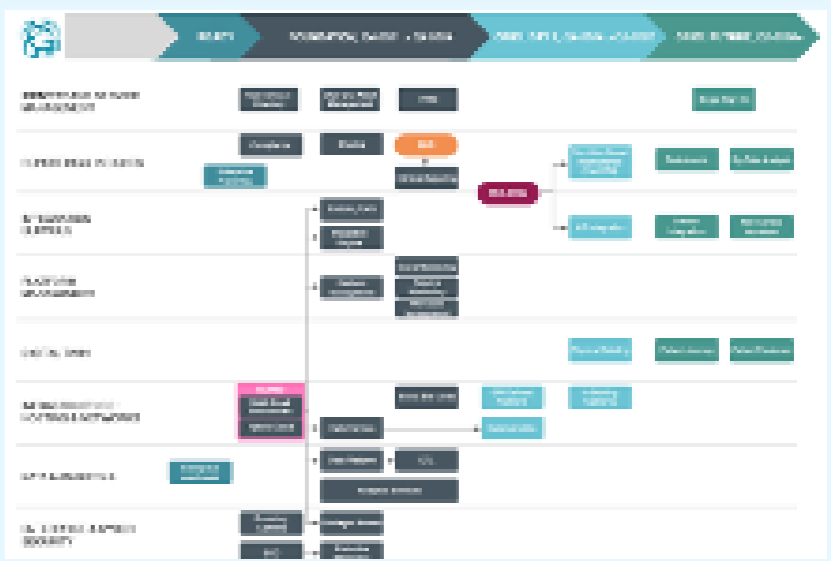
## Service Blueprint



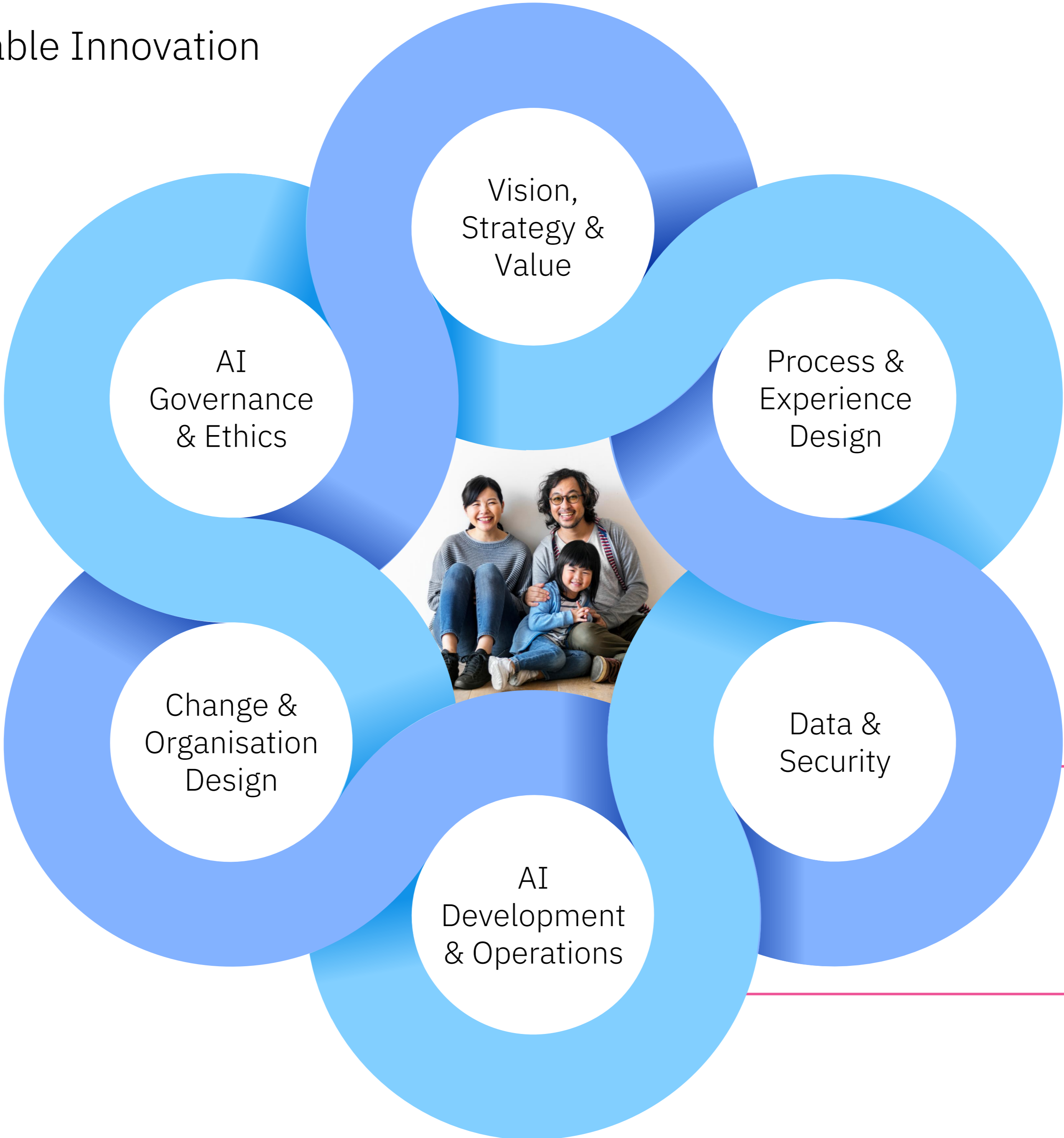
## Personas & Pain Points



## Product Roadmap & Backlog

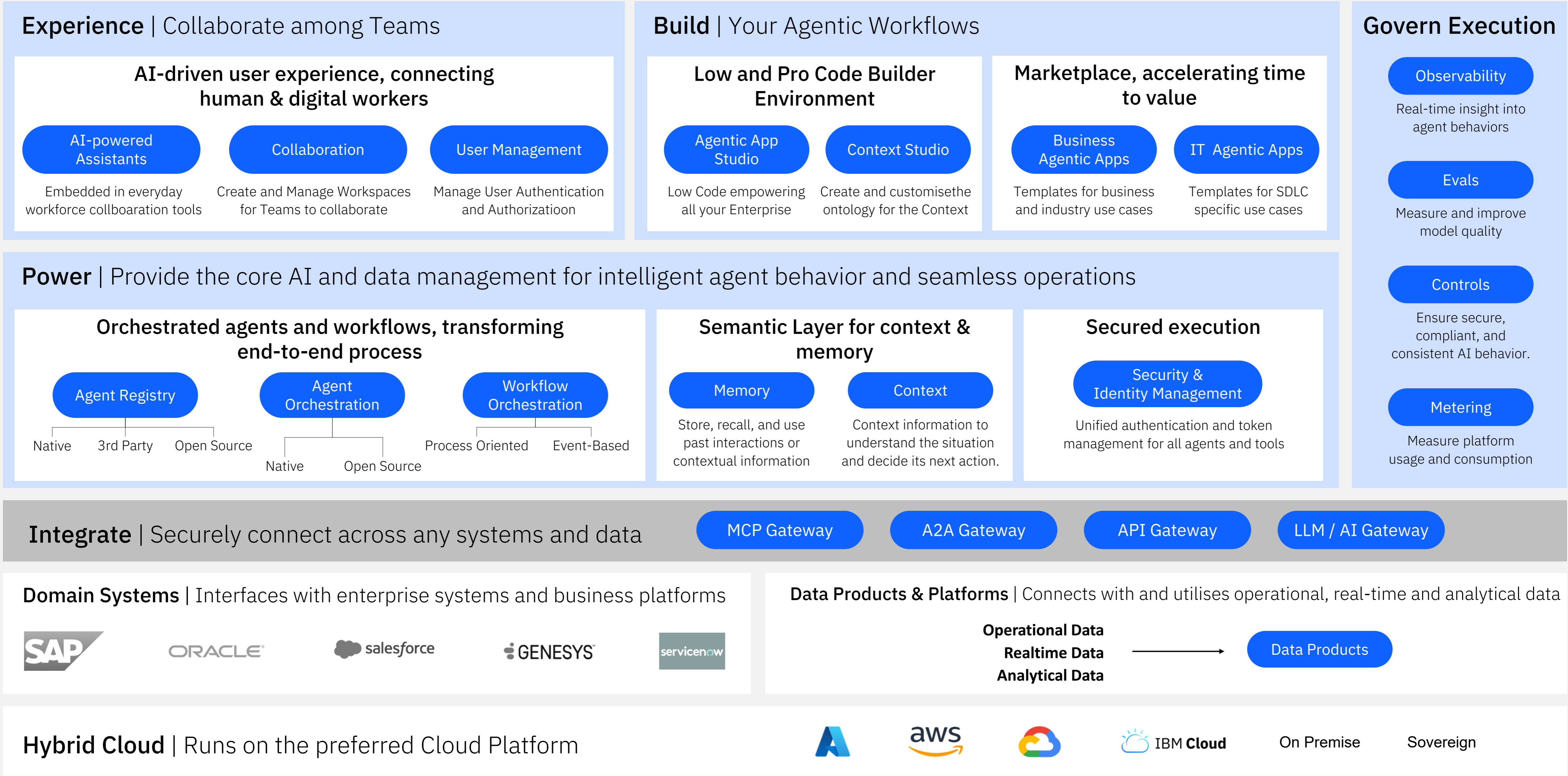


# An AI Blueprint for Sustainable Innovation

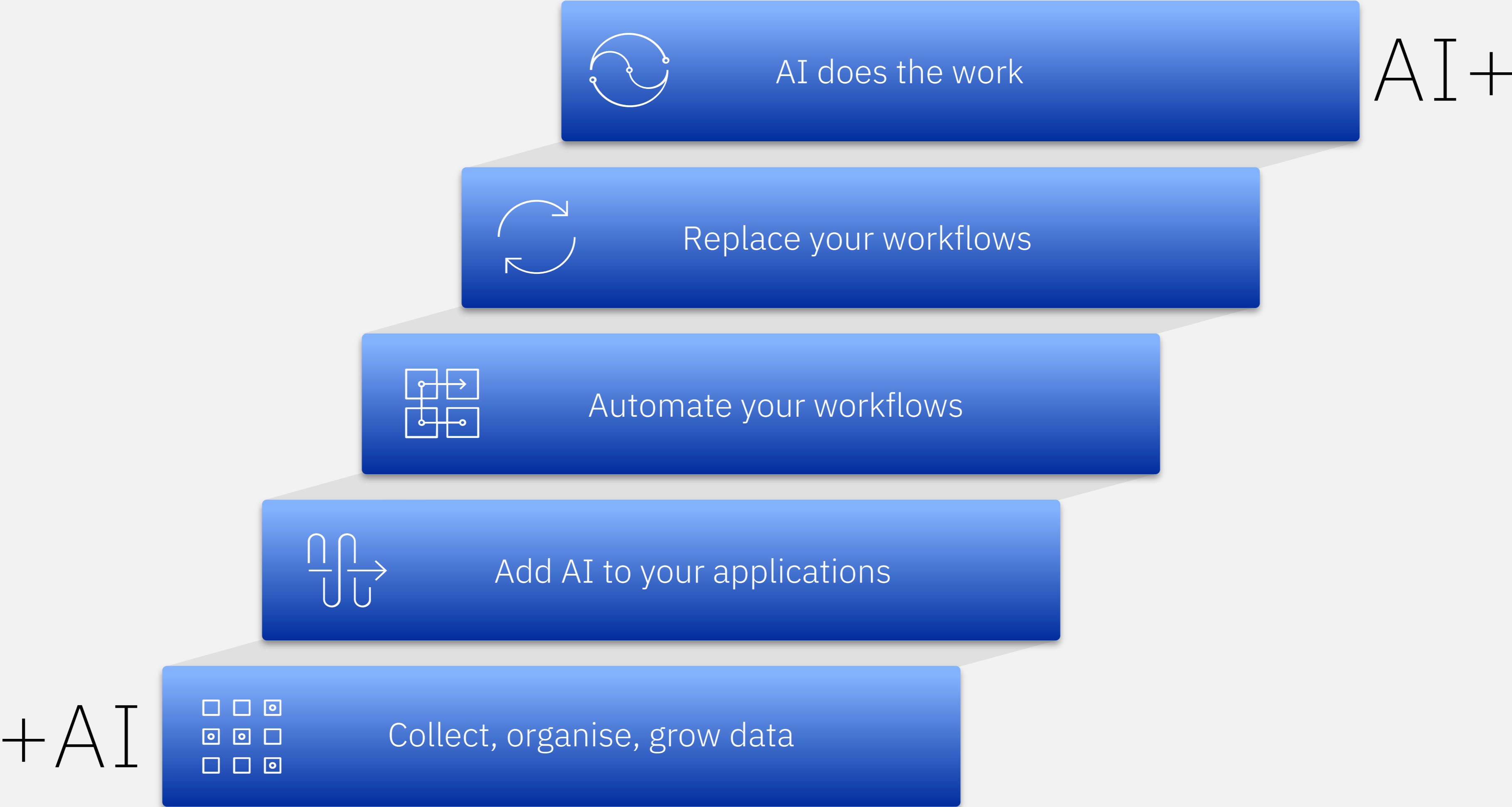


3. Digital Platforms for Today & Tomorrow

# Activating the AI Services Lifecycle across the Enterprise



# The journey ahead: +AI to AI+



*“The future is already here - it’s just not evenly distributed.”*

- William Gibson

IBM