About Authenticx

A conversational AI company founded to help healthcare listen at scale.

Headquarters: Indianapolis, IN
CEO + Founder: Amy Brown
Founded: 2018

250 Million+ conversations in 2023
"It's like, between the two of you, you’re holding this hostage. And this isn’t for an aspirin or something you can miss. It’s a life-saving medicine."

Disclaimer: Please note these clips are based on true events but not actual patient voices. This is an actor portrayal.
What is Conversation Data and How Does AI Fit?
Conversation Data

These channels likely already exist in most payer organizations.

Tools to help provide structure
  • Artificial intelligence
  • Machine learning
  • Voice technology
  • CX software integrations
Agent-focused - Customer-focused
"I am waiting for the doctor to get the infusion supply..."

Agent "Do you have government or commercial insurance?"

Patient "I don't know."

"How do I work this injector?"

Agent "Is that a PPO plan?"

Patient "I have no idea."

"I'm trying to figure out why I still can't get my medication. Everybody says, 'I will call you back' and nobody calls me back."
Perception & Learning from Customer Moments

Customer Moments that Matter

- Getting needed care
- Getting therapy quickly
- Providing information to customers when needed

What’s preventing customers from getting what they need?
Where are customers getting stuck trying to get the care they need?
What high impact changes can we make to eliminate these issues?
Customer Assistance

Gain insight into patient reaction to communication related to therapy administration instructions

- Educate Customers with Context
- Discover Digital and Automation Impact
- Identify Product Complaints
- Monitor Sentiment Over Time

CASE STUDY: IN PRACTICE

Results & Outcomes

- Regulated documentation was improved
- Agent training was updated to help agents clarify benefit changes
- Ongoing feedback loop to marketing

47% of calls contained customer questions and confusion about upcoming benefit changes, despite proactive efforts to share information.