



# Automation Strategy for the Real World

What's really happening out there?

PREPARED FOR:

Mid-Atlantic CIO Forum

 LIFEBRIDGE  
HEALTH

**MIND**  
OVER  
MACHINES

**Treat automation like a  
strategic initiative not  
disconnected projects...**



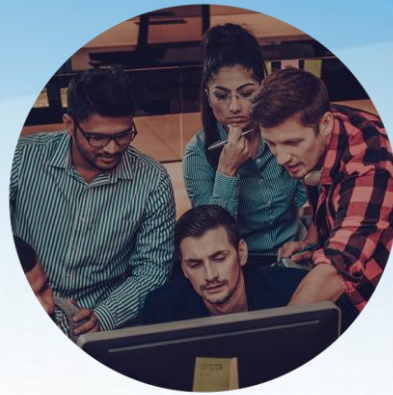


Today, Automation is on  
the lips of every research  
analyst and news  
source...

Smart toys: Your child's best friend or a  
creepy surveillance tool?



# How much does Automation cost?



# Create impact with Strategic Value Generation





# Agenda

- Strategic foundations of Automation & AI
- Case Study: LifeBridge Health with CIO Tressa Springmann
- More real-world case studies
  - Reasoning
  - Understanding
  - Interacting
- Q&A





“ Hi, I’m Tim. ”

Tim Kulp  
Chief Innovation Officer  
Mind Over Machines



@tim\_kulp



/timkulp



tkulp@mindovermachines.com



# Understand your foundation





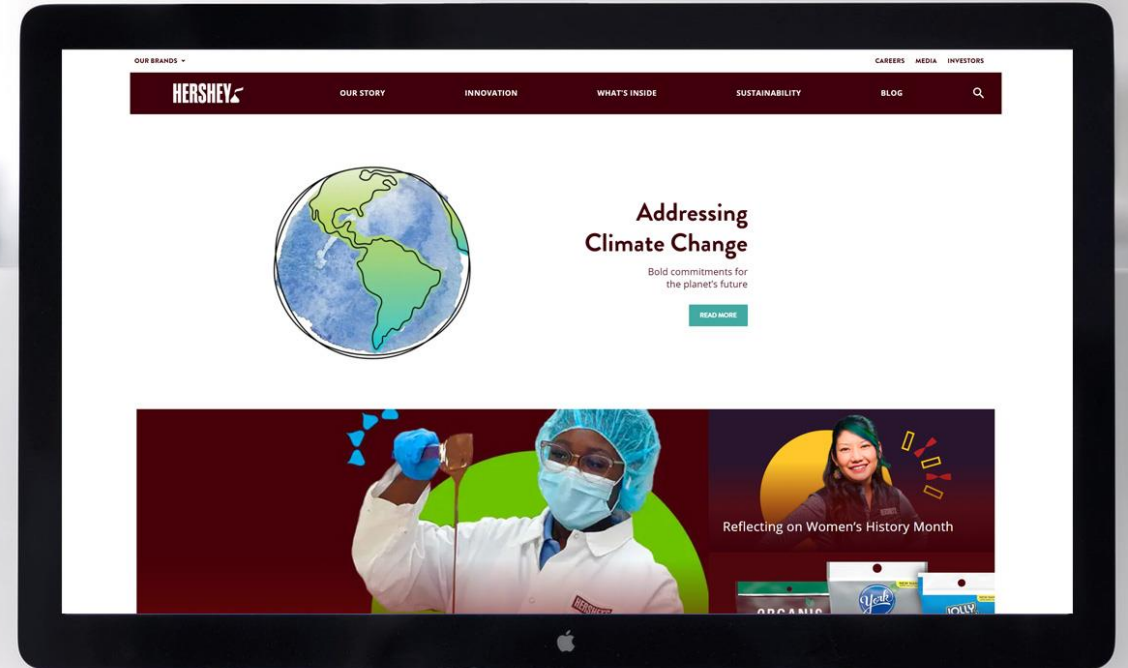


Automation is...

...a wide range of technologies that reduce human intervention in processes.

## What is your Strategic Framework?

- **Cost-Leadership**
- **Differentiation**
- **Focus**







**Elements of  
a successful strategy**

**wae**  
by MINDOVERMACHINES

- Who is leading?
- Focus on Skills & Tasks not Jobs
- Be obsessive Inventory-ers



**CASE STUDY**

 **LIFEBRIDGE  
HEALTH<sup>®</sup>**

**CARE BRAVELY**



“ Hi, I’m Tressa. ”

Tressa Springmann  
Senior Vice President & CIO, Enterprise IT &  
Process Improvement  
Life Bridge Health

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## About LifeBridge Health

As one of the largest and most comprehensive providers of health-related services to the people of Greater Baltimore region, LifeBridge Health advocates preventive services, wellness and fitness services, and educational programs.



A photograph of a doctor in a white lab coat, a blue shirt, and a red and white striped tie. The doctor is holding a clipboard and a pen, and has a stethoscope around their neck. The image is partially obscured by a semi-transparent grey box containing the text "Our Problem".

**Our  
Problem**



We need to be able to scale our operations without being dependent on scaling people to meet our goals.



**Our  
Strategy**

Examined automation as a holistic initiative instead of a single solution to a single problem and single department. We also didn't want to be bound to a single vendor and wanted to build a competency in house for automation.





**Our  
Solution**



**Cerbot was created to assist our human teams by processing the backlog of work and continue processing pre-identified transactions.**



## In 3 months:

- 2000 transactions processed
- 95% of records are processed without human intervention
- Improved employee morale
- Allowed team to focus on higher value transactions
- Just implemented 5x increase in processing capability





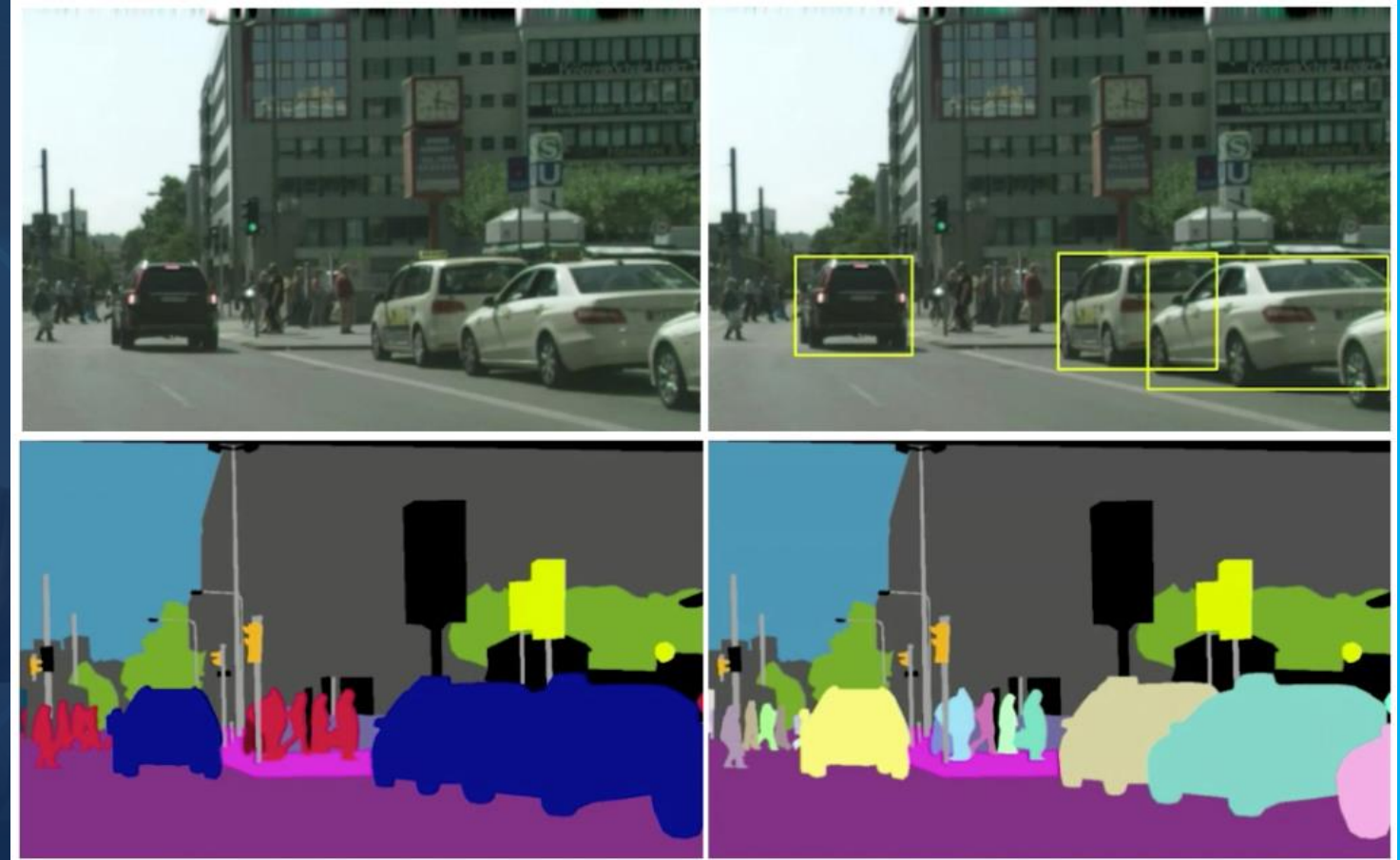
“

**It is like having another employee which now allows for more accounts to be worked. Which allows for accelerated cash and eliminates any potential loss in recovery opportunity.**

**--Claims Manager**

”

# Other Real-World Scenarios





“

I think this overcrowding solution, and the solutions that will come from the technology portfolio and capabilities that we've built out, will have a really positive impact on patient care and our caregivers' ability to provide that care.

”

**Chief Data Officer**  
Healthcare Company



**Reasoning**

“

More and more customers are turning to us for technical support or to find the right spare part for maintenance—and they want answers faster than ever.

Global Solutions Manager  
Manufacturing Company

”



**Understanding**



“

By creating synthetic images of new product variants, the cost and turnaround time to gather labeled training data can be reduced significantly

”

Unity3D Technologies



**Interacting**

**Treat automation as a  
holistic strategy, not just  
an individual project.**





Silos of automation  
prevent you from seeing  
the whole.





Approach automation as a holistic strategy to get the full value and best results





“ It takes more than  
brick and mortar to  
build a town. ”

Milton S. Hershey



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