Telefónica Tech UK&I
AI Design Win Scenarios

Clinical Coding Recommendation

Business Challenge

Clinical coding involves translating medical terminology used by into standardized codes for statistical analysis, data aggregation, and consistent healthcare management. This is usually done by trained coders who, despite being experienced, aren't immune from error. Their experience takes time to acquire and as such any changes to clinical coding may be overlooked In practice.

How AI can help

- Generative AI can be configured to make use of domain specific data, such as the most current clinical coding guidelines and examples of correct and confirmed coding.
- This can drive use cases such as 'suggest coding' (beforehand) and 'validate coding' (afterwards) to be used for quality assurance.
- Generative AI can also help explain certain codes or medical terminology for patients or auditors that may need to read and understand certain phrases.

Expected Outcomes

- **Realized efficiency gains** (small reduction in processing time, scaled over many thousands of decisions)
- **Improved quality assurance** to reduce rates of incorrect code attribution, thereby resulting in improved patient outcomes.
- **Improved reimbursement**. By improving accuracy and speed of coding, decisions can be made to ensure optimal coding decisions are made in relation to reimbursement.

Telefónica Tech

Key Contacts

Microsoft PDM: tijana.ellis@microsoft.com
Senior Alliances Manager: kat.mason@telefonicatech.uk

Marketplace Offer

Market Place Offer: AI Innovation Hub: 4-6wk Engagement
Benefits:

1. **Accelerated Innovation:** Rapid deployment of pilot projects to speed up innovation and stay ahead of the competition.

2. **Reusable Architecture**: Deploying the right architecture at the start to maximize investment in Azure AI.

3. **Scalability**: Seamless transition from pilot projects to full-scale production.

4. **Ability to Fail-Fast**: Quickly identify the validity of data and use-cases to avoid expensive development tasks.

5. **Resilience**: Robust infrastructure balancing agility and stability for enterprise-grade solutions.

6. **Cross-team Collaboration**: Ensuring connection points are implemented from the start with a unified Landing Zone.

7. **Consistent Best Practices and Approach**: Guaranteeing consistent best practices across different AI platform components with an AI-enabled Landing Zone.

Marketing

Website Link: AI Proof of Concept | Telefónica Tech UK
Upcoming Events: https://telefonicatech.uk/events/