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## THE RIPPLE EFFECT

Stories of purpose and lasting impact

**It's not about the tool.  
It's about the tool's  
capabilities.**

**A state government program explores GenAI's potential to augment a digital transformation and help improve productivity.**

# COUNTLESS POSSIBILITIES ACTIVATED A SINGULAR CHALLENGE: WHERE TO START?

## THE SITUATION

The Chief Information Officer (CIO) for a state's Medicaid program regularly sought new ways to leverage technology for the benefit of program members, employees, and providers. And while headlines about generative artificial intelligence (GenAI) had piqued his interest, it was a deeper dive into its potential to enhance worker productivity that inspired him to reach for his phone.

Deloitte had been by the CIO's side throughout the program's digital transformation journey, helping engineer complex systems that are mission-critical to eligibility and case management. Now, the CIO saw GenAI as a potential next step—a chance to use technology to enable the program's staff to be more and more efficient, and an opportunity for the state to give its people the tools they need to serve the state's many residents on Medicaid.

The CIO's approach to new tools is simple, that it's not about the tool itself, but its ability to solve specific problems. And when those problems threaten to impede the program's ability to support members or complicate member's ability to manage their healthcare needs, the CIO seeks more-effective tools.

GenAI is emerging technology, and the CIO wanted to proceed not just with caution but with a trusted advisor. So, he made a call to a longtime Deloitte colleague to ask, "Do you do this?" The answer, of course, was yes.



## THE SOLVE



The conversation accelerated in the ensuing days and weeks. A Deloitte team assembled to discuss potential use cases with the CIO and his fellow leaders. The group also talked about the importance of a foundation—comprising of infrastructure and governance—to help drive a culture shift and enable new programs and platforms to be built safely and securely.

Proceeding with caution, the CIO wanted an initial use case to be a fully worker-controlled solution. To minimize potential risk—and to facilitate adoption—the collective team decided to focus on an AI-enabled solution that was widely understood and had already been demonstrated to be successful: the technology's ability to ingest vast amounts of information and interpret it.

Program staff relied upon a lengthy and complex policy manual, along with their specialized training, to provide decisions around workflow in support of members. That meant finding the information they needed to make those decisions could take hours. Deloitte helped assess the solution's ability to access insights from this relevant reference and educational data. Then, the program's subject matter specialists could review and verify the AI-provided insights, enabling the technology to learn and improve. The CIO and his team were excited by the results of the test and noted the solution's potential as a productivity tool that could also help foster consistency and accuracy of data.

**BETTER PRODUCTIVITY BY FUSING  
SUBJECT MATTER EXPERIENCE WITH  
AI CAPABILITIES**

# THE IMPACT

The program has established a foundation that can support the development of new GenAI tools, safely and securely in a controlled environment. The initial use case leveraged GPT (generative pre-trained transformers) and LLM (large language model) technology to make information and policies more-readily available to caseworkers when they need it, enabling them to do their jobs more efficiently and productively.

The GenAI conversation continues for the CIO, who continues to be open to new tools that can help give better information and provide service. The CIO notes that calculators and computers displaced earlier tools and technologies, but that took time and GenAI still has to earn trust.

A man in a white lab coat is shown in profile, looking down. The background is a dark, blue-toned digital environment with a glowing network of lines and nodes, suggesting a secure, worker-controlled environment. The text is overlaid on this background.

EXPLORING GEN-AI CAPABILITIES WITHIN A SECURE,  
WORKER-CONTROLLED ENVIRONMENT



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