

Scaling Value-Based Care With Generative AI

Insights for Health System Executives:
Translating GenAI Investment Into Measurable Outcomes

Overview

Generative AI (GenAI) creates measurable advantages for health systems, but not through efficiency alone. Organizations that translate GenAI into clinical and financial outcomes will define the next era of market leadership.

Many health systems already leverage GenAI to reduce administrative burden, improve documentation and drive incremental productivity gains. However, these improvements alone are insufficient to meaningfully impact value-based performance. The larger opportunity—improving utilization, readmissions and total cost of care—remains largely untapped.

Drawing on survey data from The Health Management Academy (THMA) Value-Based Strategy (VBS) Collaborative and Bamboo Health's real-world care navigation outcomes, leading organizations are moving beyond experimentation to automated clinical workflows that support care teams managing workflows associated with patient outcomes.

The core takeaway: GenAI creates value only when operationalized within care delivery workflows that inform and support action by care teams, not when deployed as standalone tools.



Executive Summary

Current Reality:

GenAI adoption in healthcare is broad but early-stage in terms of impact. While every surveyed health system is using GenAI for clinical documentation, few have translated this into measurable clinical or financial outcomes.

Emerging Momentum:

Providers are maturing governance and expanding pilots into enterprise frameworks, using hybrid vendor strategies. 87% of respondents anticipate scaling GenAI in the next 2 years.

Key Constraints:

Integration complexity, unclear ROI and workforce adaptation remain primary barriers to realizing value.

Leading Edge Practice:

Organizations that pair human-led care navigation with AI, such as Bamboo Health's model, have demonstrated a 20% reduction in utilization for high-risk patients, 42% lower readmissions and 8x faster time to care¹. These results provide a benchmark for what scaled GenAI can deliver.

¹These results are based on specific program cohorts and may vary by population, setting and implementation.

The Generative AI Landscape in Healthcare

UNDERSTANDING THE CAPABILITY SPECTRUM

Health system leaders should understand three capability tiers of GenAI, each with different risk profiles, integration requirements and ROI timelines:



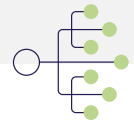
Generative AI (GenAI):

Creates new content such as clinical notes and patient messages



Large Language Models (LLMs):

Understand and generate medical text for documentation, Q&A and decision support



Agentic AI (Autonomous Systems):

Executes workflows such as scheduling or care management follow-ups with minimal human intervention

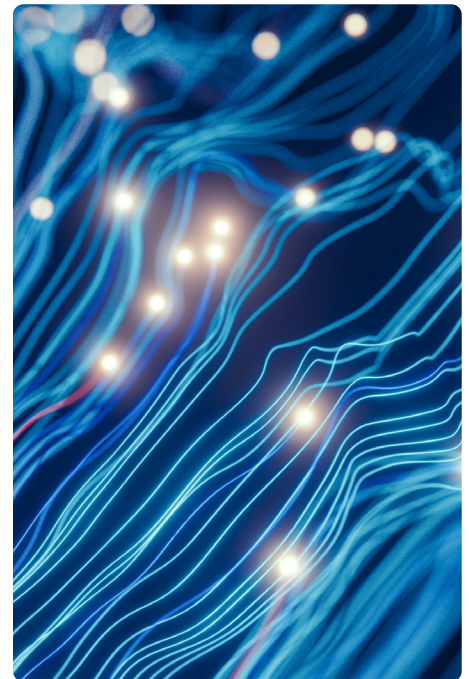
While AI is often used for content generation, the greatest value for patients will come from organizations that leverage AI to support workflow execution and care team decision-making (within appropriate clinical governance structures).

Market Trends

Consumer demand is accelerating: More than 100 million daily healthcare AI queries are made globally, with 15–25% leading to care-seeking behavior.²

Adoption is currently focused on efficiency: Nearly all surveyed hospitals are using AI for clinical documentation and administrative workflows, often via EHR-integrated tools, while “agentic” applications (autonomous workflows) remain in early stages.³

Future Action: Moving beyond insights to automation, the future will be about who controls “actions” as AI increasingly supports and automates selected administrative and clinical workflows. Activities could include copilots as the default interface for clinicians, semi-autonomous and supervised agentic workflows, digital twins and hospital command centers.⁴



²OpenAI says 40 million people use ChatGPT for healthcare every day | TechRadar; Journal of Medical Internet Research, 2024–2025; Pew Research; Kaiser Family Foundation

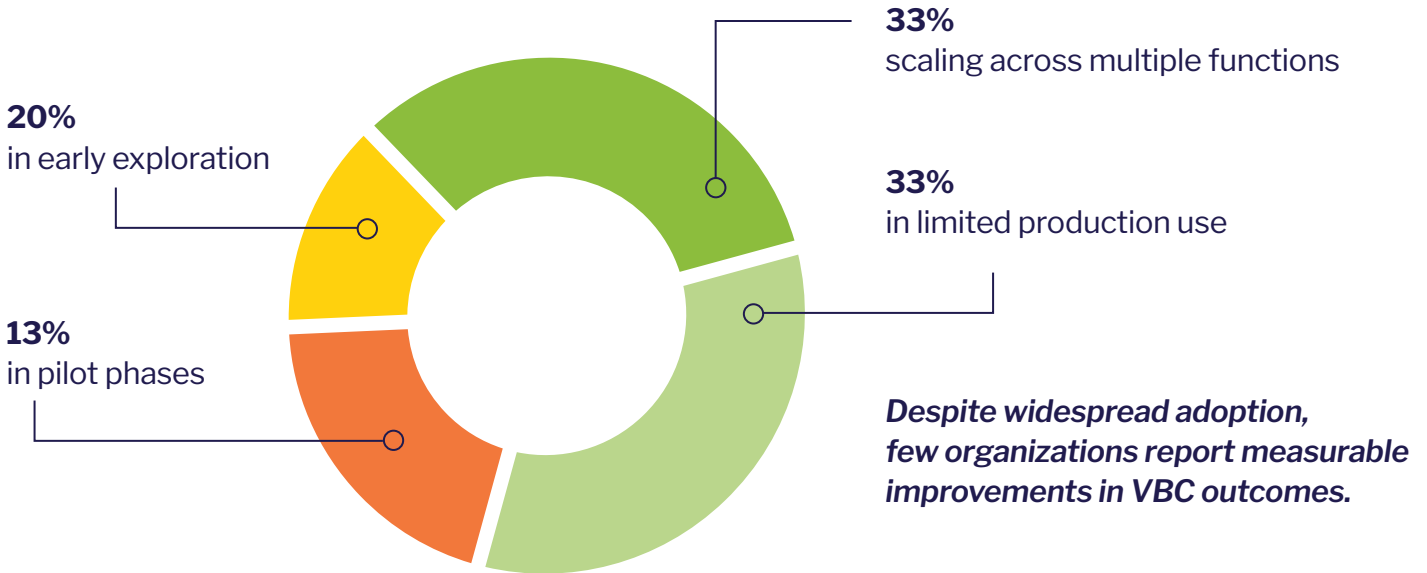
³Sources: The Market Dynamics for Third-Party AI Tools Trying to Compete With Electronic Health Record Developers | Artificial Intelligence | JAMA | JAMA Network; Generative AI in Healthcare: Top Use Cases — ITREx; Top generative AI use cases in healthcare; 9 Generative AI Use Cases in Healthcare: Transforming Care & Engagement | TeleVox; The Health Management Academy VBS Collaborative Pre-Session Survey, April 2026

⁴Sources: How AI Agents and Tech Will Transform Healthcare | BCG; Artificial Intelligence Trends in Healthcare: What Will Matter Most In 2026; Generative AI | AWS for Healthcare & Life Sciences | AWS; The Health Management Academy VBS Collaborative Pre-Session Survey, April 2026

Survey Highlights

The following survey data represents health systems at varying maturity levels in VBC and AI implementation, revealing a consistent gap between adoption and measurable impact.⁵

Engagement & Maturity



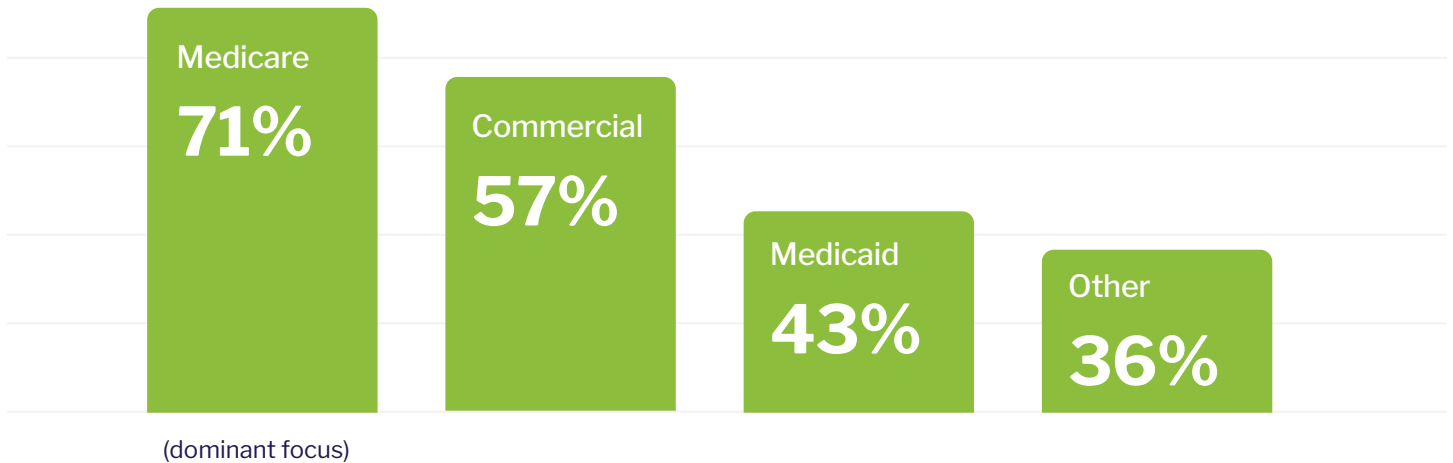
Primary Use Cases

USE CASE	% OF RESPONDENTS
Clinical documentation / scribing	100%
Workforce productivity (coding, HR, IT)	60%
Patient engagement (chatbots, access)	53%
Revenue cycle or admin efficiency	47%
Clinical decision support / care pathways	47%

Adoption remains heavily weighted toward efficiency and administrative functions with fewer organizations applying AI in ways that directly impact clinical outcomes.

⁵The Health Management Academy VBS Collaborative Pre-Session Survey, April 2026

Target Populations



Vendor Strategy

Two-thirds of surveyed systems are pursuing hybrid vendor ecosystems that blend incumbent EHR-based tools and startup capabilities. Only 13% rely solely on enterprise-native AI tools, signaling market openness to innovation.

Adoption Challenges

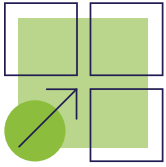
67% of respondents cite EHR integration complexity and unclear ROI as primary barriers, underscoring that technology deployment alone is insufficient without a clear outcomes framework and workflow integration strategy.



Other areas of concern include workforce readiness and trust (20%) and privacy and compliance (13%). Based on additional market conversations, hospital executives also cite:

- Increasing patient population complexity
- Sensitivity of the patient experience
- Blurred lines between clinicians and AI decision-making
- EHR vs. third-party solutions
- Single vs. multi-vendor approach

Governance and Workforce



- 73% have dedicated AI or digital transformation teams
- 53% operate formal governance committees
- Most organizations are upskilling staff but not yet restructuring roles

While many organizations are investing in upskilling, few have fundamentally restructured workflows or roles to fully integrate AI into supporting care delivery workflows, limiting the ability to realize value at scale.

Bamboo Health's Real-World Approach to Implementing GenAI

A PROVEN MODEL: FROM HUMAN-LED TO AI-ASSISTED, HUMAN-IN-THE-LOOP CARE NAVIGATION

A consistent finding from health system leaders, and validated in practice, is that data and AI alone do not drive outcomes. Value is realized only when these capabilities are operationalized within care delivery workflows to support care teams.

As the largest real-time, collaborative care network in the U.S., Bamboo Health observed firsthand the challenges in transitions of care: limited staffing, a lack of specialized expertise and difficulties engaging high-risk populations. This informed a deliberate, outcome-focused progression for Bamboo Health to exceed client expectations:



Built the largest real-time care collaboration network in the U.S.



Developed expertise in transitions of care (TOC) workflows



Launched Bamboo Bridge®, targeting high-risk, high-cost populations during care transitions



Piloted automated TOC workflows to scale these models across organizations



Deployed intelligent care navigation models integrating GenAI and human-in-the-loop protocols

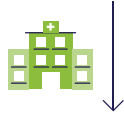


Partnered across behavioral and physical health settings to deliver unified insights

Proven Outcomes for High-Risk Populations

By embedding care navigation into transitions of care workflows, this model has demonstrated in specific deployments⁶:

20%



Reduction in ED/
Inpatient Utilization

42%



Lower Readmissions

64%



Intake Completion Rate

32%



Connected to Care
Management

8x



Faster Time to Care

These outcomes represent a benchmark for what is possible when AI-assisted, human-in-the-loop workflows support outcome-oriented models.

Scaling With GenAI

In partnering with providers to deliver human-led care navigation for high-risk patients, Bamboo Health built deep operational expertise while achieving measurable results. These real-world learnings were then applied to AI-assisted care navigation, further scaling capacity while maintaining a human-in-the-loop model.

Using a programmatic approach, AI solutions are benchmarked against proven human-led outcomes and continuously adapted to specific populations and patient needs. AI-supported processes are designed to augment, not replace, clinical judgment and care delivery.



⁶Bamboo Bridge® | Bamboo Health. Results are based on internal analyses of select populations and program implementations and may not be generalizable. Outcomes will vary based on patient population, provider engagement, and operational factors.

The Path Forward

The window to differentiate on AI-assisted, human-in-the-loop care is open, but narrowing. Health systems that align GenAI investments with value-based outcomes, rather than efficiency alone, will lead the next phase of transformation.

The question is no longer whether to scale GenAI, but how to do so in a way that moves the metrics that matter: utilization, readmissions, cost of care and patient outcomes.

Health system leaders should prioritize:

- **Embedding GenAI into care delivery workflows with human-in-the-loop protocols instead of standalone tools**
- **Aligning AI investments to performance metrics**
- **Benchmarking AI-enabled interventions against proven human-led outcomes**

Those who can operationalize GenAI to enable outcomes will define the next generation of value-based care.

Bamboo Health

Bamboo Health improves lives during pivotal care moments—the critical points in a patient’s journey where timely action changes outcomes. Through our AI-forward, human-in-the-loop platform, powered by more than 3 billion care moments each year, we replace fragmented point solutions and manual outreach with coordinated, AI-driven action that delivers better outcomes. Our solutions guide clients from insight to next best action to outcomes—improving lives through better quality scores, reduced avoidable hospitalizations and ED utilization, and faster access to appropriate care across the physical and behavioral health continuum. From coast to coast, Bamboo Health partners with 100% of the top 10 hospitals, all major retail pharmacy chains, 52 states and territories and more than half of the country’s largest health plans.

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