

Notable 2022

AI-Driven Workflow Automation and Digitization

notable

Why This Spotlight?

Having financially viable healthcare organizations is imperative and requires a reduction in administrative costs. One opportunity for organizations to improve their financial viability is to digitize and automate workflows across the care continuum, including all operational and clinical workflows. This report offers a first look at Notable—a solution built to deliver intelligent automation for healthcare.

Notable: AI-Driven Workflow Automation and Digitization

What Does Notable Do?

(A Customer Explains)

"Initially, we used the product to help with physician workflows, such as documentation, ordering, and pre-visit questionnaires. We are expanding to more operational workflows like registration, referral notification, and care-gap outreach. We try to leverage robotic process automation and improve workflow efficiencies. Notable has been a great partner. Their system has worked well, and we anticipate moving toward an end-to-end registration and check-in workflow with the product." —CMIO

Bottom Line

Notable's healthcare automation platform replaces manual work with automated flows. Customers acknowledge the developing system's ability to drive outcomes, reporting that implementations are timely and agile. They also report strong partnership with the vendor, though some customers express a need for continuing technological developments and improved functionalities that keep pace with the market. One customer requested a more robust vendor road map, and another requested a mature learning management suite to inform training.

Key Competitors (as reported by Notable)

Competes with vendors in the following market segments: patient engagement, population health, revenue cycle

Top Reasons Selected

Improved and increased access to patients, automated administrative/clinical workflows, agile implementations, no EMR integration requirement, trust in vendor organization

Number of Customers Interviewed by KLAS

7 individuals from 7 unique organizations (representing 50% of the 14 unique organizations shared with KLAS that are eligible for inclusion in this study)

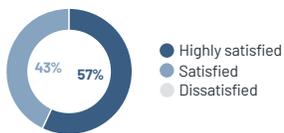
Survey Respondents—by Organization Type (n=7)

■ Academic health systems ■ Small-hospital health systems ■ Large-hospital health systems ■ Clinics

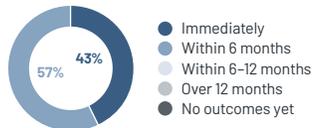


Notable Customer Experience: An Initial Look

Overall Customer Satisfaction (n=7)



Time to See Outcomes (n=7)



Outcomes Expected by Customers

Achieved Not achieved
 Pending Unexpected outcome

- Improved physician efficiency with documentation
- Closed care gaps by scheduling appointments and providing information to patients
- Improved patient experience through automation
- Improved care coordinator workflows

Key Performance Indicators (1-9 scale)



Adoption of Key Functionality

Percentage of interviewed customers using functionality (n=7)



Strengths

Most organizations see improved efficiency and report tangible outcomes



"We expected to see improvements to our physicians' efficiency and our clinic's overall efficiency. We wanted to see less of a demand on our medical assistants' time. We have seen those outcomes. We have seen financial, clinical, and operational benefits from the system. We started to see outcomes immediately." —Manager

Implementations are timely and follow an agile methodology

"The product checked a couple of boxes that similar systems on the market didn't. A lot of the vendors that we saw in the market dealt with quick implementations, but Notable had an agile implementation methodology that could make the product better. The vendor's implementation methodology was a big selling point for us." —VP

Strong partnership drives customization and development for customer needs

"Notable is a great partner to us. They are flexible, and they can modify and adapt their platform to meet our needs. That has been the most impressive thing about working with them. Their strength is in automating manual processes. Notable was able to do a custom workflow to automate some of our processes." —CMIO

Opportunities

Customer satisfaction and partnership may increase with clearer communication



"The vendor could continue to improve by letting organizations dictate communication strategies and improving responsiveness and communication during implementations and pilots of the system. There has been some improvement. We have had some difficulty getting information that we needed from the vendor's team, and we have had some delays in follow-up. Those things have tremendously improved." —VP

Competitive market requires well-timed technological development

"Overall, the vendor's leadership has a great vision, and they give us robust functionality. The market is growing, so in order for Notable to be competitive, they have to provide the leading-edge functionality that other vendors are delivering more quickly. I know the vendor has that intention, so now they basically just have to execute." —Director

One customer suggested more structured improvements to training

"We would like Notable to have a mature learning management system with classes that we can take. Then, we could get a certificate at the end that would allow us to update the product and do some self-service on our own. The vendor is getting there, but they weren't at the time of our implementation." —Manager

KLAS' Points to Ponder

The Positives: Notable provides an RPA and AI platform that reduces administrative overhead costs, improves care coordination, and improves patient engagement. The platform can automate patient service tasks, such as scheduling and completing patient intake forms, to reduce staffing overhead and can automate RCM processes to improve billing and A/R functions. Patients' preferred languages can be accommodated in interactions, and AI can identify care gaps to improve patient outcomes. Notable also provides a VR platform to support physician documentation.

Organizations should consider the following:

The Solution's Long-Term Viability in Healthcare

RPA and AI are being adopted to drive higher levels of healthcare efficiencies while reducing operational risk. A solution that incorporates these technologies along with VR to support physician documentation will reduce the number of vendors that health systems need to work with to advance their organizations. Notable will be competitive in the market, but in order to be successful, Notable needs to integrate with more enterprise systems, especially in enterprises with multiple EHRs, RCM systems, and patient scheduling systems. A flexible structured data intake process for updating and creating additional documents versus a single note will improve usability.

Impacts and Trade-Offs of the Underlying Technology

Notable's technology architecture is well designed for growth and protection from technological

obsolescence, and HITRUST certification is in progress. Using unstructured documents filtered by NLP, structured clinical documents, and financial and payer data to drive algorithms, the AI platform supports patient outreach, care-gap analysis, registry automation, and payer-plan selection. Clients do have access to the AI data, and output from the AI model is monitored continuously. Notable should consider incorporating larger industry databases, such as TruVeta, to improve their AI models.

RPA Implementation Considerations

RPA requires up-front planning and design work focused on automating workflows to deliver process improvements that result in desired outcomes. This work should be conducted before evaluating RPA solutions so that organizations can better assess RPA vendors' capabilities. This work will also help identify organization resources that can be used to support RPA applications. Organizations



Mike Davis

HCIT market research and analysis expert with 40+ years of experience

should consider how easily the RPA solution can integrate with their enterprise solutions via APIs. Notable uses an agile implementation methodology that is likely to reduce RPA implementation time frames.

AI Maturity Considerations

AI is an immature and emerging technology in the healthcare industry. Organizations considering AI projects and solutions need to validate their ability to work with high-risk applications used by physicians and clinicians and their ability to recover from failures. AI requires skilled informaticists and data scientists, so organizations need to also identify resource needs for implementing, supporting, and improving AI algorithms and models. Access to vendor AI data and timely product updates are essential to ensuring an AI platform meets the needs of the organization.

Notable: Company Profile at a Glance

Founders

Pranay Kapadia, Adam Ting, and Justin White

Year founded

2017

Headquarters

San Mateo, CA

Number of customers

4,000+ providers

Number of facilities using Notable

1,000+

Number of employees

120+

Funding

2021 Series B (\$100 million)

Revenue model

SaaS

Target customer

Health systems, integrated IDNs, medical groups (hospital-employed or independent)

Healthcare market

Regional, national

Healthcare Executive Interview



Pranay Kapadia, Co-founder and CEO

What is your background?

I have focused my career on tackling problems at the intersection of data and user experiences—defining and building products that simplify ease of use while reducing paperwork within highly regulated industries.

Why was Notable started?

After hearing my family of physicians object to the state of technology in healthcare, I founded Notable to enrich patient-clinician interactions. I believe in giving personalized care and eliminating the massive administrative burden—and \$1 trillion in costs—caused by repetitive, manual workflows that have created a capacity crisis in healthcare.

What is Notable's biggest differentiator?

Notable is the only platform that unifies clinical AI, intuitive engagement, integration, and customization to automate healthcare workflows. Digital assistants replicate thousands of flows that would otherwise require manual, repetitive work. As a result, we drive quantifiable outcomes, including 97% patient satisfaction, 700+ hours of staff and clinician work saved per provider annually, and an 83% reduction in eligibility- and registration-related denials.

Is your solution integrated into a core system?

The Notable platform is built with a data integration architecture to enable integration with existing systems of record and provide true end-to-end automation. Notable leverages a combination of RPA, FHIR, HL7, and custom APIs, and Notable can even access flat files to get structured and unstructured data in and out of existing systems. Additionally, Notable has broad computer vision and natural language processing (NLP) capabilities that enable the extraction of structured data from unstructured sources, such as insurance cards or imaging results.

How is the AI solution used in the product?

Notable leverages data in its AI/ML algorithms, including unstructured clinical documents, financial payer data, raw insurance card images, and structured clinical data. Notable's AI capabilities are used in optimizing response rates to patient outreaches, determining outstanding care gaps, automating payer-plan selection, and automating clinical-registry data entry.

Solution Technical Specifications (provided by Notable)

Cloud environment

Google Cloud Platform, AWS, and Azure

Development platform

Python, TypeScript, and Swift

Database environment

PostgreSQL

Mobile application environment

iOS and iPadOS; interact via phones, tablets, laptops, or desktops

Security platform

Completing HITRUST certification

Confidentiality

Full compliance with HIPAA and HITECH; business associate agreements

Data encryption

AES-256 at rest and during transmission

Integration approach

Combination of RPA, FHIR, HL7, custom API, and flat files

HITRUST certification

In process

Report Information

Reader Responsibility

KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS's best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to klasresearch.com/faq.

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Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.



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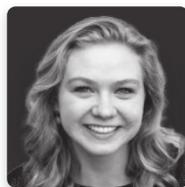


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Our Mission

Improving the world's healthcare through collaboration, insights, and transparency.

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