openSAP Invites Thought Leaders

Episode 7 – AI Assistance in Healthcare

EPISODE 07
Igor Jablokov: [00:00:00] What augmented intelligence does then, it lessens the cognitive load for critical workers so they can focus on their task and they can use an AI as a second opinion, like, OK, I'm performing this workflow, what's the best practice now for it?

F.Scott Moody: [00:00:15] So the whole idea that there would be something where they could simply ask the question and get an answer that they could trust, that's the real value of what we're dealing with.

Elisabeth Riemann: [00:00:38] Welcome to a special openSAP Invites Thought Leaders episode, AI Assistance in Healthcare. On September 17, 2020, we had the pleasure to speak with two extraordinary thought leaders, Igor Jablokov and F. Scott Moody and we're thrilled to be able to share this fascinating conversation with you here today. Igor and Scott are united through their vision, ingenuity, and passion for groundbreaking technology that's refreshingly simple for us to use. Their approach to augmented intelligence is all about enhancing our human experience. Join us and learn how their AI solution is assisting caregivers by providing easy access to the critical answers they need to provide better care within our communities. I'm your host, Elisabeth Riemann. Allow me to introduce you to Igor Jablokov and our F. Scott Moody. Igor Jablokov is the CEO and founder of Pryon, an augmented intelligence company that places AI at the core of enterprise transformation. Named an industry luminary by Speech Technology magazine, he previously founded industry pioneer Yap, the world's first high accuracy, fully automated cloud platform for voice recognition. After its products were deployed by dozens of enterprises. The company became Amazon's first AI-related acquisition. The firm's inventions then served as the nucleus for follow-on products such as Alexa, Echo, and Fire TV. As the program director at IBM, Igor led the team that designed the precursor to Watson and developed the world's first multimodal web browser. Igor was awarded Eisenhower and Truman National Security Fellowships to explore and expand the role of entrepreneurship and venture capital in addressing geopolitical concerns. As an innovator in human language technologies, he believes in fostering career and educational opportunities for others entering STEM fields.

Elisabeth Riemann: [00:02:47] As such, he serves as a mentor in the TechStars Àlex Accelerator with a Blackstone, N.C., entrepreneur in residence and founded a chapter of the Global Shapers, a program of the World Economic Forum. Igor holds a B.S. and computer engineering from the Pennsylvania State University, where he was named an outstanding engineering alumnus and an MBA from the University of North Carolina. F. Scott Moody is the co-founder, CEO, and chief member advocate of K4Connect, a mission-driven technology company that creates solutions that serve and empower older adults and individuals living with disabilities. K4Connect integrates the latest in smart home and health devices, applications, services, and siloed systems into a single comprehensive solution. Moody is a 40 year veteran technologist who, through K4Connect, is bringing the power of advanced technologies to underserved groups, helping to make their lives simpler, healthier, and happier. Prior to K4Connect, he was the co-founder and CEO of AuthenTec, the fingerprint sensor technology company that was acquired by Apple in 2012 and is now the foundation for Apple's touch ID. Moody is an advisor to venture funds focused on the Southeast. He served as an entrepreneur in residence for the Blackstone Network, an advisor to the National Science Foundation ASSIST Program at North Carolina State University, and is a regional board member for Hope International. He's also the founder of First Talent Ventures, which advises and invests in early stage startups in the Southeast and Africa. Moody received a BSIE from North Carolina State University and an executive MBA from the University of Florida. Let's say hello. Hello, Igor, welcome back to openSAP Invites Thought Leaders.

Igor Jablokov: [00:04:49] Delighted to be back.

Elisabeth Riemann: [00:04:50] And Scott, a very special welcome to you.

F.Scott Moody: [00:04:54] Great to be here as well, Elisabeth.

Elisabeth Riemann: [00:04:56] We're here to learn about the special partnership between Pryon and K4Connect and learn how you're focusing on the user experience to develop innovative and truly life enhancing technology we want to use. Before we start today's discussion though, might I ask, how did the two of you meet?

Igor Jablokov: [00:05:13] Scott and I were both entrepreneurs in residence with the Blackstone Foundation and a number of key research universities, so Duke University, North Carolina State University, University of North Carolina and North Carolina Central University all banded together to convene a group of 12 EIRs. Six

of them were life sciences and six of them were technology oriented. These are all serial entrepreneurs. His last company was acquired by Apple to create touch ID for them. My last company was acquired by Amazon to create Alexa and the two of us bonded there on common themes of of working on technologies to benefit people's privacy while at the same time drive enhancements to user experience. And so since that time, we've always been looking for ways to work together. And when Pryon was born and when K4Connect was born, that was a perfect opportunity to do so.

Elisabeth Riemann: [00:06:10] To set the context for our discussion, please could I ask you to introduce us to your companies Pryon and K4Connect and Igor you talked to openSAP about your vision for democratizing access to AI and bringing it to the workplace in our AI mini series, so perhaps you could start with Pryon.

Igor Jablokov: [00:06:27] We started imagining what if everybody had augmented intelligence right from the mail room to the C suite? What would that mean for organizations? And if we plot out what's going to happen in the next half decade to decade, it's the companies that figure out how to get these capabilities to everyone, rank and file. And, you know, in a suite of employee experiences and customer experiences, they're pretty much going to be the only enterprises that are going to survive and thrive in in this transition.

Elisabeth Riemann: [00:06:59] And Scott, like Igor, throughout your entire career, you've always been passionate about technology that simplifies and enhances the user experience. Please, can you tell us more about K4Connect and about how you're focusing on helping segments of our society that are typically underserved by technology?

F.Scott Moody: [00:07:18] Yes, sure. So we're very much a mission-centered company, really focused on bringing the best in technology, just like what Pryon provides right to the people we serve, and that's specifically older adults and people living with disabilities. Our first product does that for senior living communities. And really what we do is when we talk about bringing the best in technology forward to the people that we serve, it's both the residents of staff, the residents of senior living communities, as well as the staff of senior living communities. And again, what Pryon is doing, what Igor is doing, we think, is applicable right to both the residents and the staff members. And then finally, if you think kind of exactly what that means, bringing the best in technology, if you can think of a senior living community, you can think of the residents. There's a lot of different technologies they can be using on a daily basis. It can be home automation in the in the apartment of the resident. It can be biometric and health devices. It can be all kinds of engagement capabilities, particularly now during the COVID, being able to video chat, know what's going on with your family and friends and other residents. Right. And at the staff level, of course, there's a number of tools in order for them to kind of manage that whole operation. What we do is we bring that together all into one system and then we provide a single UI that integrates all of those great technologies for the resident and then, of course, a separate UI specific for the staff. So that's the whole idea of integrating the best in technology, right, for the people that we serve.

Elisabeth Riemann: [00:08:57] Scott, you're very experienced and developing, appealing and easy to use technology, so how's K4Connect focusing on the needs of older adults and ensuring that they benefit from new technologies?

F.Scott Moody: [00:09:09] We all heard that older adults don't like technology. Well, they don't like technology designed by a 20, 20 year old for a 20 year old. But if you provide them technology that actually helps them live a better life, they'll use it. And then when they use it, of course, there's a tremendous amount of data available that that can be used by services like Pryon. Right. To to improve their lives. So it really is. I mean, older adults actually do use technology even in assisted living communities where we're integrated now when they've integrated our voice technologies, our home automation technologies, our applications and services technologies, eighty five percent of those residents use us on a daily basis. That's an amazing number. So it kind of blows away that fallacy of older adults don't like technology.

Elisabeth Riemann: [00:10:07] They like the right technology.

F.Scott Moody: [00:10:09] What are the things that provide value, so what provides value to me or my daughter is certainly different than an eighty five year old person?

Elisabeth Riemann: [00:10:18] In this context, could you tell us about AuthenTec, the company you previously co-founded and its fingerprint sensor technology. You've always been driven by providing a people-centric and harmonious user experience, so it'd be great to hear more about your focus and how your experience is shaping K4Connect.

F.Scott Moody: [00:10:37] We had developed a fingerprint sensor technology, again, very, very unique technology, we were acquired in 2012, so we had raised a lot of money, went public, and then in 2012 we are acquired by Apple. And actually to this day, believe it or not, is that we're still the only public company ever acquired by Apple. So that technology went on right to become the Touch ID which we first saw on the iPhone and then three days ago is kind of reintroduced into a different form factor as part of their iPad launch. But one of the things and we took the same attitude at K4Connect as we did it, AuthenTec. It's not this idea of just usability and UX and UI. It's really who you're trying to create value for. And almost everybody in biometrics, fingerprint sensors, eye scans, facial scans, whatever right is, was always about you prove to me who you are and I'll give you some access to something. Right. So it really was kind of the enterprise or the company or whatever looking down at you. And we had a different view. I had a whole speech. Right. It's all about you. Right. How do we make your life easier? Because passwords were a pain in the neck. How do we protect your privacy and how do we protect the things that you own? And when we do that, when we actually make your life better and more secure and more private, then you'll use it. It's much more about than just UX and UI. It's really thinking of, you know, what is the true benefit and who we are trying to benefit. And in our case, it's that that member, at AuthenTec, it was going to be the user of that technology.

Elisabeth Riemann: [00:12:30] The COVID-19 crisis is impacting all of our communities all over the globe, and the Greek word for crisis can be interpreted to mean a decisive moment or a turning point. So I'd like to hear your thoughts here. How is COVID-19 proving to be a turning point for AI solutions?

Igor Jablokov: [00:12:49] Well, one of the things that happened that in our thought leadership decks, we had a presentation of the future of work and it was basically showcasing this is what an enterprise environment would look like in 2025. Well, in what, three months time, that's our five months time, that's turned from the future of work to the present of work. So all of these things that were envisioned, OK, we're going to have an adaptive organization where intelligence has to permeate everywhere and it's going to be distributed and these decisions are distributed and we need to get unpacked knowledge and and put it into the various tendrils of the organization. And then how would people work in a mobile first context or an AI first context? All of these imaginations that were sitting trapped in the innovation groups of these various companies started, how should I put it, aggressively being deployed by lines of of business that were knocking on their door and saying, hey, all that stuff that you're telling us was visionary, even including things like Zoom that that many organizations were averse to and allergic to are now being deployed hand over fist. And so that's that's what's been happening through this quote unquote transition is when when you think about this, there's certainly a lot more negative than positive in terms of our fellow citizens losing their jobs and small businesses faltering and even large businesses are going to be faltering. They tended to have a delayed reaction and and there's going to be civil unrest and all of these other things that come with it. But the reason why you're seeing tech ventures' stock prices soaring, it's because it's it's underpinning that transition and helping soften the transition.

Elisabeth Riemann: [00:14:46] And Scott, in your opinion, has the COVID-19 pandemic accelerating the adoption of technology in your field?

F.Scott Moody: [00:14:53] Technology, I think, to some extent, was was coming right, it was kind of a technology evolution. It was a nice to have now moving to more of a need to have. But that was over time. But today, right, everybody recognizes that they need technology now, right, to check on the safety right for the health of the people that might be isolated, obviously, to help them engage with family, friends, staff, other residents, all these technologies are incredibly important. Everybody is a pragmatist. What are the technologies I need today? The challenges, they have only a couple of IT people. So who's going to put all of these technologies together? I can't go out and buy twenty five different technologies, all with their own isolated data and then different apps I have to call up and nothing working together. And that's that's really what we do. But look, I think in our industry and it plays in so many other industries and things that you were thinking about doing in the future when it comes to technology, that's all been pulled in.

Elisabeth Riemann: [00:16:01] In episode two of our mini series, you outlined how augmented intelligence can be implemented in the workplace to improve the employee experience by democratizing access to knowledge and by facilitating the decision making process. And you spoke specifically of the challenges involved and the extra hours in the day we'd all need to read and understand the information we need to do our jobs effectively. So I've been wondering, how is the pandemic accelerating this increase in information and how can Pryon and AI assist caregivers in their day to day work?

Igor Jablokov: [00:16:36] The health care environment, things were changing by the day, best practices were changing by the day. Instructions from CDC were changing by the day. You know, things the things that were being learned about different therapeutics and different processes, procedures, you know, how do you clean certain things? How do you attack certain surfaces or what have you? All of these things were happening and changing. And so there's no longer a sense of a Bible. It's like a constitution that's being amended every day. And so that's where I think what augmented intelligence does then it lessens the cognitive load for critical workers so that they can focus on their task and they can use an AI as a second opinion, like, OK, I'm performing this workflow. What's the best practice now for it? And by the way, that best practice doesn't necessarily just have to come from their environment or their organization. It could be the sum total of best practices for every community, every health care environment in in the totality of the country that gets fused together. And that the AI says, hey, I know right now you have to triage and do tactical things. Here's here's what your environment thinks is is verified policy and procedure. And here's some other best practices that I found in these other environments that are similar to yours. And now the human is an active part of the solution, because guess what, as I stated before, we're always the center of creativity, insights, non obvious, obvious associations. Let's use that superpower that we have as humans. But at the same time, let's use the machine superpower of what? Essentially distilling the world's information and then bringing it to us in a sugar packet. That's how the two sides can work together.

Elisabeth Riemann: [00:18:25] Could you tell us more about the partnership between Pryon and K4Connect and specifically the AI solution, Staff Assist, that you're implementing to improve the lives of seniors and empower their caregivers?

Igor Jablokov: [00:18:37] Yes, I think it's a two pronged approach, the first, quite tactically, Scott's team had a vision for how can we distill all of that information in terms of best practices and what have you and put them right into the admin console or the console that their caregivers refer to. So that's what that pilot was was all about. And now as as we started expanding our thinking and I know Scott can go into detail to say, well, this Pryon thing can can support a range of other activities as well that are that are more customized to each environment as well. And what would happen if we gave those environments direct access to Pryon so that they can put their own content in their, right, whether it's policies, procedures, schedules, activities, anything you can think of, you know, user's guides to the different equipment that's there, literally anything that you can think of that that's documenting the environment could be put in there. Scott, any further color on that?

F.Scott Moody: [00:19:43] There was a general consensus that they are this is the CEO, COO level, they are spending 30 percent of their time on a daily basis on compliance matters because compliance, right, is changing so rapidly. Rules and regulations. Right. Whether it's Covid, whether it's requirements on senior living in total or nursing, et cetera, et cetera, or health care. Those are all things that are changing, all things that are impacting them. And by the way, it's by state. So many of our customers have communities in 6, 7, 10, 20 different states. And so how do they keep up with all that? And so that's just them then how do they disseminate that to their staff? And so what we really saw was this is an excellent opportunity, right, to take that data, even a new employee and there's some level of turnover. They come in, they get three or four days of training, they read all these manuals, so on and so forth. And now they're they're off in the field, if you will, right at the bedside or in the room of the people that they and us serve. Well, I'm not exactly sure what our rules are, how to treat this information. So what do they do? Go back to the office and read all 40 manuals again, trying to figure out where they read something about this item. Right. Or maybe call somebody else into the room. So the whole idea that there would be something where they could ask the question, simply ask the question and get an answer that they could trust, that's the real value, right. Of of what we're dealing with.

Elisabeth Riemann: [00:21:33] So if I understand correctly, we're talking about natural language processing here, caregivers can simply ask Staff Assist a question regarding the latest regulations, guidelines, and policies for a specific state, and they get an answer that they can trust without having to read through all the latest data themselves on the fly.

F.Scott Moody: [00:21:52] Yeah, and it's not doing a search and getting four thousand links that you maybe can look through and so on and so forth, right. It's what are our policies that I need to follow and then and then and getting that in a in a, well, timely/ instantaneous manner. Right. And otherwise, I mean, you're back to staffs that are completely overloaded. Right. And now they have to deal with this. And what they learned last week may actually have changed by this week. Now, maybe somebody is going to mention that in the morning briefing. But again, like, how do you keep up with all that? And it's really quite unreasonable for government entities to some extent to think that these things get distributed that quickly and then everybody's up to up to speed. And we definitely saw where what Pryon and the team is working on could

make a real difference. Right. And not it's not just helping the worker. This is literally helping. Right. That demographic that I said was was so underserved during this crisis.

Elisabeth Riemann: [00:23:00] And what's the current status of implementation for Staff Assist?

F.Scott Moody: [00:23:03] So, of course, any technology evolves over time. So right now, we really focused on questions around Covid specifically, but the next phase of what we're doing right now is, as Igor mentioned, a pilot that was really quite successful, I think, ninety eight percent of the communities. Right. That was where it was rolled out actually used it. And so now the thing is, OK, people do see value. They do get it. So now let's move on to the next phase where ingesting all of this other information. And so that's that's the practical use.

Elisabeth Riemann: [00:23:40] How do you keep the information up to date to ensure that caregivers always have access to accurate data and the current guidelines, how do you feed the latest information into Staff Assist?

Igor Jablokov: [00:23:51] It's actually pretty simple, it's no more complicated than you dragging and dropping a file into a Dropbox. That's it. That's what it takes to train our AI that's all it takes. So we did a lot of work. When we when we talk about democratizing access to AI, that literally means that anybody can make their own AI, you you can have a Siri that's completely blank and knows nothing and you throw a Word file into it and suddenly it knows all about that industry, whatever that that document was. You know, sometimes I wanted to quote a book and I wasn't sure where that theme was. I just threw the book in there and then just start talking to the AI about the book.

Elisabeth Riemann: [00:24:36] Wow, and if you need to update a document, you're dragging and dropping an updated document into it, does it overwrite the old version automatically or do you have to remove it and extract it? What's that process look like?

Igor Jablokov: [00:24:49] So the the knowledge administrator, the knowledge owner has several different opportunities there. They can actually keep the old one and the new one there. So you can refer to contacts. A side by side comparison of both content or you can replace the old one.

F.Scott Moody: [00:25:06] So and that's actually pretty important, you get a three hundred page document and it refers to eighty thousand other rules and regulations and other documents in the course of that document. So trying to, like, understand what this document says, you have to have all of these other preceding documents because so many of them are like where it said this, it now says this. Well, what did it say? It's not like the rules get all completely rewritten, they just continually get modified. And so you always have to refer to many prior documents in the hierarchy of our government, not just this, basically how our government works.

Igor Jablokov: [00:25:48] We were working with a state legislator on that on that point, and when she would do her research for net new laws that were being baked, many times, she told us, she would have to vote down certain laws, not because she didn't agree with them, but because she didn't have enough time to do a research to make sure that it was copacetic and everything that was necessary was in there. If she really wanted to drill down and understand even a single data point and whether it was being correctly covered in her example, it was a school budget that she was focused on. It took her two hours to find that bit of information and to make sure that it was documented properly. Where in Pryon it took her two seconds. And so if you rinse and repeat that, I know we're early days of our work in augmented intelligence, but if you look at the productivity boosts that are going to be possible, it really is going to tell you that the situation that we have before and I know, Lizzie, we we hit this theme before, the separation between haves and have-nots in this century is going to be defined by access to information. And if we can democratize access to that information and give those super powers, there's a reason why Amazon is dominant, why? They know what you want, and then they recommend it to you and then they deliver it to you. Right. So all organizations, including small and medium businesses, need to evolve to to be able to do exactly the same thing. Now what people want and deliver it to them because otherwise they're just not going to survive the transition.

Elisabeth Riemann: [00:27:24] And what's been the feedback from care workers, can you tell us about some of their practical experiences so far in working with Staff Assist? Are they feeling more informed and better equipped to focus on the caring side of their job?

F.Scott Moody: [00:27:37] Right, they were able to get this information that they needed in a timely manner and it did help. There's no doubt about that. And people and that's why. Right, we're getting pulled really like

let's let's go to this, this next step as fast as we can. And that's where. Right. I think you will even see even more benefit.

Elisabeth Riemann: [00:28:00] Health care data is something that's so very personal and therefore something we want to remain highly confidential. What's Pryon doing to safeguard data security and privacy?

Igor Jablokov: [00:28:11] The content is the customers' content, that's it, there's derivatives, there's there's obviously metadata that gets generated from the from use of the system. But we're an enterprise software product. So the content is is our customers content. And we have a fairly robust policies associated with how we protect that. And we have other enhancements coming that will allow the use of system in a highly secure way. So if you think about what is the difference between an enterprise AI and a consumer AI, well, an enterprise AI has to achieve a regulatory level of accuracy right. At home, right, if we ask Alexa something and it doesn't quite get it right, it's not a risk to a bank. It's not a risk to a hospital environment. Right. It just we just laugh it off that it picked up the wrong song or it gave us the wrong weather or the wrong location. Was asking for Austin, Texas, or Boston, Massachusetts, Austin, Boston. It's easy to mess that up and misunderstand that. Things cannot be misunderstood in an enterprise environment. So that's the first thing. The second piece is scale. Right. I was on a call yesterday with with innovators and scientists and engineers from several companies, including UPS. And they basically say, look, you know, when when when we're buying from, you know, net new companies and innovative companies that are up and coming, we have to fact check to make sure that they can deal with millions of transactions per minute, per second. Right. Right. In some cases. And so being able to support the scale of the operations of of these different ventures. Right. The resiliency. Scott's environments are fairly critical environments. And so if somebody in a room and asking a question, you need to be able to snap your fingers and get that answer. So there are certain SLAs that are that are required and up-time requirements, whereas I know at different times in the past, people have talked to Alexa or Siri or things of that sort, and they weren't available to them. That can't exist in an enterprise context. When I think about the use of AI in in health care related ventures beyond these environments, I'm surprised in some ways where some things are good and some things are bad. So take, for instance, there is private companies that have been ingesting all of the research that's been published to see if there is an existing therapy or vaccine that could work against us. And so AI has been really important in that battle as well. But then on the other side, in terms of democratizing access to that research, you can go to the National Institutes of Health. They have a website where they have all of this research that they've collapsed that's that's Covid related. And yet all you can do is keyword search. So if you type in vitamin D, maybe you'll go from twenty five thousand documents to a thousand documents. And now do you have to download the thousand documents and read them? And so I went to them and I said, well, wait a minute, why isn't an AI ingesting the stuff that you find related to these terms and you allow a researcher to look for the known knowns and the known unknowns. We forget how much of discovery is accidental, sort of like making a Post-it note adhesive. Right. And so what's really exciting, Lizzie, about working in natural language is, is the fact that humans can ask fuzzy things and still get answers from the AI and they may see something unintentional. For instance, you know, the chief information officer of Princeton, me and him, were having a laugh one day because he ingested some content relating to the university. And, you know, he leaned forward and he asked Pryon, who's my boss? And so he was expecting to get the president's name inserted in there, but it actually returned to the board of trustees instead. And he thought about it. He's like, it didn't give me the answer that I expected, but in reality, it's it's actually the proper answer, you know, in in a manner of speaking. And so I actually want an AI sometimes to return things that people don't expect because they don't realize that they end up learning something new about a particular topic. And that for me is is the big thrill with what we're doing. Certainly in, in certain robust use cases, you need to get the right and proper verified answers back from regulatory policies and the like. But you also want surprises, right? Because that's how you figure out how to service your customers and partners better. We're going to move from extractive to abstractive AI. Extractive is basically it's just regurgitating facts, you know, from from the documents or applications or other types of content, open source content, commercial content that it that that had feasted on. Abstractive is it's starting to make things up on its own. And so that's what we're really excited about going forward in the future. But at the same time, you know, it's going to take a while for the market to understand what use cases are going to drive business cases that drive business impact in order to adopt such a thing. And I think we're we're on on a journey that's going to last many years to figure that out.

Elisabeth Riemann: [00:33:53] We're talking about user-centric AI software in the senior living context, so can we talk about AI for the good and the value of data and how we use it? How, for example, should we deal with security, privacy, and empathy?

Igor Jablokov: [00:34:07] I think caring starts with privacy, so, Scott, why don't you?

F.Scott Moody: [00:34:13] Well, actually, I would, I would probably argue most people talk about security and privacy, but actually I don't think that covers. Right. Some of the more important aspects of what we're dealing with. Right. In terms of AI for the good. And I really put it into three layers right. There's security, right, you know, protecting something. Right. Privacy, using it properly. But there's ethics. And I actually think people forget about ethics often. Every slide, every presentation we've ever given in our company and I've talked to about being mission centered, we take it to the core of our company. Right. We we don't sell, we serve. And then it's the idea of using that data to, in fact, improve their lives, the lives of the members, the lives of the staff, obviously driving the ROI for the, for the community operators as well, so they can actually have these buildings and serve these older adults. Right. But at the same time, all too often, right, we use that data. We all know the big companies that do this and they're not mean people, right. But it's driven by algorithms and and it's driven by trying to sell you something. Their money is made purely by selling you more or purely by selling you so that somebody else can sell you something, which is what we refer to as as advertising. And so do you use that data, especially when you're much more involved in that app or in that technology more than you'd, let's say, see TV commercials? The fact of the matter is, is how do you use that data? Right. And in many cases, yes, it's private. Only they're not giving it to somebody else necessarily, but they are certainly using it to both sell you and in many cases manipulate you to sell you more. And so I think that is not really covered when we speak of security and privacy necessarily. It is purely right, the ethical boundaries of your of your company and what you're trying to do. And so I do think that that's a discussion that's really not being held by many. I know Igor and I share very similar beliefs, but we are really focused on serving.

Igor Jablokov: [00:36:50] To build on that, and when you think about behavioral science, how do you get people to want to use something versus the need to use it as well? I think I'm particularly sensitive when we talk about augmented intelligence, because I know it's it's so simple to essentially fall back to a situation where people think it's an AI versus people thing. And we're cognizant of that. And we're trying to figure out ways to say we want this to work as as a tool, as a partner, not as a replacement for humans. I think, you know, replacing truck drivers and pilots and nurses and doctors and radiologists and all of these other things. You know, that's some other company doing that. Right. And I don't think we're we're close to a lot of these things anyway. But what we are close to is being able to help people in their jobs. And now think think of it from a psychological standpoint. If you're contributing feedback to the AI, you know, can you get credit for it, when you're contributing feedback to the AI, or knowledge into the AI, is it not going to be used against you at a future point in time in order to dis intermediate you from, you know, from your own position. And so we're being thoughtful for a lot of these concerns that people have in order to safeguard them as best as we can. That, hey, this is going to be a net positive thing and actually makes you more valuable because they can see how much of your thinking is inside of the system that's shared. The one thing that we want companies to benefit from is the fact that, you know, at human scale, you know, one of us as senior leaders can probably only mentor one or two people in reality. Right. If we really think about that. But in the in the case of augmented intelligence, you know, we can mentor an AI and then that that AI can mentor dozens of people right through through the course of the knowledge. Now, I know it's not everything, but it's still better than than zero.

Elisabeth Riemann: [00:38:56] Absolutely.

Igor Jablokov: [00:38:57] And and so what what does that mean? If an organization is one hundred thousand person strong and you have all of these thought leaders throughout the organization essentially giving some of their ideas into it. Now with think about a typical investment in one human being in these in these companies or even a blue collar worker probably over the course of a 30 year career, has cost the company in salary and benefits over seven million dollars. And yet the day that that person retires, they're the world's best expert in a piece of machinery and a particular process and a particular technology, they've now departed. How have we sent that tribal knowledge and that institutional knowledge to safeguard the rest of that person's compatriots that are still have to work there? And so we're really thinking through through that.

F.Scott Moody: [00:39:47] So here's where it plays with us, the people in in in senior living, really the most caring people I've ever met, they don't get paid much. Right. It is a very, very difficult job. And yet those people were there because they care. And so if you're, like, running back to the office to figure out a manual, right. You're not you're not doing the job that you love. You're not there for the reason you took this job. Right. So that you can actually love and care for,right,this individual. And so that's really what and that's what the resident wants. Right. They want that personal relationship. Right. With the person that is serving them. And so if we can make that much more efficient and by the way, get them the right answer. Look, there's 80 million rules out there. And so there are times where the staff member may not know the latest rule and they do something wrong. And the next thing you know, they're in trouble. Right, for being a good, conscientious

person that is faced with an immediate thing that they need to do and then, of course, they could get in trouble. And so I think all of this plays to that whole idea of augmentation. Right. And augmenting them to do what they want to do, which is to care. Right. And serve this individual and what the president wants them to do and what the family wants them to do. So I think in a case like this, everybody benefits.

Elisabeth Riemann: [00:41:19] Absolutely, I think it's so important, as you say, that the caregivers, they can really focus on why that why they want to do that job, they're caring individuals, they want to be there for other human beings to really be for them on an emotional level. And they don't want to spend their time looking at rules and regulations, looking at lots of questions, not getting the answers they need and feeling really increasingly frustrated and demoralized. I could imagine, you know, burnout could be major issue within that industry. Right.

F.Scott Moody: [00:41:45] You're not just doing it for one person, but you're doing it for multiple people and at the same time you have your home life as well. You have children that may be not going to school right now and trying to to learn at home. Right. So I think that whole idea of taking that pressure off so they can do what they care and not be afraid of doing the wrong thing.

Elisabeth Riemann: [00:42:06] We hear how AI solutions can help us do our work better. How can we ensure that better means superior or higher quality and that AI is not going to be misused to drive unrealistic efficiencies that result in faster work and better KPIs, but to the detriment of workers?

Igor Jablokov: [00:42:25] On one, one could critique public education for being KPI driven, and yet if you look at the last few hundred years, it's expanded access to literacy. Right. So so I think everything's a double edged sword. Right. In one case, we can be irked by by by numbers moving systems. But then on the flip side, it those numbers tell a story of how many resources we need to apply to a problem in order to have some sort of outcome. And so without that knowledge of what the organization is doing, you can't plan. You can't you know, you don't know how many people to hire. You don't know what suppliers to use and where they're faltering. You know, potentially you cannot give a date to a customer that you'll be delivering something by because you don't know what your suppliers are doing to fill your manufacturing, to fill your distributors, to fill your store shelves. And so that's maybe the curiosity to me is the fact that the world will still run by numbers. But what the beauty of AI is, it's it's the point where things get transcoded from numbers to natural language so that I can ask things like how many ice cream cones did we sell when it was seventy three degrees out? This is practically an impossible query. As a as an executive of Baskin Robbins or some ice cream company, I may be fascinated by knowing the number to that because I know my business so well that it means based on that number, I know if things are trending up or down because that's a magical temperature where people start acquiring my product and yet that's almost an impossible query because of the number of systems that you have to jump through in order to answer that. That's why these big companies have analytics groups that can present those reports. Now, here's what's fascinating, that's called multi-hop reasoning, where you have to jump, you have to check the weather, you have to go maybe there's a finance system, an ERP system, so on and so forth in order to get the answer. What I'm personally excited about is what if everybody in the organization could ask any sort of free questions like that about the business, get answers within a snap of their fingers. What would that mean for organizations? You could reduce waste. You can you can have new opportunities that that come up. More insights about customers. I frankly feel at a certain point in time there shouldn't be help desks anymore or contact centers. Every single employee of the company should be a help desk worker. And when a request comes in from the outside, for instance, if if one of Scott's staff members has a question about about our company or our feature functionality, it shouldn't have to go to become ticketed as a support request. It should it be immediately routed five seconds later to the exact person that can answer it in the company if an AI can't resolve it itself.

F.Scott Moody: [00:45:28] The whole idea of productivity is important, so if you look back right to before Covid started, which I think was like 20 years ago, I mean, it just feels

Elisabeth Riemann: [00:45:37] It

Elisabeth Riemann: [00:45:37] Like

Elisabeth Riemann: [00:45:37] Feels like

F.Scott Moody: [00:45:38] We've

F.Scott Moody: [00:45:38] It feels

F.Scott Moody: [00:45:38] Been

Elisabeth Riemann: [00:45:38] Like

F.Scott Moody: [00:45:38] Through these last five months, actually. Right. Unemployment was exceedingly low. People were definitely having trouble hiring people. Even the people that we serve, the communities that we serve, they were having trouble hiring staff. So the whole idea of productivity was actually quite important. And I think for society to grow, for wages to grow, right, there has to be growth. And with that comes productivity growth. I do think always the idea of productivity is incredibly important. We've seen that our entire lives. On the other side of that there is that I think, you know, Igor talked about the double edged sword and we're busier than ever. I mean, look, you don't you don't have to go back far and people were talking about how technology was going to replace everybody and everything and people most of their lives would be spent in leisure activities. Well, I don't think that's true, despite the plethora of technology we've seen over the last couple of decades. So my concern is probably not as much as it's going to make us all have too much leisure time. Right. The challenge is, does it make us all busy? Right. And even busier. A bigger concern is honestly the haves and have-nots. And I think that whole idea, again, that Igor spoke about, that I have the data that some scientist used to have. Right. Is the whole idea of the benefit of the democratization of accurate, and I'll emphasize accurate, data. So it is a double edged sword, but I do think productivity is is going to be critically important to our society for a very long time.

Elisabeth Riemann: [00:47:31] When we look toward a post pandemic world, what's your greatest hope for our relationship with AI solutions? What would you like our generation's AI legacy to be?

Igor Jablokov: [00:47:43] So many of us that are involved in as AI practitioners, the number one thing that we bring to people is truth and facts. And if you think about some of the biggest accomplishments of humanity over the course of the last century in terms of the rise of certain medicines, winning the space race, pushing back against certain despotic regimes, it was with science as a tool. Right. And science and faith are not incompatible. They're just a different way of saying the same thing in many ways. And so if we can be respectful of that, then you can use the qualities of the totality of a society to solve problems instead of having them at each other's throats. You know, certainly I view technology as a great unifier. Remember, I talk about having the benefits of this thing not just in the C suite, but everywhere in our organization so they can work together hand in hand to solve these challenges. And so the thing that I aspire and I'm actually comforted, right. I work with the World Economic Forum's Global Shaper, I was the founding curator of the of the local chapter here as well. And when I look at the quality of questions that I received from that community, I can tell you that that I'm inspired by the next people that are coming, the next generation that's coming, that we're going to be handing the keys.

Elisabeth Riemann: [00:49:04] To conclude today's discussion, please, can I ask you to summarize the key aspects you'd like us to remember and be able to reflect on when it comes to democratizing knowledge and bringing the power of AI to our communities?

F.Scott Moody: [00:49:17] On a personal level, I believe we're all put on this earth to serve others, and I think a corporation has this opportunity to bring a group of people together. Right. So that we can serve others in better ways. Right. Versus trying to do that each individually as a corporation. We come together with the idea of serving others in a better way than we could each do independently. And so that is really the focus of our company, K4Connect, to serve older adults and people living with disabilities. And as I said many times, they have often been, right, some of the most ignored demographics in our society.

Igor Jablokov: [00:49:56] And from our standpoint, I think the reality of the situation is in any environment, humans are making decisions with incomplete information because getting the rest of the information that they need in order to be best informed, there is too much friction associated with it. There just is. And that's what Scott was talking about, fusing these disparate systems into a single experience for their caregivers. Well, that exists in every industry. And so from our standpoint, it's not only how do we create a natural interface that humans would want to use, because remember, in some of the themes that we shared in previous podcast, a very, very small subset of humanity became computer scientists, mathematicians, data scientists and the like. And they were able to conform to the machine and speak like the machine in the machine's language in order to get its benefits while the rest of us were were illiterate by comparison. And yet now, with all of the advances in networking and processing right. And these types of capabilities, we're able to turn the tables around and have the machine conform to us where it understands natural language. Now, that's half the battle. The other the other half is the orchestration and fusion of all of these disparate resources shunted through a natural language interface, that's going to be the battle and the opportunity over the course of this next decade. And once we have that, then every decision that we make and think about

this way, do I eat a banana or strawberry? If you have need for more potassium, you consume the banana. And if you have need for more vitamin C, you'll consume the strawberry. And again, this is something that we don't know in real time. But one day it's going to be possible to know what our body needs precisely at that moment. And so it seems like such a simple thing, but I don't have enough information myself in order to make the decision for one and another. Why? Because the systems of record that would have that, aren't consumable to me. The research associated with it isn't consumable by me. My own biorhythms associated with aren't consumable by me. But that's going to change. That will change. But again, it requires innovation across the strata, edge processing, the cloud processing, the software, the wearables, the sensors, all of this stuff is going to have to be folded together in order to answer such a simple thing. And that's what we're excited to be a part of.

Elisabeth Riemann: [00:52:26] Thank you, Scott, and thank you, Igor, for a truly fascinating discussion. It's been really fantastic to learn more about the partnership between Pryon and K4Connect and hear how together you're bringing human-centric AI assistance, I think, with unrivaled usability to the health care and senior living context. Thank you so much.

F.Scott Moody: [00:52:46] Thank you, Elisabeth, and SAP.

Igor Jablokov: [00:52:48] Thank you for having us.

Elisabeth Riemann: [00:52:51] Thank you for listening to openSAP Invites Thought Leaders with Igor Jablokov and F. Scott Moody. If you enjoyed this episode, please share, rate, and leave a review. And don't miss your next invite. Subscribe now.

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