The AI Blueprint

Winning Strategies To End Point Solution Fatigue and Drive Engagement

Grokker | HR DIVE

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Agenda

- → **Navigating the Current Landscape of Healthcare Point Solutions**
- → **Understanding the Power & Potential of AI in Healthcare Solutions**
- → **Clearing 4 Key Hurdles to AI Implementation**
  - Tackling the fear of the unknown
  - Navigating open vs. closed systems
  - Addressing privacy & safety concerns
  - Demonstrating short & long-term ROI
- → **Next Steps: Putting AI Into Action**

Speaker Panel

Lorna Borenstein

Founder and CEO,
Grokker

Vince Kuraitis

Principal and Founder,
Better Health Technologies

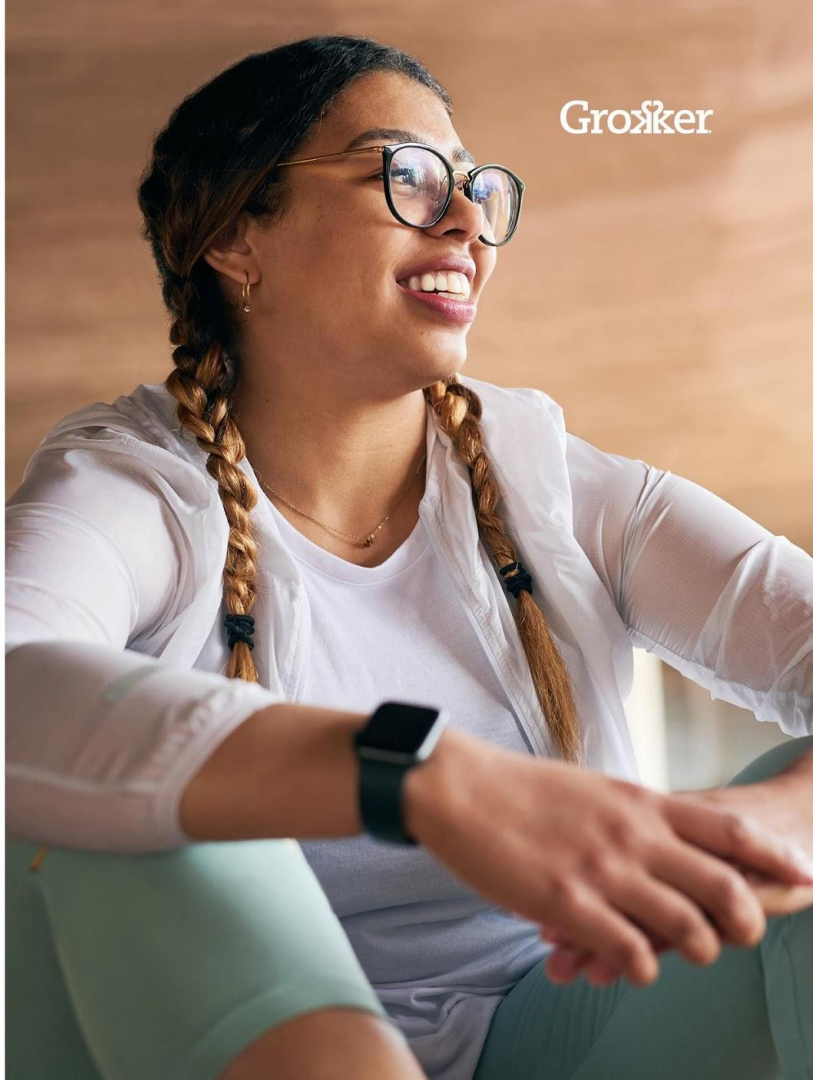
Navigating the Current Landscape of Healthcare Point Solutions

50% of organizations have between **6-15** point solutions.

(Source: Grokker Innovation Labs / HR Dive)

Understanding the Power & Potential of AI in Healthcare Solutions

- → Consolidates your tech stack to reduce administrative burden
- → Boosts utilization by simplifying employee access
- → Delivers personalized support that drives employee engagement
- → Surfaces actionable data to inform benefits strategy & prove ROI



Clearing 4 Key Hurdles to AI Implementation

1 Tackling the fear of the unknown

While over ¾ of organizations say they currently use AI in at least one function, only 13% use generative AI regularly in HR.

(Source: McKinsey)

2 Navigating employee adoption

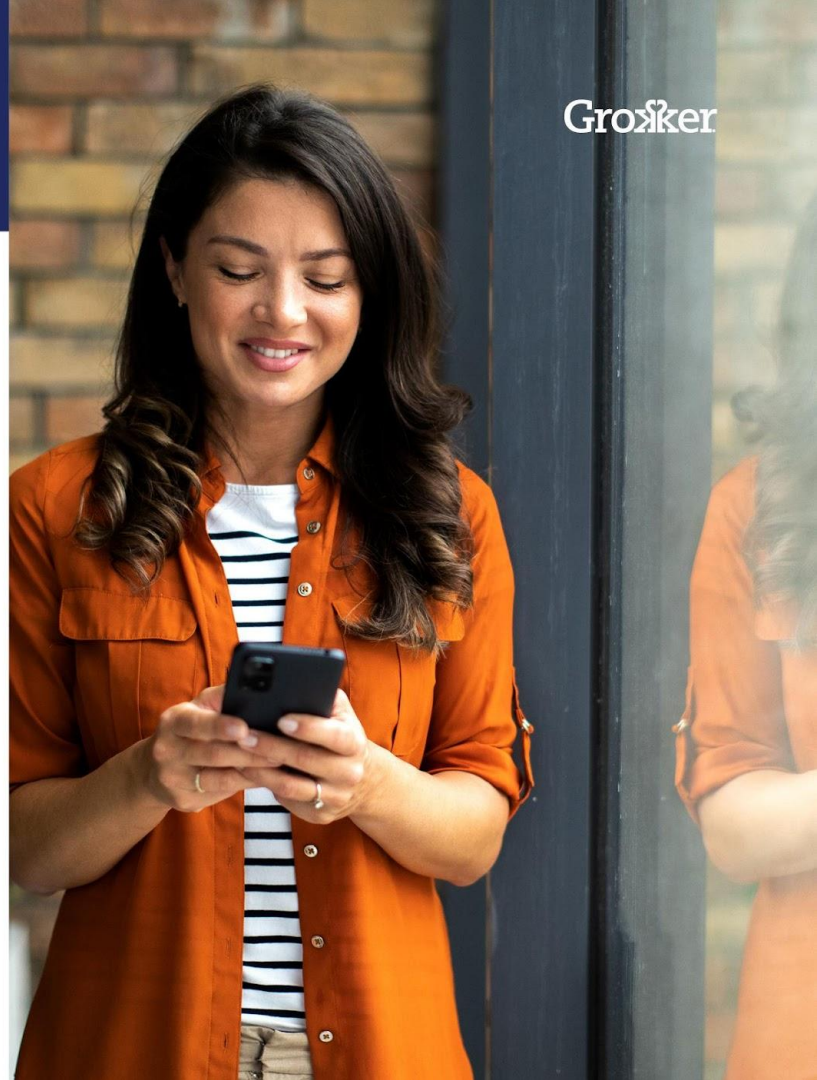
Over a quarter of full-time workers said they expected to quit in 2024. Of those, **44%** said it was in a desire for better benefits.

(Source: Resume Builder)

3 Addressing privacy & safety concerns

73% of employees said they would be more likely to trust their employer if they felt well-informed about how their data was being used.

(Source: Accenture report 2024)



Clearing 4 Key Hurdles to AI Implementation

4 Demonstrating short & long-term ROI

57% of HR executives who report that cost-effectiveness is the factor that would most strongly influence their organizations' decisions to add new point solutions.

(Source: Grokker Innovation Labs / HR Dive)

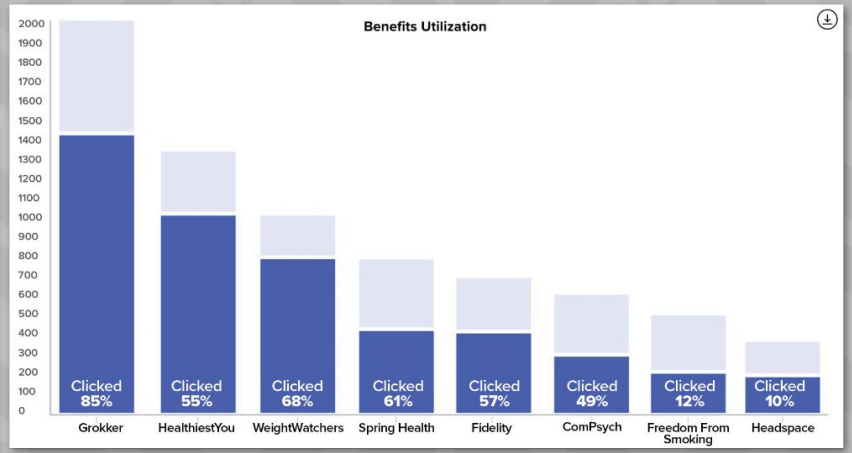
Grokker

Last 30 days

3,870
Unique Members

35.6%
Returning Members

Keywords	
Weight	58 (12.6%)
Pain	53 (11.5%)
Cholesterol	44 (9.6%)
Stress	33 (7.2%)
Ache	24 (5.2%)
Sleep	19 (4.1%)
Stretching	11 (2.4%)
Abs	11 (2.4%)
Prescription	6 (1.3%)
Waves	5 (1.1%)
Cancer	4 (0.9%)
Insurance	4
Back	4
Yoga	4
Arthritis	4
Management	4
Lifting	3
Knee	3
Health	3
Telehealth	3
Appointment	3
Dieting	3



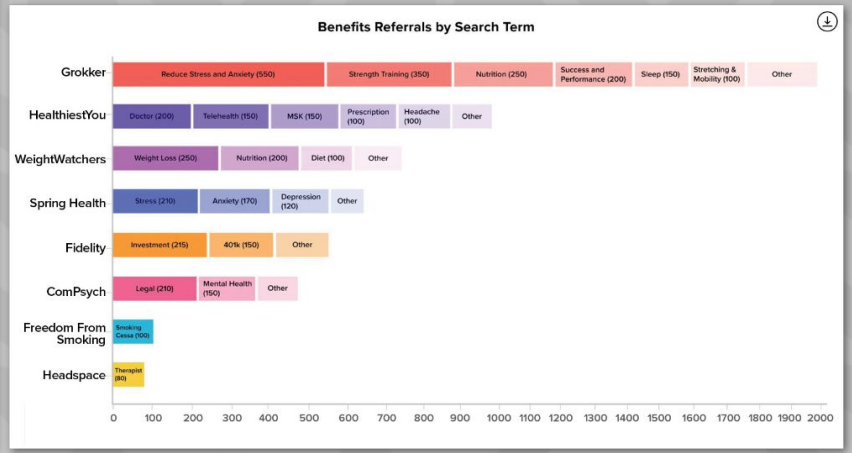
$25,648
Total Savings
($15,343 Grokker Deflections + $10,305 HR hours saved)

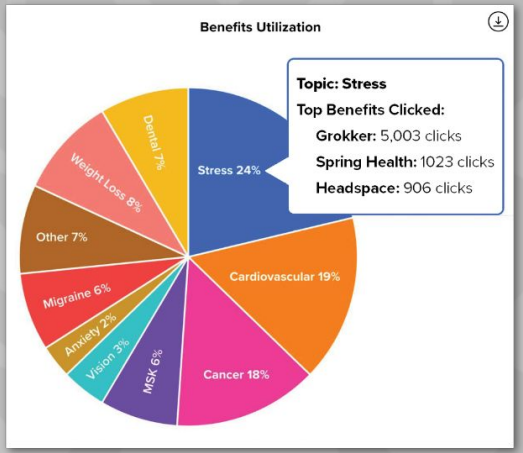
82%
Positive Feedback

18%
Negative Feedback

73%
Mobile Users

27%
Web Users





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Next Steps:
Putting AI Into Action

Q&A

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Thank you!

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