

# AI agents in **healthcare**: How to provide personalized care while managing costs

When patients or policyholders reach out to a healthcare payer or provider, the stakes are high. Even when it's not an emergency, these interactions involve sensitive concerns about health and finances. Empathy and speed aren't just nice to have; they're fundamental requirements.

Yet many members feel underserved by healthcare companies that subject them to lengthy phone queues, confusing navigation, or limited guidance. Meanwhile, payers and providers themselves grapple with rising costs, ever-expanding regulatory mandates, and a push toward value-based care. In such a complex landscape, delivering consistently great customer experiences is difficult.

AI agents represent a pivotal opportunity for healthcare organizations to meet these challenges head-on—enhancing patient satisfaction, improving health outcomes, and lowering operational costs, all at once.





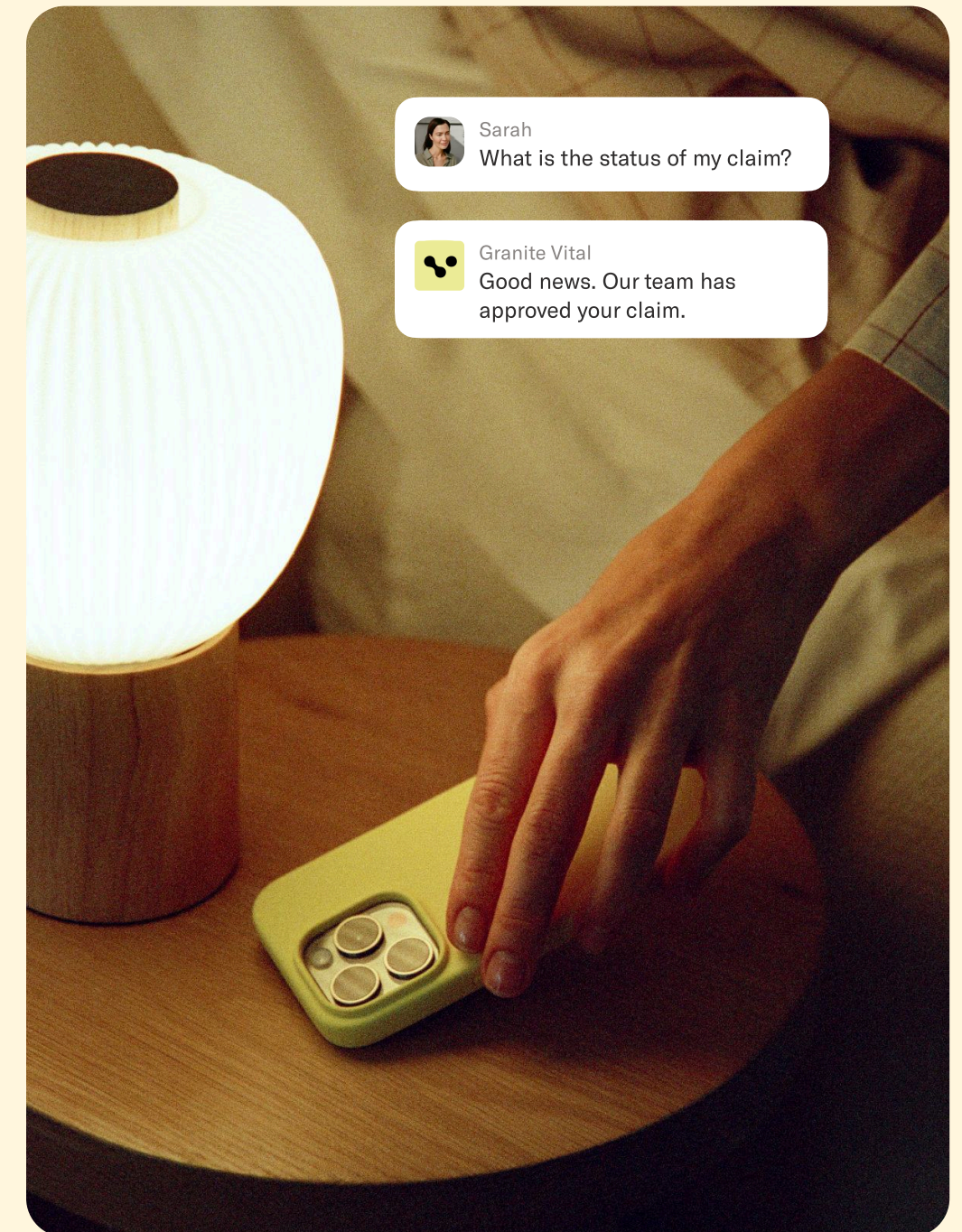
# What is an AI agent?

In recent years, we've seen AI agents emerge as a transformative force in healthcare, but what exactly are they?

Built on advanced large language models that power tools like ChatGPT, these conversational systems act independently—much like humans—and aren't bound by rigid scripts. Instead, they adapt in real time to each patient or member, delivering context-aware support.

Their capacity for autonomous problem-solving stems from powerful AI innovations, expanded computing resources, and accessible cloud infrastructure. As a result, these agents have rapidly progressed from pilot projects to critical software.

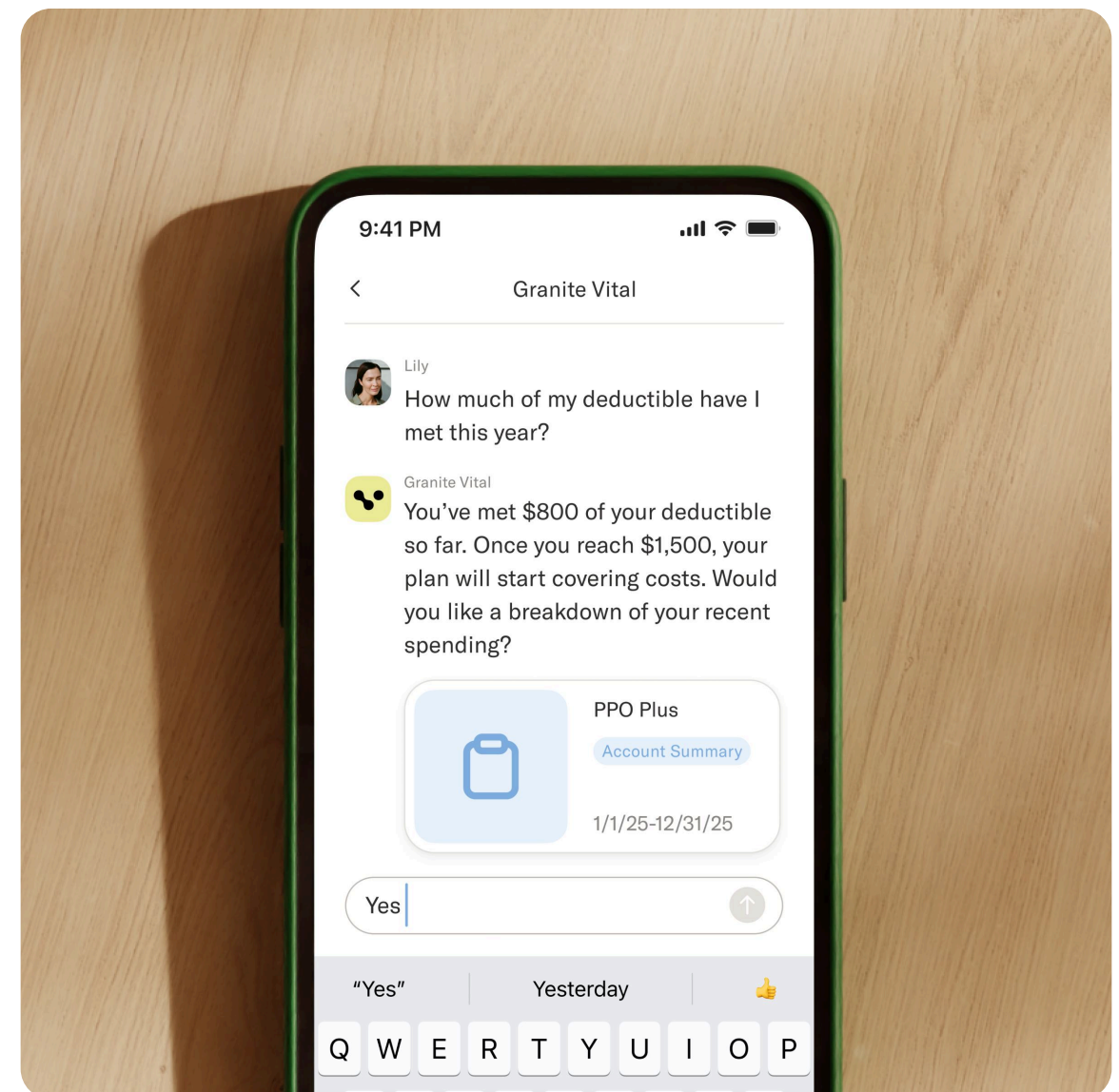
For healthcare organizations, that means providing immediate, empathetic interactions, consistently and at scale.





# Top five use cases for AI agents in healthcare

Leaders across the healthcare spectrum are already embracing AI agents to streamline experiences and unlock greater efficiency. Here are five ways these solutions are reshaping patient engagement and member support.





1

## Smarter benefits & eligibility inquiries

Coverage details can be bewildering for patients. AI agents can verify benefits, clarify costs, and even guide members through enrollment processes. By answering questions in real time, these agents reduce confusion, minimize call transfers, and help members get the care they need faster.

2

## Streamlined claims & billing

Few things erode trust more quickly than opaque billing. AI agents retrieve claims information instantly, explain charges, and even initiate dispute processes when needed. Members no longer have to endure frustrating phone loops; they receive straightforward, timely support, and organizations cut down on costly back-and-forth.

3

## Frictionless account management

Routine tasks—like updating contact information, resetting a portal password, or modifying plan details—often clog call centers. AI agents can help policyholders and patients make these changes at any hour, on any channel. This not only trims overhead, but also helps patients feel more in control of their healthcare journey.

4

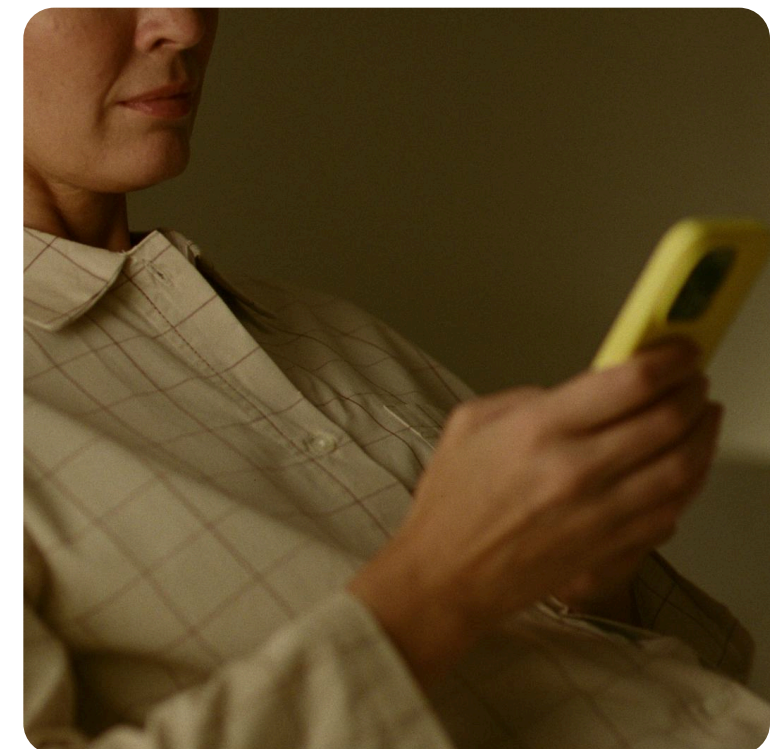
## Easier scheduling & appointments

Booking a healthcare appointment shouldn't require juggling multiple calendars and phone calls. AI agents handle these logistics by suggesting open slots, scheduling visits, and automatically sending reminders. If a patient needs to reschedule, the agent can handle that instantly, helping reduce no-shows and keep care on track.

5

## Proactive prescription management


Managing prescriptions can be stressful, especially when coverage rules and costs are unclear. AI agents can help with any prescription management issues that don't require consultation with a doctor or pharmacist, like verifying medication coverage, requesting refills, or sending refill reminders. By simplifying these processes, payers and providers help patients stay on top of their treatments, leading to better outcomes.



# Criteria for an effective AI agent


In healthcare, implementing AI agents isn't a casual endeavor. They must be precise, empathetic, and deeply integrated into existing workflows. Here are the core criteria that define a truly impactful AI agent:

Empathetic




When health and financial well-being is on the line, a caring tone is crucial. An AI agent should interpret a member's emotional state, respond with sensitivity, and know when to route more complex clinical issues to human experts.

On-brand




From formal to more conversational, your organization has a distinct voice. An AI agent should reflect that voice in every interaction, reinforcing patient trust and brand integrity at every turn.

Predictable




Healthcare is no place for guesswork. AI agents must avoid "hallucinating" or drifting off-topic. Consistency and compliance with your organization's guidelines—and with industry regulations like HIPAA—are non-negotiable.

Secure and compliant




Protecting patient data is paramount. Any effective AI solution must provide trust, security, and compliance from the ground up. That includes providing safeguards for HIPAA, with the required administrative, technical, and physical safeguards in place. By ensuring these protections, organizations preserve confidence among members, regulators, and stakeholders—and uphold the integrity of the healthcare system.

Multichannel




Whether members connect by phone, chat, or mobile app, they deserve consistent, real-time support. A true multichannel approach ensures patients never have to repeat themselves—no matter how they choose to reach out.

Action-oriented



Beyond just answering questions, a great AI agent can complete multi-step tasks: scheduling a follow-up, verifying coverage, or updating a patient's address. Deep integration with EHRs, claims systems, and other core tools is what makes these interactions frictionless.

Optimizable and adaptable



Healthcare demand can surge unexpectedly (think open enrollment or seasonal spikes). AI agents should easily scale with spikes in volume, learn continuously from interactions, and be easy to update as regulations or policies evolve.



# Sierra for healthcare

Every patient interaction shapes trust, loyalty, and overall satisfaction. Healthcare leaders recognize the potential of conversational AI—but achieving transformative results requires choosing the right solution. Sierra's conversational AI platform is uniquely suited for payers and providers committed to delivering exceptional, personalized care experiences.

Sierra's autonomous AI agents interpret patient intent, communicate naturally, and take meaningful action on behalf of both patients and healthcare organizations. They integrate seamlessly with EHRs, claims systems, scheduling platforms, and more—providing frictionless support at every touchpoint.

Built on a constellation of AI models, Sierra's AI agents deliver exceptional performance and reliability. Sierra is built with the highest levels of security, privacy, and regulatory adherence. Personally identifiable information (PII) is automatically encrypted and masked, and Sierra is SOC 2 compliant and provides safeguards for HIPAA. Sierra agents continuously learn and improve, supported by built-in quality assurance, auditing, performance management, and reporting.

Sierra isn't just a technology upgrade—it's how healthcare organizations elevate patient experiences and strengthen trust. Learn more about transforming patient care at [sierra.ai/industries/healthcare](https://sierra.ai/industries/healthcare).

