WHITEPAPER

Platform vs. point solutions: Why healthcare needs an AI-powered platform approach

Introduction: The pitfalls of a piecemeal approach

Healthcare organizations face increasing pressure to improve patient outcomes, reduce operational costs, and enhance efficiency. To achieve these goals, many are turning to artificial intelligence (AI) to optimize workflows and streamline operations. However, rather than adopting a holistic AI strategy, many institutions implement multiple, disconnected point solutions designed to address isolated problems such as prior authorizations or clinical documentation.

While these tools may offer temporary improvements, a fragmented approach often creates new challenges. Data silos emerge, workflows become disjointed, and organizations must manage multiple vendor relationships, increasing complexity and costs. According to a [McKinsey report](#), AI, traditional machine learning, and deep learning could result in net savings of up to $360 billion in healthcare spending annually by streamlining workflows and eliminating redundancies. However, realizing these savings requires a strategic and unified approach rather than ad-hoc solutions.

> "Point solutions might solve one problem but often create three more. A platform-based strategy lets healthcare organizations form meaningful partnerships, stay focused on the most strategic outcomes, and enable holistic automation-powered workflows." – Dr. Aaron Neinstein, Chief Medical Officer, Notable

Forward-thinking healthcare leaders are recognizing the necessity of transitioning to comprehensive, AI-powered platforms. These solutions consolidate clinical and administrative functions into a unified ecosystem, providing seamless automation, real-time insights, and sustainable scalability.

The challenges of point solutions

While point solutions are appealing for quickly addressing specific pain points, the fragmented approach brings several drawbacks that hamper long-term success.

Common pitfalls of point solutions include:

- **Lack of interoperability:** Point solutions often function in isolation and are not designed to integrate with core systems like electronic health records (EHRs). This creates a fragmented technology landscape where staff are burdened with additional manual tasks to bridge the gaps between systems.

- **Data silos:** Separate tools limit real-time data sharing, preventing a comprehensive view of patient health and organizational performance.

- **High maintenance costs:** Individual updates, vendor negotiations, and IT support requirements significantly increase the total cost of ownership.

- **Scalability issues:** Organizations expanding their capabilities often compound complexity by adding more standalone solutions.

A recent HIMSS study found that 73% of healthcare leaders cited integration challenges as their most significant barrier to AI adoption, underscoring the need for interoperable platforms. Additionally, financial constraints remain a major hurdle, with 81% of leaders noting these as significant barriers.

The power of an AI-powered platform

Unlike point solutions, an AI-driven platform unifies multiple workflows, creating comprehensive operational efficiency and improved patient outcomes.

Key benefits of AI-powered platforms

- **End-to-end automation:** Consolidates tasks from intake to billing.

- **Seamless interoperability:** Connects directly with EHRs and third-party systems.

- **Predictive analytics:** Enables proactive, informed decision-making.

- **Cost efficiency:** Reduces vendor sprawl, lowers IT costs, and simplifies management.

- **Scalability:** Expands effortlessly, meeting growing organizational needs without additional tools.

Comparing platform vs. point solutions

Feature	AI platform approach	Point solution approach
Integration	Seamlessly integrates with existing systems	Requires manual IT intervention
Scalability	Grows with the organization	Limited to specific use cases
Data sharing	Centralized, real-time insights	Siloed data across tools
Cost efficiency	Lower TCO, fewer vendors	High maintenance and IT costs
AI automation	Automates multiple workflows	Limited to one function per tool

Key considerations for healthcare leaders

Before selecting an AI solution, healthcare leaders should evaluate critical criteria:

- **Interoperability:** Does the platform integrate seamlessly with EHRs and third-party applications?

- **Scalability:** Will the solution adapt to growing organizational demands without additional complexity?

- **AI maturity:** Is the AI continually learning from real-world interactions and adapting effectively?

- **Security and compliance:** Does it meet standards such as HIPAA, SOC 2, and HITRUST?

- **User experience:** Is the system intuitive enough for easy adoption by clinical and administrative staff?

- **ROI & cost savings:** Does the platform provide measurable improvements in operational efficiency and patient outcomes?

AI in action: Customer success stories

NKC Health: Automating staffing shortages

NKC Health faced persistent staffing shortages and inefficiencies in patient access and administrative processes. In 2021, NKC Health partnered with Notable, initially deploying the platform for vaccine scheduling. After recognizing immediate benefits, they rapidly expanded to registration and intake, scheduling, authorizations, population health, and digital assistant functionalities.

This platform-wide use of automation has increased the efficiency of their workforce and allowed for better resource utilization. As NKC Health continues to identify areas that can be improved with automation, they can quickly grow and scale within one existing platform, avoiding time and money they would have wasted sourcing, implementing, and managing various new point solutions instead.

Results:

- Automation equivalent to filling 80 full-time administrative roles

- 90% reduction in patient check-in time, from approximately 4 minutes down to about 10 seconds

- Increase in patient pre-registration rates from 40% to 80%

- 34% reduction in patient no-shows

- 70% of staff recommending Notable to their peers

Read NKC Health's success story.

Montage Health: Boosting patient engagement through AI automation

Montage Health struggled with fragmented outreach and inconsistent follow-ups, leading to gaps in patient engagement and care continuity. Before starting with Notable, the health organization had four different point solutions for appointment reminders alone, creating a disparate patient experience and increasing the burden on staff.

By adopting Notable's AI-powered platform, the organization automated patient communications within one unified system. Not only did this create a more streamlined patient experience, but it also allowed Montage to expand to workflows

for care gap outreach, which typically span tasks across quality performance, care coordination, and eligibility checks. With an AI platform, all of these tasks can be integrated, implemented, and scaled in one place.

Results:

- Increased patient engagement rates by 200%

- Improved care gap closure across key health metrics

- Enhanced patient adherence to treatment plans

- 11% reduction in no-shows

- 13 FTEs capacity created, allowing resource allocation to higher priorities

Explore Montage Health's AI transformation.

MUSC Health: Transforming patient access and operations

MUSC Health, the integrated clinical arm of the Medical University of South Carolina, encountered challenges related to patient access and administrative inefficiencies across its expansive network of 16 hospitals and 750 care locations.

MUSC Health wanted to create a digital front door that could personalize the patient experience across referrals, scheduling, authorizations, registration, intake, payments, and more. A patient-centered platform would eliminate the need for patients to wait on hold to make an appointment, fill out paper forms, pay a bill, or repeatedly provide redundant information. Automating these integrated workflows would have been impossible with point solutions alone; instead, an AI platform simplifies the overall experience and eliminates hours of time-consuming tasks for both patients and staff.

Results:

- $3.3 million in annual value delivered

- 15% of all copays collected touchless

- 14,500 no-shows avoided annually

- Over 5,000 staff hours reallocated per month to higher-value patient care

Explore MUSC Health's AI-powered transformation.

Next steps: Transitioning from fragmented point solutions to an AI platform

Healthcare leaders can follow these practical steps to begin adopting an AI platform approach:

1. **Assess current gaps:** Conduct internal audits to identify integration pain points and inefficiencies.

2. **Engage key stakeholders:** Build a cross-functional evaluation team including IT, clinical, and administrative leaders.

3. **Define measurable KPIs:** Clearly outline desired outcomes and metrics for success, aligning with business goals.

4. **Evaluate AI vendors:** Look for demonstrated customer success, compliance standards, and a mature, adaptable AI.

5. **Plan phased implementation:** Start with high-impact workflows to demonstrate value, then expand systematically.

Conclusion: Embracing a unified AI future

Healthcare's future isn't merely about AI adoption—it's about adopting the right AI approach. Piecemeal point solutions, while tempting as quick fixes, are ultimately unsustainable, creating complexity that inhibits progress.

A unified AI-powered platform addresses immediate challenges and positions healthcare organizations to lead long-term transformation through operational excellence, significant cost reductions, and superior patient care.

> "Leveraging agentic AI through a platform approach isn't just an innovation or a technology decision. It's a blueprint for the future of healthcare operations." — Dr. Aaron Neinstein

The time to invest in a platform approach is now. The future of healthcare depends on leaders making strategic decisions that prioritize integration, scalability, and unified automation through AI.

Interested in taking the next step? Explore Notable's AI Platform.