

Barb McLaughlin



Barbara's expertise is HOW TO COMMUNICATE EFFECTIVELY with a focus on Healthcare. A lot of the information presented to patients is not remembered, understood or complied to.

Barbara's life's passion is to help patients navigate and comprehend the healthcare world so they are not so frightened and upset by the mere process.

Barbara worked with Smart Source to create a series of products and services whose primary function is to educate and communicate to the patients.

Visit our website at www.hand-holder.com and see how we meet this challenge. Then send us your comments and ideas so you too can help take care of everyone and feel good about your life every day!

No Patient Left Behind – Really?

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September 2023*

With the advent of ubiquitous Artificial Intelligence, one has to wonder what biases might be built into AI solutions? If you truly want to service all patients in healthcare without “favor or fear”, you need heightened awareness of the algorithms used to build your applications.



Any quality AI program will have very clear guardrails, and very strict definitions/parameters, (and no built-in biases). This keeps your projects under control.

Inbound and outbound conversational AI needs to be monitored and restricted to specific tasks. The big advantage of conversational AI is the accessibility for patients. Because it's primarily speech, it can be accessed via landline, flip phone, or even pay phone (if there is such a thing :-). This means the patient doesn't need a smart phone or computer to get the help they need. And well trained, intelligent virtual agents can understand intent as well as the specific words and can perform the appropriate actions following the preprogrammed rules and functions. Thus, “No Patient Left Behind”.

When the public talks about Natural Language Processing, they are referring to the AI Agent's ability to understand as well as the ability to learn as it is utilized. An example is the ability to understand unique accents as well as foreign languages. Each function for each application must be clearly defined and restrictions established. And, because it is healthcare, where people's lives may be on the line, there needs to be a 100% secure and accurate process in place. This means what happens when the call is interrupted or not understood? It can't just be abandoned or fall into cyberspace.

Congress will undoubtedly develop some rules and regulations around this technology, but many AI service providers have recognized the need to use guardrails and have already built-in fail safes to all the applications. Make sure you check for these and understand what limitations you want to have vs what the provider has already programmed. Just remember, thinking machines are just that, machines (aka software) that talented people program intending them do what, and ONLY what, you tell them to.