



AI That Works With You: Enabling Smarter, Scalable Healthcare With Agentic AI

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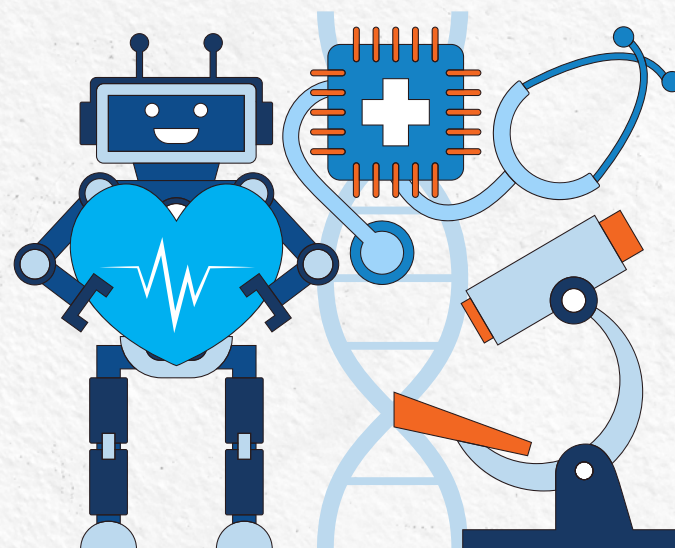
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Healthcare Pressures are Accelerating

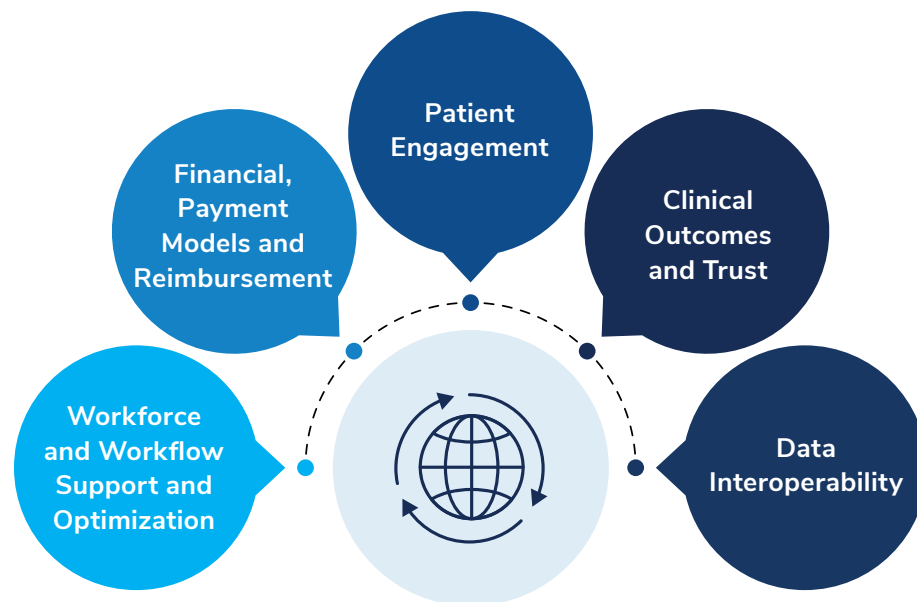
Amid rising health consumer expectations, staffing constraints, and data burdens, the healthcare environment is under pressure to evolve.

Healthcare organizations are grappling with workforce shortages across all roles, from health professionals to support staff. This is exacerbated by an aging workforce, high rates of burnout, and an increasing demand for healthcare services.

The United States could reach a shortage of 124,000 physicians across primary and specialty care by 2034.¹

45% of all healthcare workers report burnout².

Top- and bottom-line pressures, from changes in care delivery to administrative inefficiencies and expensive contract labor, continue to challenge providers and payers. This contributes to high operational costs and hinders the delivery of timely, high-quality care.



Data volume in healthcare is only increasing, and complicated data interoperability and IT environments plague IT teams and workers.

Healthcare data is growing at 50-74% year over year.³

Meanwhile, patients and members expect the same highly personalized, digital, and efficient experiences that they enjoy in other industries, such as retail.

Given the state of the market, payers and providers are looking for better ways to leverage people, processes, and technology to be successful and deliver great patient care and clinical outcomes.



Top-of-Mind Business Priorities for Healthcare Executives

The business goals of healthcare executives have undergone a transformation over the past decade, driven by a confluence of evolving market dynamics, technological advancements, regulatory shifts, and changing patient expectations .

Business Priorities, Healthcare, Global, 2024

Share of Crucial and Very Important

Hiring and retaining talent	25%	44%	69%
Enhancing sales and marketing effectiveness	18%	51%	69%
Growing revenue	26%	42%	68%
Rapidly responding to market demand and disruption	18%	48%	66%
Improving operational efficiencies	27%	38%	65%

Base: n=100. Question. How important is each of the following business objectives for your organization in the next year? Result: Top two responses shown.

From Frost & Sullivan voice of customer research, the top 5 business goals and priorities for healthcare organizations are a mix of workforce, financial, and operational requirements, including being more agile in response to change and better at communicating their messages and story effectively.

In Frost & Sullivan's view, imperatives for success in healthcare include:

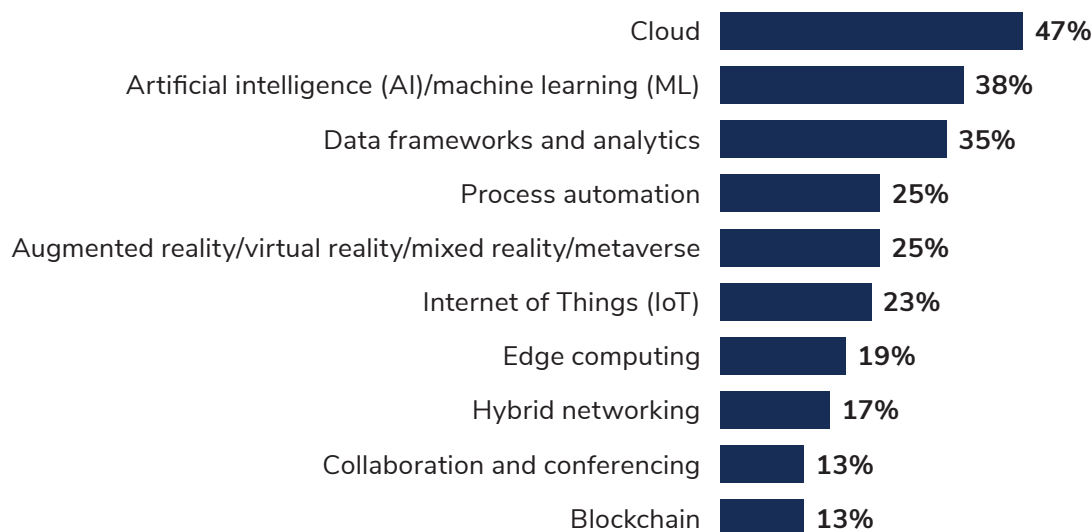
- ▶ Being innovation centric
- ▶ Creating and progressing with a plan for organizational digital maturity
- ▶ Maintaining regulatory adherence
- ▶ Securing trust (in the right solutions, vendors, and partners)



Cloud and AI Lead in Healthcare Tech Investments

To sustain and enhance business performance in a rapidly evolving healthcare landscape, leaders must continually evaluate new technologies; recognize their potential to optimize clinical, financial, and operational areas; and integrate them across the healthcare IT ecosystem.

Importance of Technologies to Achieve Business Priorities, Healthcare, Global, 2024



Base: n=100.

Question. In which technologies will your company invest the most over the next 12 months?

Multiple-answer response.

Source: Frost & Sullivan.

Based on Frost & Sullivan voice of customer research, Cloud remains the leading focus area powering healthcare's digital transformation, followed by AI and data analytics.⁵

Cloud-based offerings yield a wide range of benefits for applications and storage (e.g., reliability, scalability, financial efficiency, security, and mobility), revolutionizing performance and changing expectations for how healthcare work is performed.

AI leverages the foundation of Cloud in how it accesses and activates these data (e.g., clinical, demographic, claims, financial, and SDoH) for desired tasks, analytics, predictions, and recommendations.



Agentic AI Growth Opportunity in Healthcare

We are in a breakout moment for agentic AI.

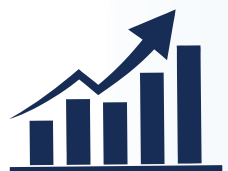
“When looking across dozens of major markets, healthcare is a leading market for agentic AI’s positive impact in the next 5 years.

- Frost & Sullivan research, 2025⁶



52,000

agentic AI patents were filed between 2022 and 2024.



Agentic AI has a **\$168 billion** market potential through 2029.⁷

Markets for the Greatest 5-Year Impact for AI Agents:



Healthcare



Retail



Business and financial services



Information and communication technologies

Healthcare is thought of as typically lagging other major industries, such as finance and retail, in digital tech adoption and innovation.⁸ However, healthcare is accelerating in the maturity and use of AI today, and for agents can be a leading example of AI value.



“40 to 50% of healthcare organizations have now moved beyond the exploratory phase of AI maturity.

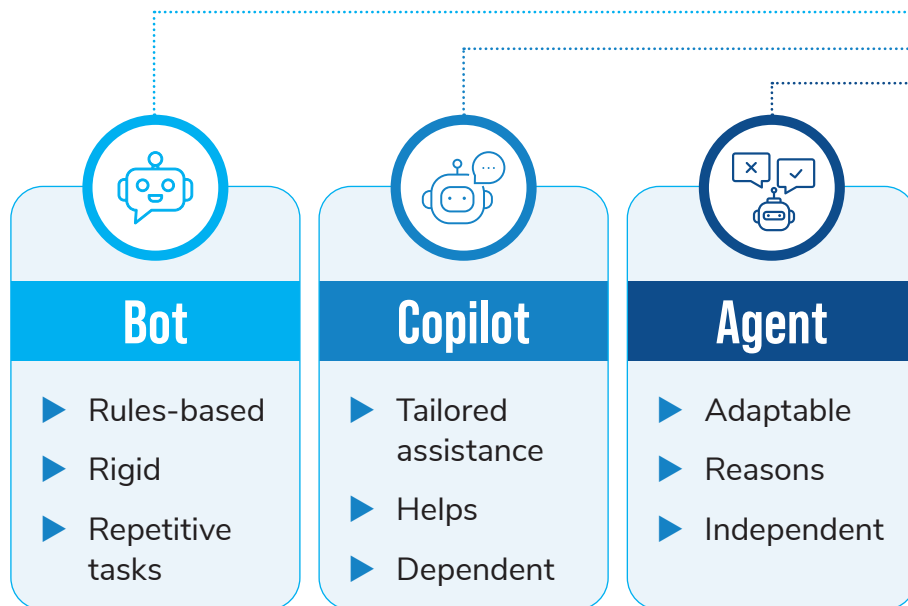
- Frost & Sullivan survey research, 2025



What Are AI Agents?

Frost & Sullivan has defined agentic AI as AI systems that can make autonomous decisions, interact with their environment, and adapt to new situations through intelligent reasoning. These systems exhibit goal-directed behavior and can operate with minimal human intervention. They can perform tasks independently without human oversight and make informed decisions based on data and context.

AI bot vs. Copilot vs. Agent



Bots are rules-based, rigid, and are centered on repetitive tasks.

Example: Appointment scheduling chatbot with a conversational interface for booking appointments. Cannot adapt to unexpected needs.

Copilots facilitate natural conversation when prompted, summarizing information or performing simple actions for the user.

Example: Ambient listening during encounter visits, with real-time SOAP note entry suggestions. Clinician reviews and approves.

Agents are adaptable. Reasoning is involved, decisions are made, and functions are performed independently.

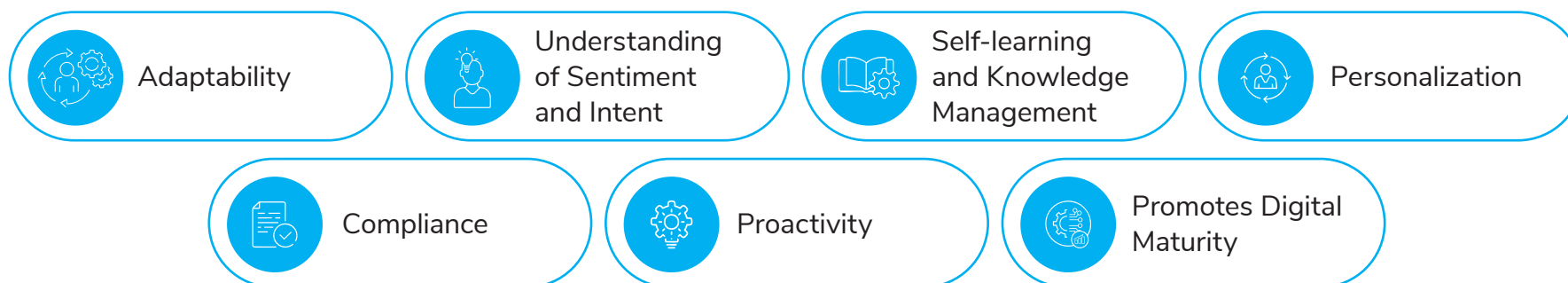
Example: Autonomous discharge planning. Agent monitors discharges and timelines, flags delays, updates stakeholders, and reschedules follow-ups.



Benefits and Strategies of Agentic AI

The primary purpose of agentic AI is reasoning, not content. The results of agentic AI are driven by achieving goals and can evolve based on feedback.⁹

Benefits and Drivers of Investing in Agentic AI



AI agents need access to a wide variety of data sources to understand their environment, make informed decisions, and execute tasks. They pull data from both structured and unstructured sources, such as electronic health records (EHRs), customer relationship management (CRM), pharmacy, claims, revenue cycle management (RCM), and data warehouses.

Agentic AI Orchestration Strategies Include:

- ▶ **Single-tool systems.** Basic tool use with a single foundational model, limited to simple and specific application programming interfaces (APIs) or functions.
- ▶ **Multi-tool orchestration.** Multiple tools with a single model, executing defined workflows and patterns through structured APIs or functions.
- ▶ **Composed systems.** Multiple models working together with iterative processing and more complex orchestration.
- ▶ **General access agents.** Direct system access (i.e., keyboard, screen) with open-ended task handling.



Healthcare AI Agents in Action

While generative AI has helped with documentation and communication, agentic AI—through autonomous, goal-driven AI agents—goes further. It acts on behalf of people, across systems and over time, altering and improving healthcare delivery and work processes.

Healthcare AI Agent Use Cases

Workforce and Workflow

- Front office routine inquiries and visit instructions
- Back office revenue cycle management optimization
- Patient and member engagement and proactive reminders
- Patient encounter support (before, during, and after) 24/7

Patient Journey

- Education and appointment scheduling
- Care planning and management
- Continued monitoring and patient interaction
- Tailored, data-driven experiences

Payer-Provider Collaboration

- Autonomous provider onboarding and credentialing
- Licensure and enrollment verification
- Risk program and quality measure improvements
- Prior authorization and eligibility verification

Agentic AI is redefining the operational core of healthcare by intelligently bridging gaps across workforce efficiency, patient care, and payer-provider alignment. AI agents automate and coordinate complex workflows, from streamlining provider credentialing and managing clinical documentation to guiding patients through their care journeys and accelerating tasks, such as prior authorization. They reduce administrative drag, close care and communication gaps, and ensure real-time alignment between providers and payers on licensing, risk programs, and eligibility.

By removing friction at every level, agentic systems drive a more responsive, efficient, and collaborative healthcare ecosystem.





Trustworthy Agentic AI Demands Purpose-Built Security Strategies

In a crowded and rapidly evolving AI landscape, providers and payers face a trust gap—unsure which technologies, partners, or platforms can reliably deliver value, scale with their needs, and uphold clinical and operational integrity. It is important when investing in agentic AI to align on an integrated security strategy.

Imperatives for AI Agent Cybersecurity Preparedness

- ▶ Establish governance and accountability frameworks
- ▶ Grant agents only the access and data they need
- ▶ Define boundaries for autonomous actions
- ▶ Ensure that agents are using validated and trusted data
- ▶ Secure data sources and integration points
- ▶ Monitor behavior and apply real-time anomaly detection
- ▶ Continuously evaluate for HIPAA and AI-centric regulatory compliance

Building Trust Through Human Oversight and Responsible AI

Human security oversight helps prevent unintended or malicious actions.

Human oversight remains essential for ensuring safety and accountability in AI agent workflows, especially in high-risk areas, such as clinical documentation. A human-in-the-loop approach enables real-time validation, flags unexpected behaviors, and reinforces policy adherence. Over time, this oversight adds a critical layer of protection and helps build trust in AI agent autonomy.

Healthcare organizations should prioritize working with solution partners that align with established security standards, demonstrate proven security performance, and offer scalable, future-ready platforms. Equally important is a commitment to responsible AI. Solutions must include clear guardrails, continuous monitoring, and transparent use of organizational data to ensure ethical, secure deployment.





Case Studies

Transcend offers always-on personalized telehealth with Agentforce.

Transcend connects people with licensed professionals for wellness services like hormone replacement, thyroid management, and sexual health through personalized telehealth. The company's extensive growth during the pandemic revealed inefficiencies in manual processes like juggling multiple systems and platforms, which hindered patient care and employee productivity. With Agentforce, Transcend can streamline workflows, improve response times, and automate eligibility checks, reducing specialists' workloads. Data Cloud and Health Cloud further enhance efficiency by centralizing patient data, improving safety, and ensuring HIPAA compliance, while enabling personalized care. The new system is expected to increase patient satisfaction, reduce manual tasks by 40%, and speed up the ordering process, helping Transcend meet growth goals and provide better service.



Precina Health transforms diabetes care management with Agentforce and Health Cloud.

To scale its high-touch diabetes care services into underserved rural areas, Precina needed to update its infrastructure, integrate clinical data and patient management processes, and improve communication with insurers – without hiring thousands of people. Now, Agentforce will enable daily connections between providers and patients to improve their health faster. Agents will work seamlessly with Health Cloud and Data Cloud to instantly access patient data, surface important interventions from FAQs, and create tailored health plans — all while maintaining HIPAA compliance.

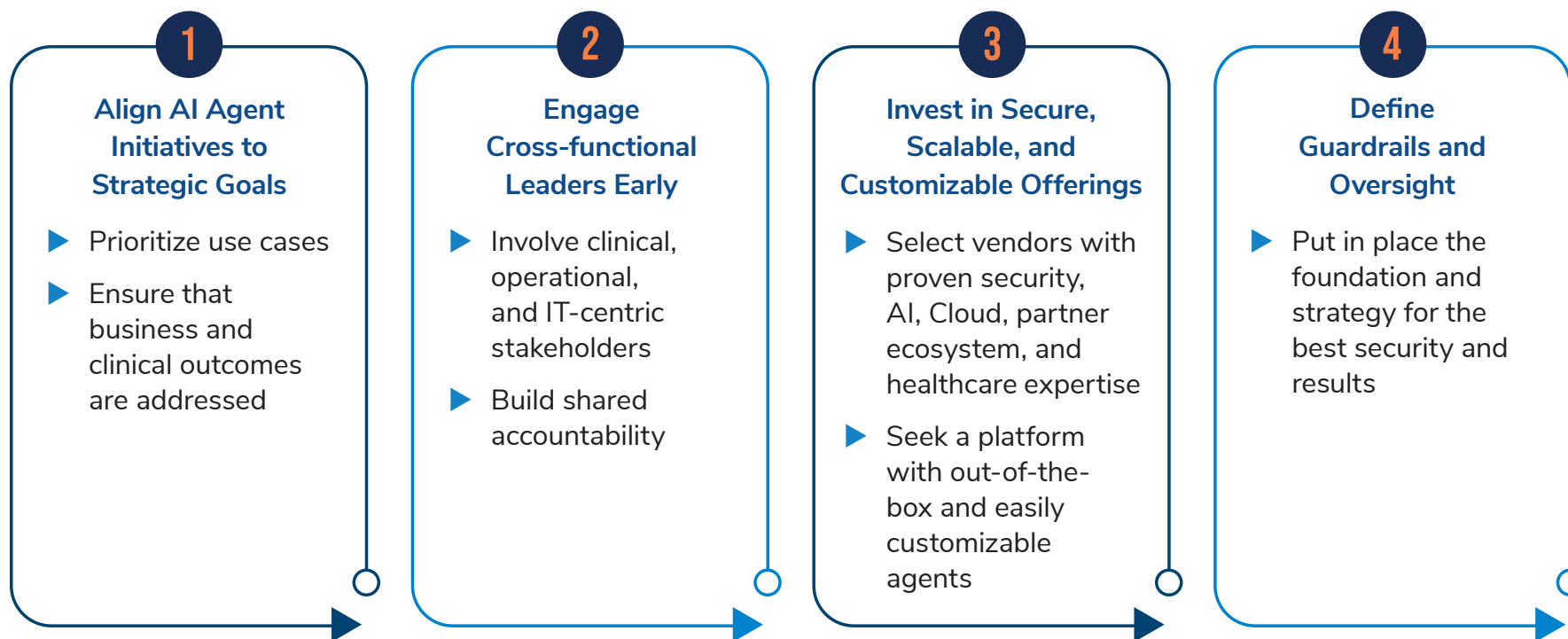




Next Steps for Agentic AI Adoption in Healthcare

Agentic AI is here, and the next move is yours. For provider organizations and health plans, success lies in intentional planning, trusted technology, and clear alignment between goals and execution.

Four Steps to Consider



AI agents should...

Augment and empower employees | Maintain trust and security | Enhance the customer (patient/member/provider) experience



The Last Word: Prioritize Time to Value

Pre-built capabilities of AI agents will address many work tasks in areas including service, marketing, sales, and commerce for immediate impact. Customization of AI agents must be easy via straightforward and low-code or no-code tools, prompts, templates, and APIs.

When an AI agent is implemented in weeks, not months or years, it creates:

- ▶ Faster value
- ▶ Lower cost
- ▶ The ability to better identify, develop, and implement customization requirements

Learn More: <https://salesforce.com/healthcare>

Healthcare's next leap will come from organizations bold enough to fuse intelligent agents, unified data, and connected ecosystems into an engine of continuous innovation and care transformation. Will you be among those shaping the next chapter of AI-enabled care?

End Notes

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