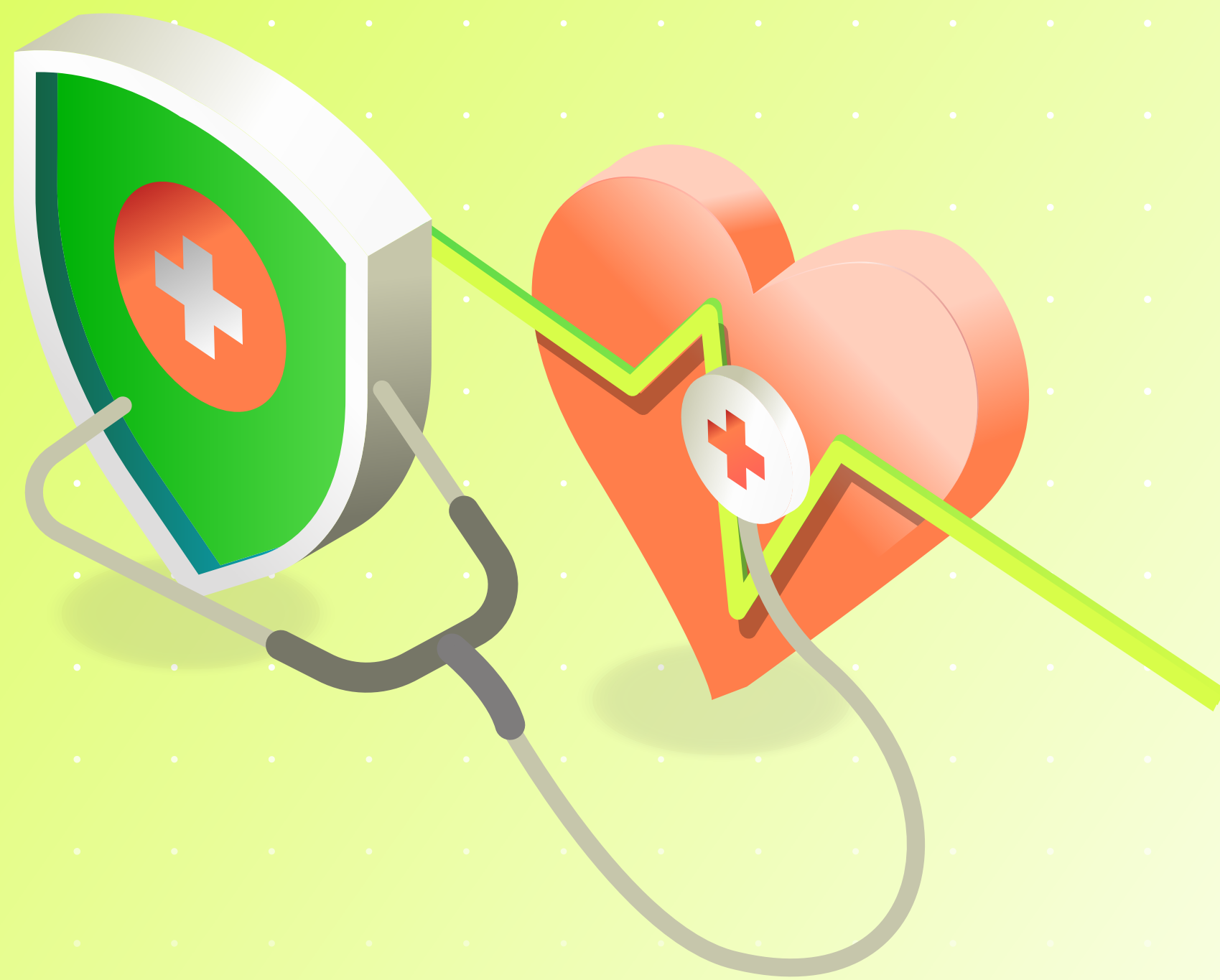




Reworking healthcare's workflows

7 ways providers, payers, and life sciences teams use AI to drive better outcomes

Executive summary



By harnessing generative AI, companies can achieve a competitive edge, accelerate innovation, and ensure more agile and informed decision-making

Few industries are as urgent, complex, or interconnected as healthcare. Every decision has the potential to impact lives, which puts pressure on organizations to move faster, deliver more personalized outcomes, and operate more efficiently. At the same time, many are navigating rising operational demands and financial constraints.

In healthcare, this can mean more informed decisions, faster workflows, and stronger outcomes. But the biggest barrier is often adoption, not technology. Many frontline teams are hesitant to change how they work, especially in environments that demand precision.

Glean helps close that gap. Our Work AI platform integrates directly into the tools teams already use – Microsoft 365, Google Workspace, Slack, Salesforce – so people can access knowledge and insights without disrupting how they work. A recent Forrester study on The Total Economic Impact™ of Glean found that organizations reach 93% adoption within two years⁵. By connecting people with the knowledge they need in the moment they need it, Glean makes decisions faster, work more productive, and information easier to trust.

Whether it's a revenue cycle manager checking prior authorization requirements, a support rep handling a billing call, or a scientist reviewing trial protocols, Glean helps teams move faster with full context.

This whitepaper explores how Glean supports seven high-impact areas across the healthcare ecosystem. From claims to R&D, it outlines practical ways healthcare teams can improve productivity, decision quality, and outcomes at scale.

Providers are expected to deliver high-quality care under growing administrative strain¹. Payers face the dual challenge of managing escalating costs and ensuring compliance with evolving regulations². Life sciences companies are expected to bring therapies to market more quickly, all while meeting global demands and regulatory requirements³. Despite their differences, these organizations share a common challenge: critical knowledge is scattered across disconnected systems, tools, and teams. This fragmentation slows decisions, duplicates effort, and strains resources at a time when speed and accuracy matter most.

AI presents a powerful opportunity to address these issues. According to Deloitte, "generative AI holds promise across industries to streamline operations, from discovery through commercialization – enhancing efficiency, compliance, and consumer-centricity. By harnessing generative AI, companies can achieve a competitive edge, accelerate innovation, and ensure more agile and informed decision-making across their value chain⁴."

1 [2025 global health care outlook](#)

2 [How the healthcare industry can weather ongoing challenges](#)

3 [Challenges to Navigating the Pharmaceutical Regulatory Landscape](#)

4 [From code to cure, how Generative AI can reshape the health frontier: Unlocking new levels of efficiency, effectiveness, and innovation](#)

5 [The Total Economic Impact™ Of Glean](#)

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Accelerate claims and reimbursement

The healthcare industry spends billions of dollars disputing claims and denials, resulting in lost revenue and financial strain⁶. Delays in reimbursement can restrict cash flow and create accounts payable liabilities, putting both providers and payers at financial risk. For payers, the situation is compounded by government reimbursement lags from Medicare and Medicaid, which make financial planning even more difficult.

Despite these pressures, the claims and reimbursement process remains highly manual. Many denials stem from preventable issues, such as paperwork errors, incomplete information, eligibility misunderstandings, or missing documentation like prior authorizations⁷. On top of this, payer organizations must keep up with annual changes to Medicare Advantage rates, claims processing guidelines, and rising healthcare costs – all of which add pressure and uncertainty to their margins⁸.

Finding the right information at the right time is a persistent challenge. Whether it's navigating payer policies, confirming eligibility, or ensuring compliance, teams across providers, payers, life sciences companies, and suppliers spend valuable time chasing answers instead of resolving issues.

AI is helping to change that. Large language models (LLMs) and retrieval-augmented generation (RAG) can surface relevant information instantly – including payer policies, coding guidelines, and pre-authorization requirements – summarize complex workflows, and help teams address revenue issues more quickly and accurately.

In high-stakes environments, AI doesn't replace human oversight. It strengthens it by reducing the time spent searching, re-checking, or redoing work. With the right access controls and system integrations, AI can:

- Accelerate claim submission and approval
- Reduce denials by improving policy compliance upfront
- Speed up audit response and payer communication
- Improve staff productivity without expanding headcount

How Glean delivers value

Glean helps insurance teams, claims operations, and reimbursement specialists streamline reimbursement workflows and reduce delays. By indexing internal SOPs, audit documentation, payer guidelines, and historical authorizations, Glean empowers revenue teams to take faster, more informed action.

Unlike general-purpose AI tools, Glean connects to systems across the organization to deliver accurate, real-time answers in context. This shortens processing timelines and improves throughput across the claims lifecycle.

Healthcare payers use Glean to democratize policy knowledge, helping teams resolve cases more quickly and improve adjudication accuracy. But the impact extends beyond claims teams:

⁶ [Claims denials on the rise, complicating revenue collection, survey finds](#)

⁷ [Reasons for Health Insurance Claim Denials and What You Should Do](#)

⁸ [US health insurers slide as final Medicare payment rates fall below expectations](#)

Empower sales teams with smarter outreach

- **Clinical review teams and medical directors** use Glean to retrieve policy references and clinical criteria when reviewing procedures and tests. This simplifies the prior authorization process and reduces administrative burdens for both payers and providers.
- **Case managers** use Glean to access care plans and eligibility information, enabling more proactive outreach and preventive care that reduces long-term costs.
- **Risk adjustment analysts** use Glean to extract key data from unstructured clinical notes and documentation. This helps refine patient risk scoring and ensure accurate reimbursement, especially for Medicare Advantage populations.

Glean also supports **medical device suppliers and specialty care providers**. Teams use Glean to locate required documentation – such as physician orders or proof of delivery – for reimbursement or audit preparation. By surfacing current policies and reference materials, Glean helps reduce denials and improve compliance.

Healthcare sales teams operate in one of the most complex and regulated selling environments. Whether selling health plans, pharmaceuticals, or medical technologies, reps must synthesize scientific knowledge, stay up to date with evolving medical information, and follow strict compliance standards – all while navigating fragmented tools and highly informed buyers^{9,10}.

The challenge isn't limited to the field. Sales reps often spend hours searching for account history, messaging guidance, or competitive context.

This slows outreach, shortens time in the field, and limits their ability to respond to buyer needs. Sales managers face similar hurdles. Juggling dashboards, spreadsheets, and siloed insights makes it difficult to coach teams effectively or improve performance.

As demands for personalization, speed, and accuracy grow, digital tools are no longer optional. With numerous internal systems, shifting regulations, and high-stakes conversations, reps can't afford to rely on outdated playbooks or manually pieced-together content^{11,12}.

AI can help healthcare sales teams:

- Research provider specialties, priorities, and pain points
- Understand customer needs through behavioral and historical data
- Prioritize outreach based on impact and readiness
- Personalize engagement with context-specific recommendations
- Strengthen communications with messaging and positioning support
- Improve coaching by identifying patterns across rep performance

9 [The Role of Certified Pharmaceutical Representatives in the Shifting Sales Landscape](#)

10 [Top 5 Challenges Facing Health Plan Leaders in 2024](#)

11 [Maximizing Medical Sales Through AI and Customer Segmentation](#)

12 [Sales Acceleration](#)

How Glean delivers value

Glean gives healthcare sales teams a single, secure interface to access commercial knowledge across tools like CRMs, Slack, Microsoft Teams, SharePoint, and Outlook. Reps can personalize outreach, stay compliant, and answer customer questions confidently – without jumping between systems. Enablement leaders and managers gain visibility into workflows, onboarding materials, and subject matter experts, helping new reps ramp faster and experienced reps perform at their best.

Broker and commercial teams at payer organizations use Glean to analyze RFPs, regulatory updates, and competitive benchmarks. With AI-powered summarization and chat, teams can locate the right information, clarify complex terms, and draft tailored responses quickly – cutting down cycle times and improving proposal quality.

Field reps in life sciences use Glean to access provider engagement history, approved messaging, clinical data, and training materials – all from a mobile device or desktop. They can use Assistant to clarify questions on the fly or compare product information through Glean Apps. When deeper context is needed, reps can search peer notes or reach out to internal experts.

New sales reps across payer and life sciences organizations rely on Glean to explore onboarding content, review past account activity, and access role-specific training. Prompt libraries support task automation, while Assistant offers just-in-time guidance – reducing reliance on other teammates and accelerating productivity.

Make knowledge and policies easy to access

Across healthcare organizations, internal knowledge is often scattered across shared drives, emails, and siloed systems. Critical information – like clinical guidelines, SOPs, or HR policies – may live in multiple places with no clear path to the latest version. As a result, staff often rely on informal networks or spend time tracking down colleagues who might know the answer. When those efforts come up short, decisions are delayed and compliance risks increase.

Implementing AI-driven knowledge management solutions can lead to more efficient operations and enhanced employee satisfaction in healthcare settings¹². Clinicians, staff, customer service reps, and analysts can search and chat with policy documents, workflows, protocols, and institutional knowledge. Whether they're asking, "What's the protocol for medication reconciliation?" or looking for efficacy data on a specific compound, AI makes information easier to find, understand, and act on.

Benefits of AI-driven knowledge access include:

- Centralizing critical information so employees can work more effectively
- Reducing time spent searching by automating knowledge retrieval
- Improving compliance by reinforcing up-to-date policies and procedures
- Enabling self-service for routine HR and IT questions
- Supporting collaboration through better knowledge sharing across departments

¹² [Artificial intelligence and knowledge management: A partnership between human and AI](#)

How Glean delivers value



A home health provider improved nurse retention by 15% after using Glean for just 90 days.

Glean connects directly to tools like Microsoft Teams, SharePoint, and Outlook to index and organize knowledge across systems. With permission-aware access and full source traceability, teams can search for and retrieve the right answer with confidence. Glean also understands clinical language and regulatory context, helping healthcare organizations enforce policy consistency and reduce reliance on tribal knowledge.

In fact, a recent Forrester study found that Glean reduces internal support requests by 20%. On average, users save 110 hours per year¹⁴.

One digital health company noted that “generating quick answers and summaries of tens of thousands of documents...without having to read through long documents is...a huge time saver.” That kind of time savings directly improves staff productivity, care quality, and consistency – and in provider settings, it gives clinicians more time to focus on patients.

Glean supports teams across the healthcare ecosystem:

- **Clinicians and staff** use Glean to look up hospital protocols, procedures, and HR policies.
- **Customer service reps**, patient financial services teams, and actuaries ask questions about insurance policies, underwriting guidelines, and internal procedures through Glean’s intuitive search and chat tools.
- **Manufacturing operators, QA teams, and training managers** use Glean to retrieve SOPs, quality documentation, and work instructions – making compliance processes more efficient and improving audit readiness.

Improve operational efficiency and staff experience

Operational and administrative teams are the backbone of healthcare organizations. From managing schedules and processing claims to handling patient and member interactions, these teams ensure that critical workflows stay on track. But as demands increase across clinical, payer, and member-facing functions, frontline and back-office employees are stretched thin¹⁵.

Many staff members work across multiple systems – including EMRs, patient portals, scheduling tools, insurance platforms, and communication apps – just to complete routine tasks. When answers are hard to find, employees may inadvertently rely on outdated information or turn to informal channels for help with everyday questions about scheduling, claims workflows, and other operations¹⁶. This not only leads to rework and delays but also increases the risk of errors and non-compliance. Over time, these breakdowns can also affect operational performance, including CMS Star Ratings for Medicare Advantage plans.

According to Deloitte, more than 70% of C-suite executives are prioritizing efforts to improve operational efficiencies and productivity gains in 2025¹⁷. For payers, McKinsey reports that AI and automation present a critical opportunity to reduce administrative costs and increase revenue – while helping offset pressures from rising medical utilization¹⁸.

¹⁴ [The Total Economic Impact™ Of Glean](#)

¹⁵ [2025 global health care outlook](#)

¹⁶ [2025 global health care outlook](#)

¹⁷ [2025 global health care outlook](#)

¹⁸ [The AI opportunity: How payers can capture it now](#)

How Glean delivers value



With Glean, one home healthcare provider cut hospice referral adjudication time from one week into one day.

Deliver faster, more personalized support at scale

AI can play a key role in lightening the load for operational teams. With the right tools in place, organizations can:

- Answer routine questions quickly with accurate, up-to-date information
- Summarize dense documentation to reduce administrative delays
- Standardize responses across teams and improve consistency
- Minimize rework and reduce the volume of redundant inquiries
- Boost employee satisfaction by helping staff resolve issues faster

Glean's AI-powered assistants help frontline and back-office staff get the answers they need without switching tools or relying on full EMR integrations. Employees can search for shift schedules, workflow steps, documentation, and more – all in one place. By streamlining how information is accessed, Glean helps reduce delays and improve day-to-day efficiency.

Hospital operations teams use Glean to answer common questions about on-call schedules, equipment maintenance, or internal protocols. Quick access to trusted documentation reduces administrative back-and-forth and frees up time for patient-focused work.

Customer support teams at payer organizations use Glean to respond to frequent inquiries about plan benefits, eligibility, and claims processes. Accurate, real-time answers help agents resolve issues more efficiently and deliver a better member experience. Consistent service also contributes to stronger Star Ratings and provider satisfaction.

Claims adjudication teams use Glean to assess coverage, verify medical necessity, and apply the right payment policies. By summarizing complex documentation and surfacing the relevant guidelines, Glean enables faster, more accurate decisions – while supporting compliance.

Customer support directly impacts key performance measures across the healthcare ecosystem. For providers and payers, support interactions influence CMS Star Ratings, Hospital Compare scores, and HEDIS performance – all of which affect reimbursement, accreditation, and competitive positioning^{19,20,21}. Star Ratings also play a role in bonus payments and year-round enrollment eligibility for Medicare Advantage plans. Hospital Compare publicly benchmarks providers on patient experience, while health plans are measured on satisfaction, access to care, and responsiveness through HEDIS reporting²².

In this environment, even a single mishandled inquiry – whether from a patient, member, or provider – can affect both quality scores and financial outcomes²³.

19 [What Are the Medicare Star Ratings?](#)

20 [Hospital Compare Star Ratings Fact Sheet](#)

21 [NCQA's Health Plan Ratings 2025](#)

22 [State of Health Care Quality Report](#)

23 [Falling Star Ratings in Medicare Advantage Lead to Meteoric Payment Losses](#)

How Glean delivers value

Life sciences organizations face similar pressures. Healthcare professionals (HCPs) expect seamless, personalized support from pharmaceutical and medical device companies. But fragmented internal systems often make it difficult to deliver consistent, high-quality responses across teams²⁴.

AI can help support teams deliver better service, faster – while ensuring accuracy and consistency. With the right tools in place, healthcare and life sciences organizations can:

- Provide faster, more accurate responses by connecting information across systems
- Personalize interactions with contextual answers based on inquiry type, plan details, or product history
- Standardize responses across channels to improve compliance and service consistency
- Surface service trends and opportunities with AI-driven insights

Glean gives support teams instant access to the knowledge they need – plan details, service protocols, product documentation, and internal policies – all in one place. By surfacing trusted answers in real time, Glean reduces handling times, improves service quality, and helps organizations strengthen key satisfaction and quality metrics.

Healthcare providers use Glean to support front-desk staff and call center agents with fast access to workflows, policies, and next steps. Agents can quickly resolve billing, scheduling, and referral inquiries with visibility into prior interactions, sentiment, and open ticket history. Glean also supports live phone support by summarizing tickets, troubleshooting common issues, and drafting follow-up emails – helping reduce wait times, escalations, and staff frustration.

Payer support teams rely on Glean to resolve member and provider inquiries more efficiently. Agents can pull accurate, policy-aligned answers and see recommended next steps in real time. Glean centralizes FAQs, benefit policies, and coverage rules across Medicare, Medicaid, and commercial plans, improving consistency and first-call resolution. Tools like ticket summaries, sentiment detection, and expert escalation workflows help teams respond faster and more effectively.

Life sciences organizations use Glean to streamline support for HCPs, distributors, and patients. Teams can respond to inquiries about product handling, reimbursement logistics, and safety protocols using suggested responses grounded in internal knowledge. Glean connects CRM systems, call center records, and email archives – providing real-time access to prior conversations, AI-generated ticket summaries, and sentiment analysis. This speeds up support, reduces compliance risk, and makes it easier to maintain consistent, high-quality engagement across teams and geographies.

Streamline research and product development

R&D teams in healthcare and life sciences organizations face an overwhelming amount of information. Scientific literature, internal reports, experimental data, and patent filings are often spread across disconnected systems, making it difficult to surface relevant findings or reuse existing knowledge²⁵. These silos slow down study design and regulatory submissions and increase compliance risk.

Software engineering teams face similar hurdles. Developers often work across multiple tools – GitHub, Jira, Confluence, messaging platforms – to track down context about code changes, decisions, and fixes. As a result, they spend valuable time searching for information or waiting on others for answers. These delays slow development velocity, increase onboarding time, and impact code quality²⁶.

AI can help streamline both research and engineering workflows. By reducing manual effort and making institutional knowledge more accessible, organizations can:

- Unify access to scientific reports, technical references, and decision history across tools
- Accelerate discovery with natural language search across internal documents and research papers
- Summarize complex findings, pull requests, and design discussions for faster decisions
- Speed up onboarding with quick access to prior projects and documentation
- Minimize context switching by delivering in-flow answers from tools like GitHub, Jira, and Confluence

How Glean delivers value

Glean helps scientists and engineers work more efficiently by connecting them to the knowledge they need – without the friction of jumping between systems.

Scientific researchers use Glean to ask complex scientific questions, summarize findings, and explore internal reports or licensed journal content in natural language. Semantic search makes it easy to find relevant material even when the exact phrasing doesn't match – helping teams avoid duplication, speed up experimentation, and compress R&D cycles.

Software engineers use Glean to locate past work, surface historical decisions, and summarize code changes across platforms like GitHub, Jira, and Slack. Instead of tracking down teammates or digging through fragmented threads, developers can debug faster and ramp up quickly – improving delivery speed and reducing bottlenecks.

New engineering hires benefit from self-serve access to onboarding materials, past projects, and team conventions. Glean's curated collections, prompt libraries, and deep linking capabilities help standardize workflows and reduce handoffs across teams.

By removing friction from how information is found and reused, Glean enables research and engineering teams to move faster, work smarter, and bring innovations to market more efficiently.

²⁵ [Docsie's Role in tackling Research and Development \(R&D\) Scientists' Challenges in pharmaceutical manufacturing industry](#)

²⁶ [Context-switching is the main productivity killer for developers](#)

Resolve IT issues faster and improve system reliability

IT teams in healthcare and life sciences play a critical role in keeping operations running. They're tasked with ensuring uptime, maintaining compliance, and resolving technical issues quickly – often with limited resources and high stakes²⁷. But support workflows are frequently slowed by inconsistent documentation, siloed tools like Jira and ServiceNow, and gaps in institutional knowledge that prevent first-call resolution²⁸.

Many organizations still depend on legacy systems that are hard to maintain and even harder to integrate with newer platforms. This makes routine troubleshooting more time-consuming than it should be ^{29,30}. At the same time, healthcare remains one of the most targeted industries for cyberattacks, requiring IT teams to act quickly while keeping documentation and access controls audit-ready³¹. These combined pressures increase operational risk and place ongoing strain on already stretched support resources.

AI can reduce that burden. By automating how knowledge is accessed and shared, AI assistants help IT teams:

- Resolve tickets faster by retrieving relevant documentation and policies across tools like Jira, Confluence, and ServiceNow
- Deflect common questions by handling L1/L2 support tasks through self-service
- Summarize and triage tickets to help prioritize and accelerate on-call resolution
- Improve compliance readiness by identifying over-permissioned files and surfacing audit materials
- Speed onboarding through AI-guided training on systems, protocols, and troubleshooting steps

How Glean delivers value

Glean connects across platforms like Jira, Confluence, ServiceNow, Microsoft Teams, SharePoint, and Outlook – making it easier for IT teams to manage tickets, onboard new employees, and enforce audit-ready documentation standards.

Hospital and health system IT teams use Glean to resolve issues faster by surfacing past incident reports, troubleshooting guides, and internal documentation in one place. AI assistants handle common L1/L2 issues – such as password resets or access problems – by answering FAQs and drafting consistent responses. Faster resolution helps clinical teams stay focused on patient care, supporting metrics like CMS Star Ratings and Hospital Compare scores.

Payer IT teams use Glean to retrieve system documentation, integration protocols, and historical resolutions across both legacy and cloud platforms. Glean helps deflect routine requests with automation features that draft ticket responses, while also supporting onboarding by organizing IT procedures and surfacing relevant resources for each role.

²⁷ [Bridge the Gap Between ServiceNow and Jira with the ServiceNow Connector App](#)

²⁸ [Bridge the Gap Between ServiceNow and Jira with the ServiceNow Connector App](#)

²⁹ [Healthcare IT Spending: Innovation, Integration, and AI](#)

³⁰ [Top Five IT Challenges Facing Healthcare Technology Leaders](#)

³¹ [Healthcare remains top target for cybercriminals with an uptick in hacking attacks in 2024](#)

Smarter care, faster outcomes

Life sciences IT professionals rely on Glean to access audit logs, SOPs, and change control documentation. Designed for regulated environments, Glean flags over-permissioned files and improves visibility into document access – helping meet GxP and data integrity standards. It also automates responses, streamlines future resolutions with knowledge article creation, and simplifies onboarding with searchable procedures and training content.

With Glean, IT teams can move faster, reduce manual effort, and maintain the high standards required for healthcare operations.

The future of healthcare work is connected, intelligent, and human-centered.

Healthcare isn't short on expertise – it's short on time, clarity, and unified access to the knowledge that powers great decisions. From guiding patients through complex systems to accelerating research or delivering timely support, fragmentation, not intent, is the biggest obstacle.

Glean brings clarity to the chaos. By connecting tools, knowledge, and workflows in one place, Glean empowers teams with the context and confidence they need to act quickly, accurately, and consistently. In a high-stakes industry where every moment matters, that kind of alignment becomes a real strategic advantage.

Ready to see how Glean can help your teams work smarter and move faster? [Request a demo today.](#)