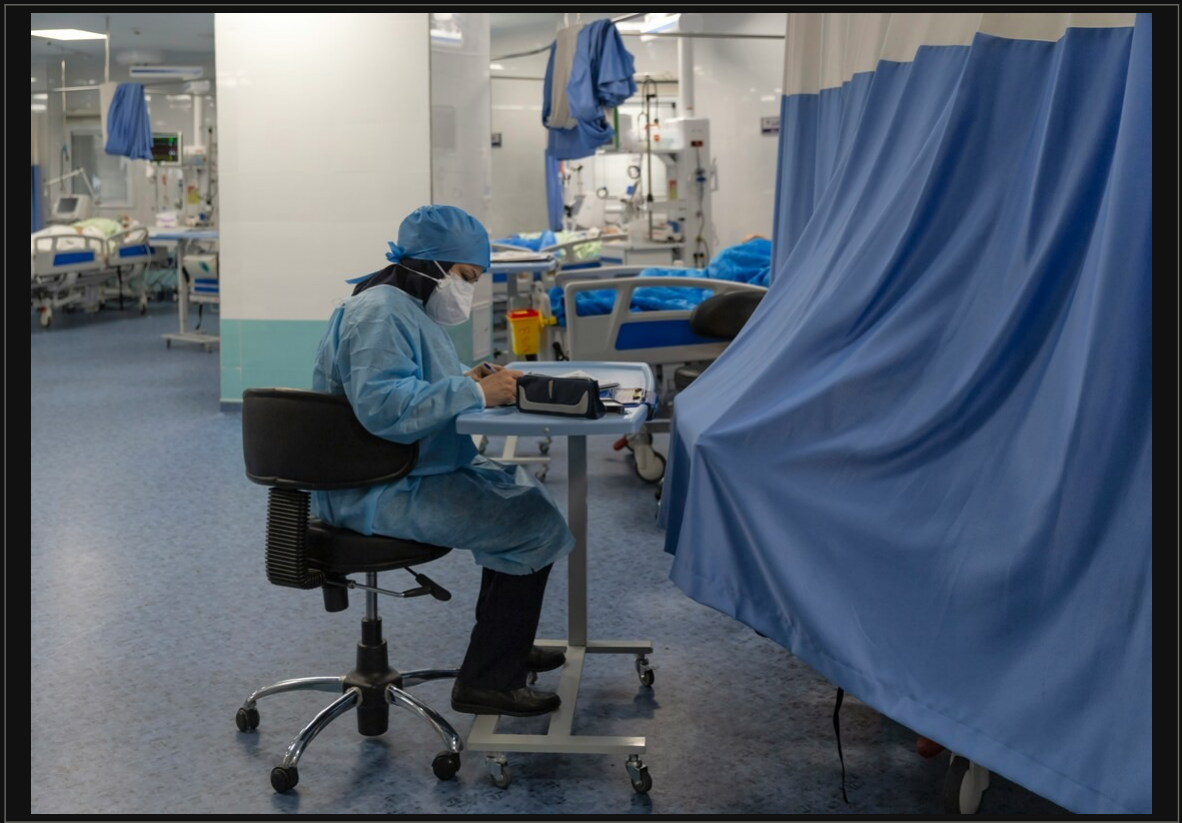
AI ROI GUIDE

The AI Impact ROI Guide for Healthcare Practices

.TrackImpact



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1 — OVERVIEW

What ROI Means for Healthcare Practices

Time saved is the leading indicator — but for healthcare practices, the compounding value shows up in more patients seen without burning out staff, fewer denied claims and faster reimbursement, and the ability to shift admin and clinical time from paperwork toward the patient-facing work that actually matters.

Revenue & Capacity

AI-assisted intake, documentation, and prior authorization are already helping practices see more patients and clear more claims without adding headcount — freeing capacity during the exact weeks when front-desk and billing staff are stretched thinnest.

Profitability & Margin

Practices using AI for coding support and prior authorization report sharp reductions in denials and rework — directly protecting reimbursement without adding administrative headcount.

Talent

By automating repetitive documentation and paperwork, AI gives clinicians and admin staff back the time and energy that burnout research consistently ties to attrition — a real business risk in an industry already short-staffed.

2 — WHY ROI MATTERS NOW

Why ROI for AI Adoption Matters Now

Healthcare practices are navigating a familiar squeeze: rising documentation burden, insurers requiring more prior authorizations with tighter turnaround windows, and a workforce already reporting burnout well above the national average across other industries.

AI adoption at the health-system level has moved from pilot to mainstream fast. 75% of U.S. health systems now use at least one AI application, up from 59% just a year earlier, and 81% of physicians report using AI professionally, up from 38% in 2023.

Source: FierceHealthcare, 2026 health system AI adoption survey; Doximity, 2026 State of AI in Medicine Report

Documentation is where the burden is most acute — and where AI is delivering the clearest measured relief. AI scribe tools that draft clinical notes from the patient visit cut physician charting time by 40–45% in reported deployments.

Source: Industry-reported ambient AI scribe deployment data, 2025–2026

A Mass General Brigham-led study published in JAMA Network Open, surveying more than 1,400 physicians and advanced practice providers across two health systems, found ambient documentation technology was associated with a 21.2% absolute reduction in physician burnout prevalence at Mass General Brigham after 84 days, and a 30.7% absolute increase in documentation-related wellbeing at Emory Healthcare after 60 days.

Source: You et al., "Impact of Ambient Documentation Technology on Physician and Advanced Practice Provider Experience," JAMA Network Open, Aug 2025

Where AI Actually Delivers

✓ **Efficiency**	✓ **Accuracy**	✓ **Time Back**

Where It Still Needs a Human

× **Relationships**	× **Human Judgment**

3 — ROI LEVERS

Proven ROI Levers for Healthcare Practices

Core levers healthcare practices are using today to connect AI adoption to measurable business outcomes — ordered by priority and grounded in publicly reported, sourced examples from across the industry.

Business Outcome	Example Lever	Real-World Example
Patient Throughput	Faster patient intake & scheduling	AI-powered intake automation trims 10–15 minutes per patient at check-in and cuts incomplete intake forms by roughly 90% in reported clinic deployments.
Utilization Improvement	Faster prior authorization turnaround	Allegheny Health Network automates more than 200,000 prior authorizations a year with Humata's AI platform, achieving a 96% first-pass approval rate.
Quality & Speed of Documentation	Ambient AI scribes	AI scribes that draft clinical notes from the patient visit cut physician charting time by 40–45% in reported deployments.
Staff Wellbeing & Retention	Reduced documentation burden	The Mass General Brigham-led JAMA Network Open study found ambient documentation was associated with a 21.2% absolute reduction in physician burnout at 84 days.
Margin Improvement	Reduced prior-auth denials & rework	Allegheny's touchless prior authorization workflow eliminates the manual back-and-forth that traditionally consumed hours of staff time per request.
Firm-Wide Adoption	Platform rollout depth	75% of U.S. health systems now use at least one AI application, up from 59% just a year earlier.

TURNING INSPIRATION TO ADOPTION

Turning Inspiration to Adoption

Real ROI comes from moving beyond broad enthusiasm to focused execution. Practices seeing the strongest results narrow in on a set of high-impact workflows where AI materially changes how work gets delivered — not just makes individual tasks faster.

A patient visit is a clear example. From intake through reporting, AI can reduce friction across the full lifecycle of a patient interaction — accelerating scheduling, documentation, and prior authorization, and freeing staff for the direct patient care that actually matters.

Managing a Patient Visit From Intake to Reporting

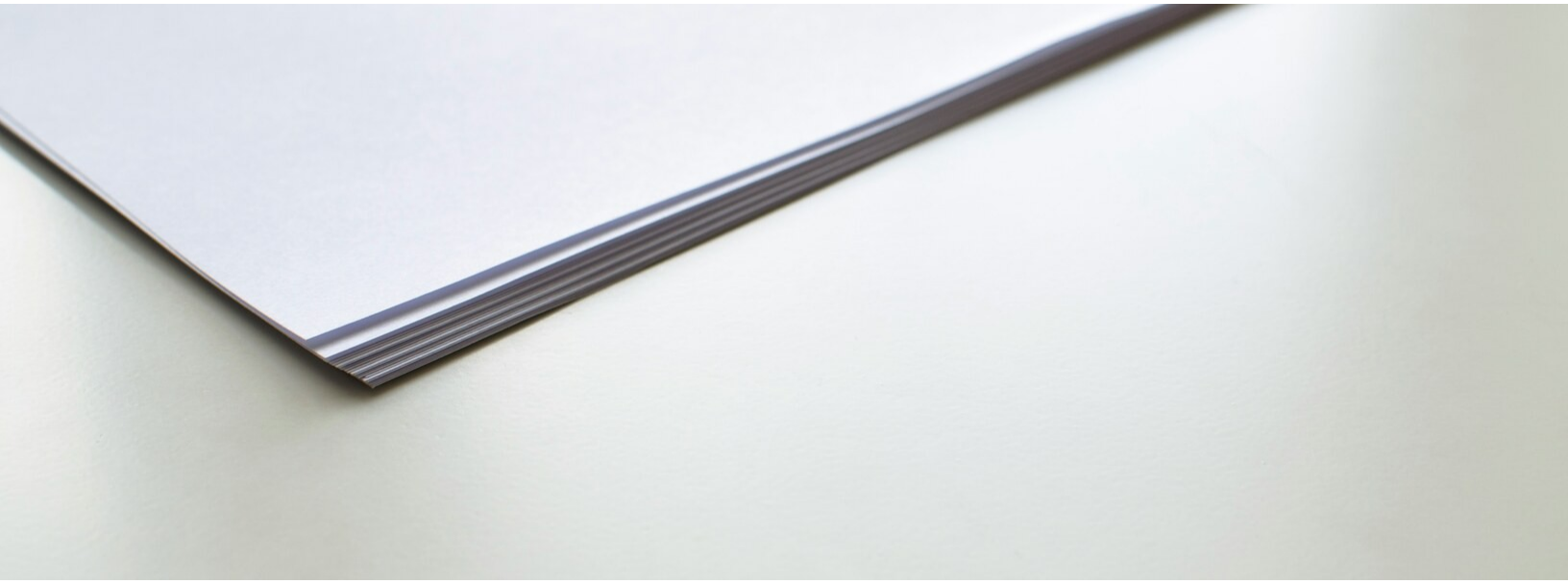
#	Stage	How Practices Use AI	Process
1	**Patient Intake & Scheduling**	AI-assisted intake & scheduling	AI chat and voice tools handle routine scheduling and intake questions, saving an estimated 10–15 minutes per patient at check-in in reported clinic deployments.
2	**Documentation Support**	Ambient AI scribes	AI listens to the patient visit and drafts a structured clinical note for physician review, cutting charting time by 40–45%.
3	**Billing & Coding**	AI-assisted coding suggestions	AI tools suggest diagnosis and procedure codes from visit documentation, reducing manual lookup time and catching coding errors before claims go out.
4	**Prior Auth / Insurance Follow-up**	Automated prior authorization	AI bundles clinical documentation and submits prior authorization requests automatically — Allegheny Health Network processes 200,000+ a year this way with a 96% first-pass approval rate.
5	**Reporting & Compliance**	AI-assisted quality & compliance review	Reclaimed staff time is redirected toward compliance review and reporting instead of chasing paperwork status.

4 — REAL-WORLD EXAMPLES

Real-World Examples

Two publicly reported, independently sourced examples of AI adoption in healthcare administration and operations — included to show what realistic ROI looks like today, cited from peer-reviewed research and independent trade-press reporting.

Cutting Physician Burnout With Ambient Documentation



Mass General Brigham and Atlanta's Emory Healthcare studied the rollout of ambient documentation technology — generative AI scribes that record patient visits and draft clinical notes for physician review — across both health systems, publishing their findings in JAMA Network Open.

Key Outcomes

- Surveyed more than 1,400 physicians and advanced practice providers across both health systems
- Ambient documentation was associated with a 21.2% absolute reduction in burnout prevalence at Mass General Brigham after 84 days
- Emory Healthcare saw a 30.7% absolute increase in documentation-related wellbeing after 60 days
- Mass General Brigham scaled from an 18-physician pilot in 2023 to more than 3,000 routine users by April 2025

Source: You et al., "Impact of Ambient Documentation Technology on Physician and Advanced Practice Provider Experience," JAMA Network Open, Aug 2025

Touchless Prior Authorization at Scale

Allegheny Health Network, a Western Pennsylvania integrated delivery system, partnered with Humata Health to deploy the industry's first fully touchless prior authorization platform — automating the process from order entry through submission and status tracking.

Key Outcomes

- Automates more than 200,000 prior authorizations annually
- Achieves a 96% first-pass approval rate
- Automates the full workflow from clinical data extraction through submission and status tracking
- Eliminates the manual back-and-forth that traditionally consumed hours of staff time per request

Source: Becker's Hospital Review, "Humata Health Powers First Touchless Prior Authorization — From Order to Approval — With Allegheny Health Network," April 2025

5 — PROOF POINT

Time Saved → Business Value

A 6-person admin and clinical-support team saves roughly 20 hours/month per person by stacking AI across intake, documentation, and prior authorization — a conservative slice of the 40–45% charting-time reduction reported from AI scribes alone.

Assuming a conservative 50% of that reclaimed time converts to reduced overtime, temp staffing, or reallocated capacity, here's what that's worth against the cost of TrackImpact's own tracking layer.

Reallocated Hours

hrs/mo	20 hours saved per staff member, per month	× 6 staff
	× 50% reallocated to patient-facing or billing capacity	
=	Total reallocated hours per month	**60 hours**

Value Created

value	60 reallocated hours	× $45/hr blended admin/support rate
=	Value created per month	**$2,700**

Cost to Track & Prove It

cost	6 seats	× $19/seat/month (TrackImpact Team)
=	TrackImpact cost per month	**$114**

That's roughly a 24x return — not on the AI tools doing the work, but on the cost of proving what they're worth.

$45/hr is an illustrative blended hourly value for front-desk, billing, and care-coordination staff time, including overhead — actual figures vary by role and market. This calculator separates two different costs: the AI tools generating the time savings (ambient scribes, prior-auth automation, and similar platforms) and TrackImpact's own cost to track and prove that value.

TRACKIMPACT — TRACK & SCORE

Turn Everyday AI Use Into Evidence

Once a task is worth doing, TrackImpact is where it gets logged — the tool, the task, the time saved. Every entry is automatically scored for automation-readiness, and the highest-scoring tasks are flagged as candidates to become a standing loop: a process that runs on a trigger, takes a bounded action, and gets better from its own results.

Track, score, and step back — the whole loop, live today. That's how scattered AI usage becomes the evidence the next budget conversation runs on.

TOOL	TASK	TIME SAVED	SCORE
ChatGPT	Draft first-pass client email	15 min	**82 — Loop candidate**
Otter.ai	Transcribe client call	20 min	65
Excel Copilot	Reconcile month-end entries	35 min	40

↻ *Recorded outcome feeds the next run*

Get started → trackimpact.io

6 — CHANGE MANAGEMENT

ROI Is a Change Management Process

AI doesn't create ROI on its own — proving it requires a structured approach to adoption, and a system for turning scattered usage into evidence leadership can act on.

Start With a Targeted Pilot

AI doesn't create ROI on its own — proving it requires more than picking a workflow and hoping. The strongest pilots follow three steps: **track** the real, granular tasks inside the workflow — not "documentation" but "draft this note from the visit transcript"; **score** each logged task for automation-readiness — does it need a person's judgment, is it a good AI+human candidate, or could it run with minimal oversight; then **step back** and ask which high-scoring tasks could become a standing loop — something that runs on a trigger, takes a bounded action, and gets better from its own results — instead of a one-off AI-assisted task repeated by hand.

What Strong Pilots Include

#1

A logged, high-volume workflow

A repetitive task tracked at the task level — patient intake, clinical documentation, prior authorization.

#2

A clear KPI to track against

Minutes per check-in, charting time per visit, or prior-auth turnaround time.

#3

A defined pre-/post-benchmark

Measured before rollout begins, so the pilot has something real to compare against.

#4

A small, engaged group

A handful of staff across roles — not just the most tech-forward clinician on the team.

TRACKIMPACT — SEARCH PROFILES

Not Sure Where to Start? Search Your Job Title.

TrackImpact's marketplace covers thousands of O*NET job titles, and every profile breaks the role down into its real, recurring tasks — not "use AI for marketing," but the actual activities someone in that seat does every week — each matched to a concrete AI approach and an automation-readiness read.

Instead of guessing which tasks are worth automating, search the job title and see the answers already mapped out.

SEARCH
“Senior Financial Analyst”

TASKS MAPPED
38 recurring tasks found

→ SAMPLE TASK MATCH
“Reconcile the variance report against last month, flag anything outside a 5% band.”

HITL SCORE: MEDIUM — AI DRAFTS, YOU REVIEW

Search your job → www.trackimpact.io/search/

7 — CONCLUSION

From Proven ROI to Practice-Wide Impact

AI is already helping healthcare practices deliver real ROI — not just in hours saved, but in reduced staff burnout, faster reimbursement, and a more sustainable path for clinicians and admin staff who'd rather spend time with patients than paperwork.

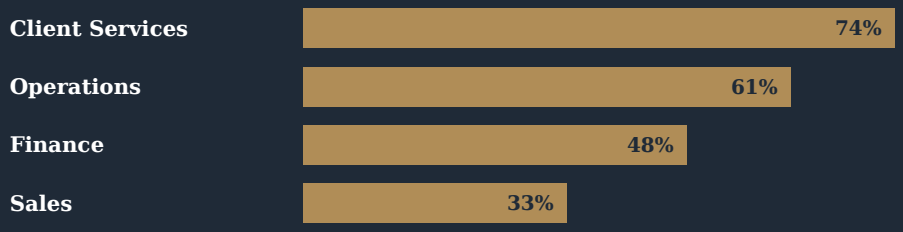
Outcomes will vary by practice mix and how deeply a practice integrates AI into its workflows. But the practices seeing the strongest returns are the ones treating adoption deliberately — tracking who's using what, for which tasks, and what it's worth — instead of guessing at year-end.

TRACKIMPACT — TEAMS

See Impact Across the Whole Organization

Teams brings every individual's tracked and scored activity together at the organizational level — so leadership can see adoption and value by department, site, or role, and compare who's driving results.

It's the difference between a handful of enthusiastic early adopters and a rollout that can actually be managed and reported on.



See how it works → trackimpact.io

8 — NEXT STEP

Start Scoping ROI for Your Practice

This section is the input TrackImpact uses to help you scope, track, and prove AI's impact on your practice — here's how the pieces fit together, and what to work out with your team before you roll anything out.

Questions to Answer Before You Scale

These are the questions that shape how your practice rolls out and tracks AI adoption — work through them with your team before committing to a rollout.

What are your top business priorities, and how might AI support them?
e.g. Reducing staff burnout and turnover, protecting margin on reimbursement

Which workflows do you want to focus on first? Why?
e.g. Patient intake, documentation support, prior authorization

What would the impact of improvement look like?
e.g. More patients seen and fewer denied claims without added headcount

What pain points are slowing your team down today?
e.g. Documentation burden, billing denials, admin burnout

Who else needs to be involved in evaluating this?
e.g. Practice administrator, medical director, compliance/privacy officer

What questions or objections are you anticipating?
e.g. "How is this different from what we already track?" "What about HIPAA and patient data privacy with AI tools?"

Ready to Set Up TrackImpact for Your Practice?

Reach out and we'll get you started — mapping roles, setting up your team, sending onboarding invites to your staff, and walking through how the platform and reporting work.

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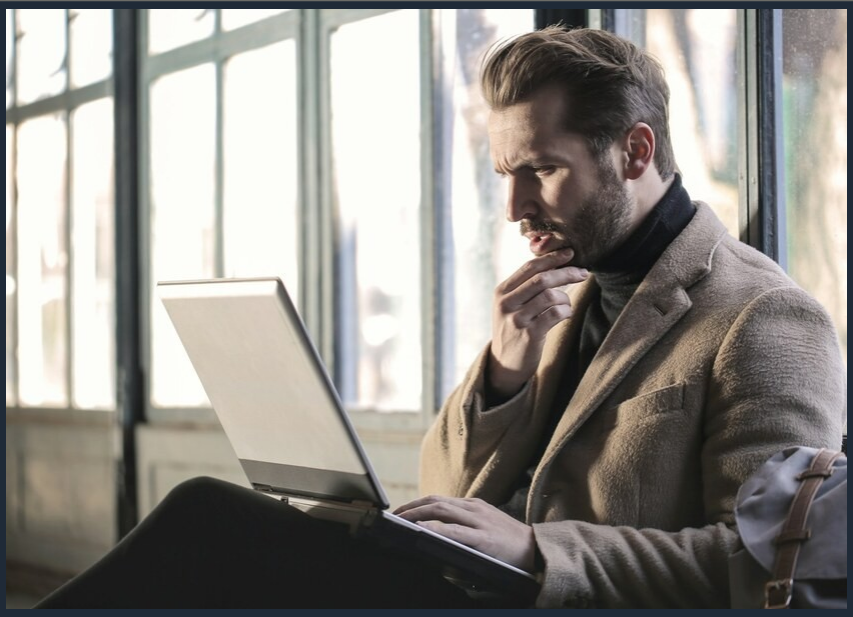
READ NEXT

The AI Skills Guide

This guide made the case for AI at the organizational level. The AI Skills Guide takes it to the individual — the specific habits, prompts, and workflows that turn AI from a tool people dabble with into one they rely on daily.

A natural next step for any team lead rolling this out person by person.



Read the AI Skills Guide → www.trackimpact.io/guides/ai-skills-guide/

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- Team meeting in a modern office — Vitaly Gariev / Unsplash (img-healthcare-why-roi.jpg)
- Team collaborating around a computer — Vitaly Gariev / Unsplash (img-healthcare-workflow.jpg)
- Nurse attends to patient with doctor observing — The New York Public Library / Unsplash (img-healthcare-case1.jpg)
- White papers on a table — Lukas Blazek / Unsplash (img-healthcare-case2.jpg)
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