

# AI Use Cases for Healthcare

## Using AI to drive impact across the healthcare journey

Healthcare organizations have faced a range of challenges in recent years, between staff shortages, burnout, and operational inefficiencies. In a field where people are the core of the work, providers have a unique opportunity to use generative AI to keep patients and care teams front and center.

value, too: for every \$1 spent on generative AI projects, the healthcare industry generates an average of [3.3x ROI](#).<sup>1</sup> That's because the technology frees up teams to focus on engaging with patients and providing exceptional care instead of managing administrative burden.

According to IDC, generative AI usage jumped from [55% in 2023 to 75% in 2024](#), and businesses are realizing its

<sup>1</sup> \$ refers to the US dollar (USD).  
Source: IDC, sponsored by Microsoft, "[2024 Business Opportunity of AI](#)," IDC #US52699124, November 2024.



### STREAMLINE

#### workflow and care documentation

With ambient and voice-enabled AI solutions, providers can automate tasks like clinical documentation, surfacing information, and automating tasks to help alleviate the administrative burden on clinicians. Because these solutions help automatically capture the full patient story—and work across care settings, languages, and devices—clinicians can focus more on their patient and less on paperwork.

#### Business outcomes

- Boost clinician wellbeing
- Increased operational efficiency
- Enhanced care quality and the patient experience
- Improved financial impact

#### Success stories

- [SolutionHealth](#)



### BUILD

#### a more engaging patient journey

Providers can empower patients to take an active role in their health journeys through AI-enhanced tools, where they can easily access health information, schedule appointments, and communicate with their care team. By digitally meeting patients where they are, providers can deliver more efficient and high-end care better than ever before.

#### Business outcomes

- Higher patient retention rates
- Improved patient satisfaction scores
- Boost patient loyalty and profitability

#### Success stories

- [Providence](#)
- [Kry](#)



## ENHANCE

healthcare team experience

AI helps reduce administrative burden—and the risk of burnout—for healthcare teams in their day-to-day work. From remote scheduling and documentation to data analysis, clinical and non-clinical teams alike can use AI to save time on tedious tasks so they can focus on what matters most.

### Business outcomes

- Improved staff efficiency
- Increased team engagement
- Improved patient experience

### Success stories

- [Barnsley Hospital \(NHS Trust\)](#)
- [Teladoc Health](#)
- [Acentra Health](#)



## GENERATE

insights from unified healthcare data

By unifying hybrid and multi-cloud data estates with AI, healthcare organizations can democratize and transform their analytics at scale. This enables them to make faster decisions that drive deeper insights for every interaction, develop innovative care models, improve access to high-quality care, address social determinants of health, optimize resource utilization, and ultimately reduce costs.

### Business outcomes

- Better patient outcomes
- Higher quality utilization rates
- Optimized resource utilization

### Success stories

- [Shriners Children's](#)
- [Canary Speech](#)



## BOOST

employee productivity for scientific and marketing content creation

Streamline content creation processes across various departments. By integrating AI-driven tools, employees can automate repetitive tasks, reduce cognitive overload, and focus on more strategic activities. Connect your data in the cloud, enrich it for deeper insights, and seamlessly deploy and monitor AI-driven content creation workflows. Drive innovation on a unified development platform, transforming ideas into meaningful impact.

### Business outcomes

- Team speed and increased productivity
- Reduced time on repetitive tasks
- Increased content quality
- Streamlined data analysis

### Success stories

- [Morula Health](#)
- [Amgen](#)



## ACCELERATE

drug discovery and development through AI-enhanced knowledge sharing

Enhance knowledge sharing within research and development teams, accelerating drug discovery and development processes. By integrating AI-driven tools, researchers can efficiently analyze vast amounts of data, extract valuable insights, and share findings seamlessly across teams.

### Business outcomes

- Reduced research timelines
- Lower research and development costs
- Improved collaboration across departments

### Success stories

- [Novo Nordisk](#)
- [Boehringer Ingelheim](#)



## IMPROVE

sales performance with AI-driven pharma sales rep training

Transform sales rep training with AI-powered training tools that can provide tailored coaching, feedback, and recommendations, helping sales reps to continuously improve their skills and knowledge.

### Business outcomes

- Enhanced sales performance
- Improved customer engagement
- Streamlined proposals and documents for faster response to client engagements

### Success stories

- [Bader Sultan](#)
- [Endo](#)



For a deeper dive into how other industries are using AI, explore the [AI Use Cases for Business Leaders e-book](#). Ready to kick-start your own AI transformation and deliver more meaningful outcomes?

**Get started**

**with Microsoft Cloud for Healthcare**