

SMOOTH

SAILING



NLP LOGIX  
AI COLLABORATE '25

**Presentations**

**11/12-11/13**

## KEYNOTE SPEAKER



# Svetlana Makarova

Founder, Spark Change  
Principal Product Leader, Mayo Clinic

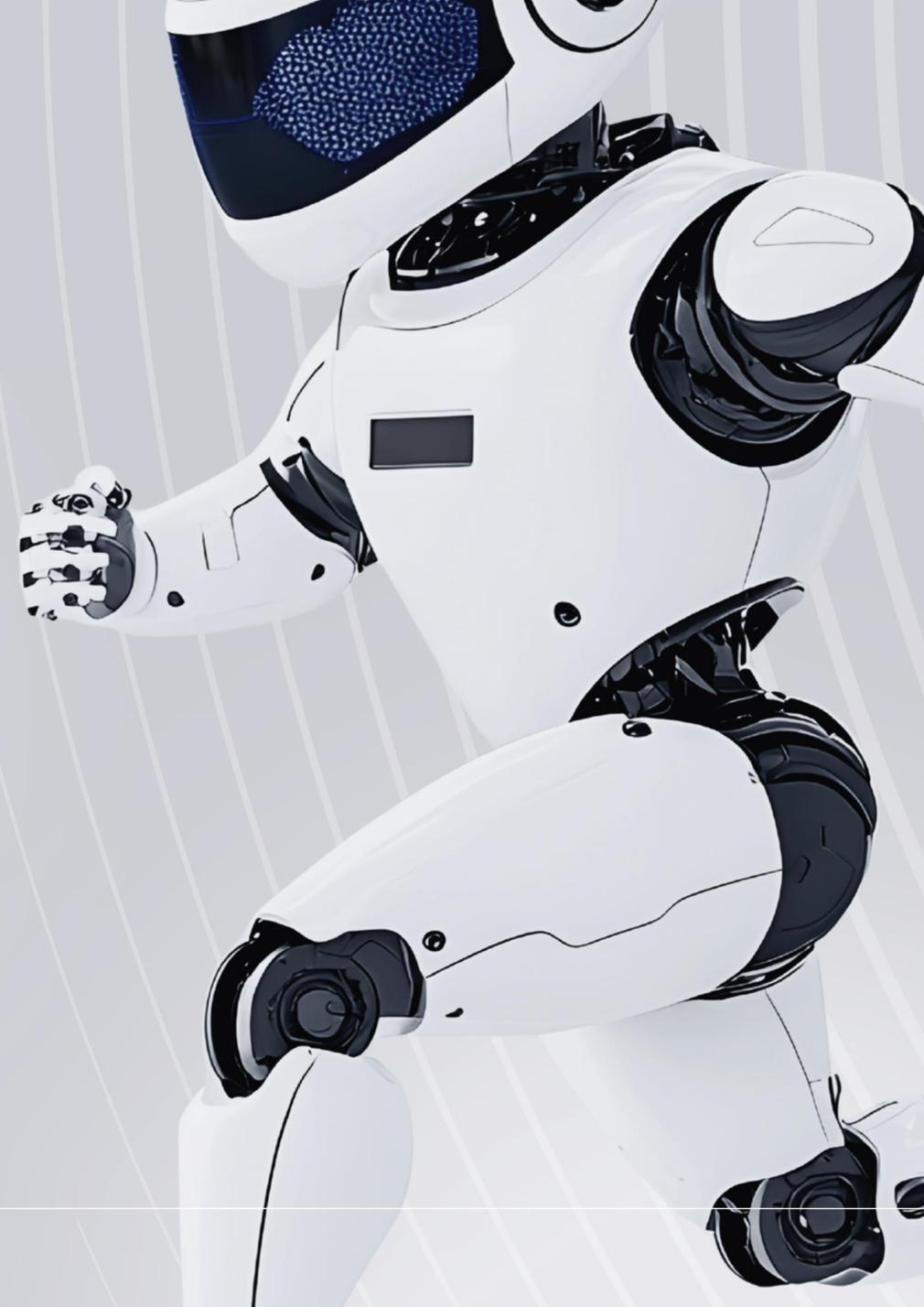
AI Collaborate 2025

# SMOOTH



# AI Doesn't Matter

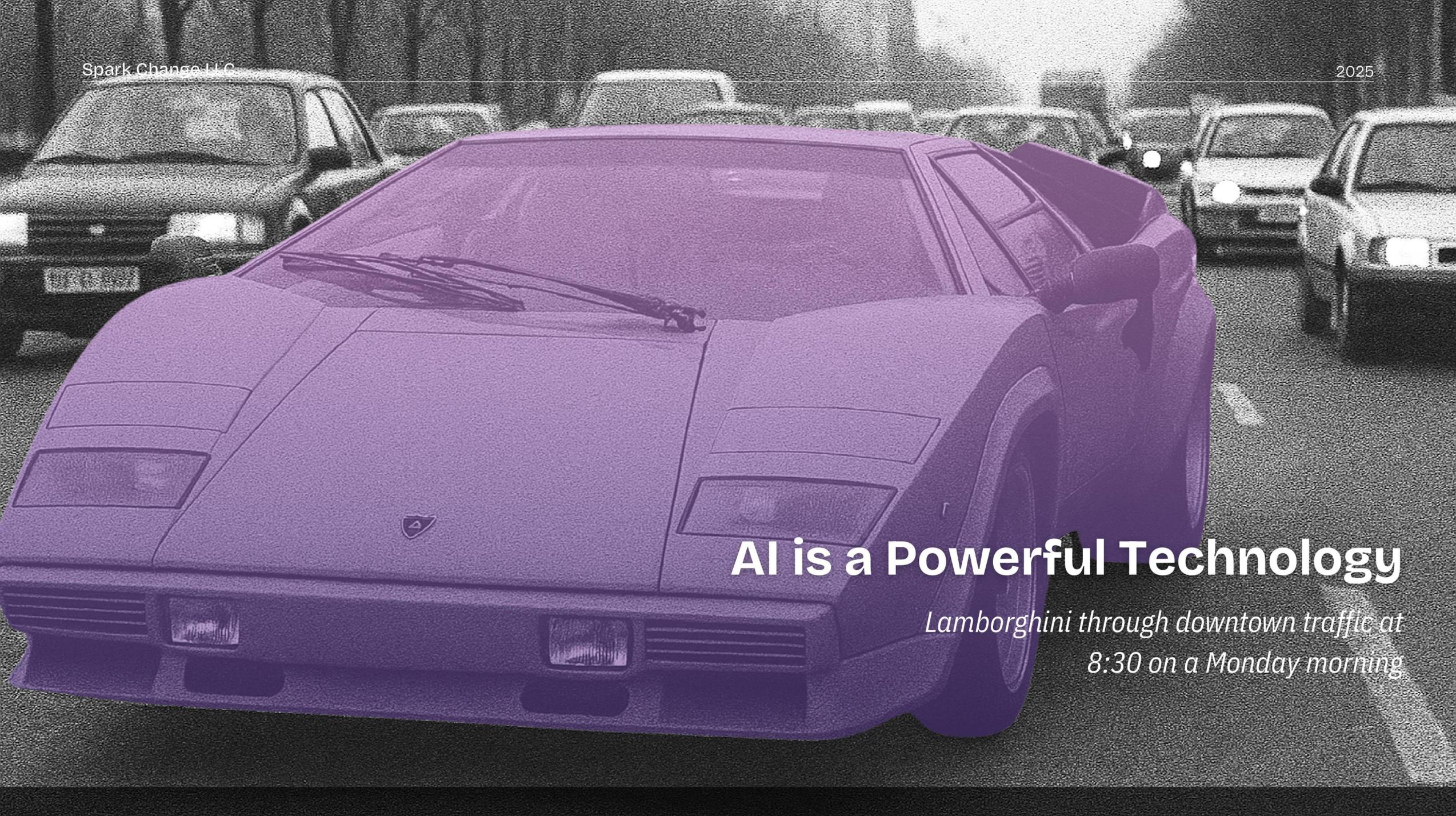
... Unless You Make It Matter



# Svetlana Makarova

AI Strategist and Builder





# AI is a Powerful Technology

*Lamborghini through downtown traffic at  
8:30 on a Monday morning*

**We're sitting in the driver's seat of  
the most powerful technology ever  
built.**

**... and yet most organizations are  
inching forward, stuck in the same  
old traffic patterns.**



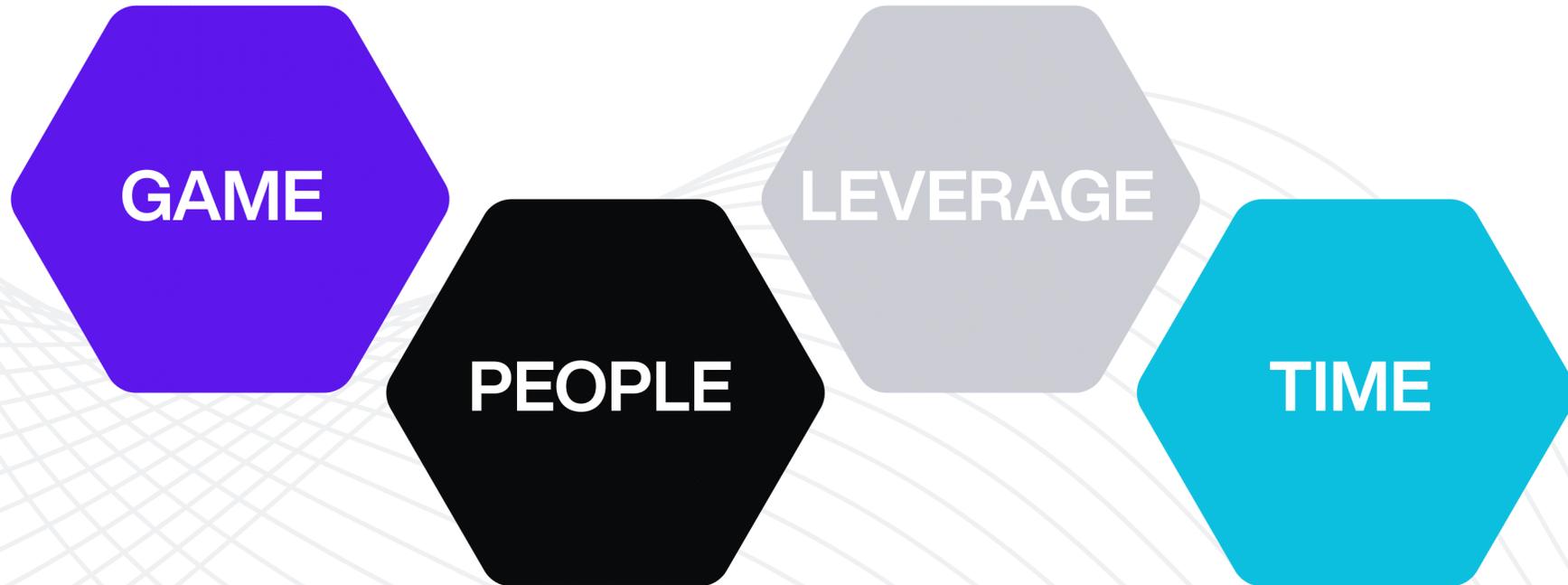
**We've entered the era where  
AI doesn't matter.**



**The question isn't**  
**"Who has AI?"**

**It's "Who knows how to make it  
matter?"**

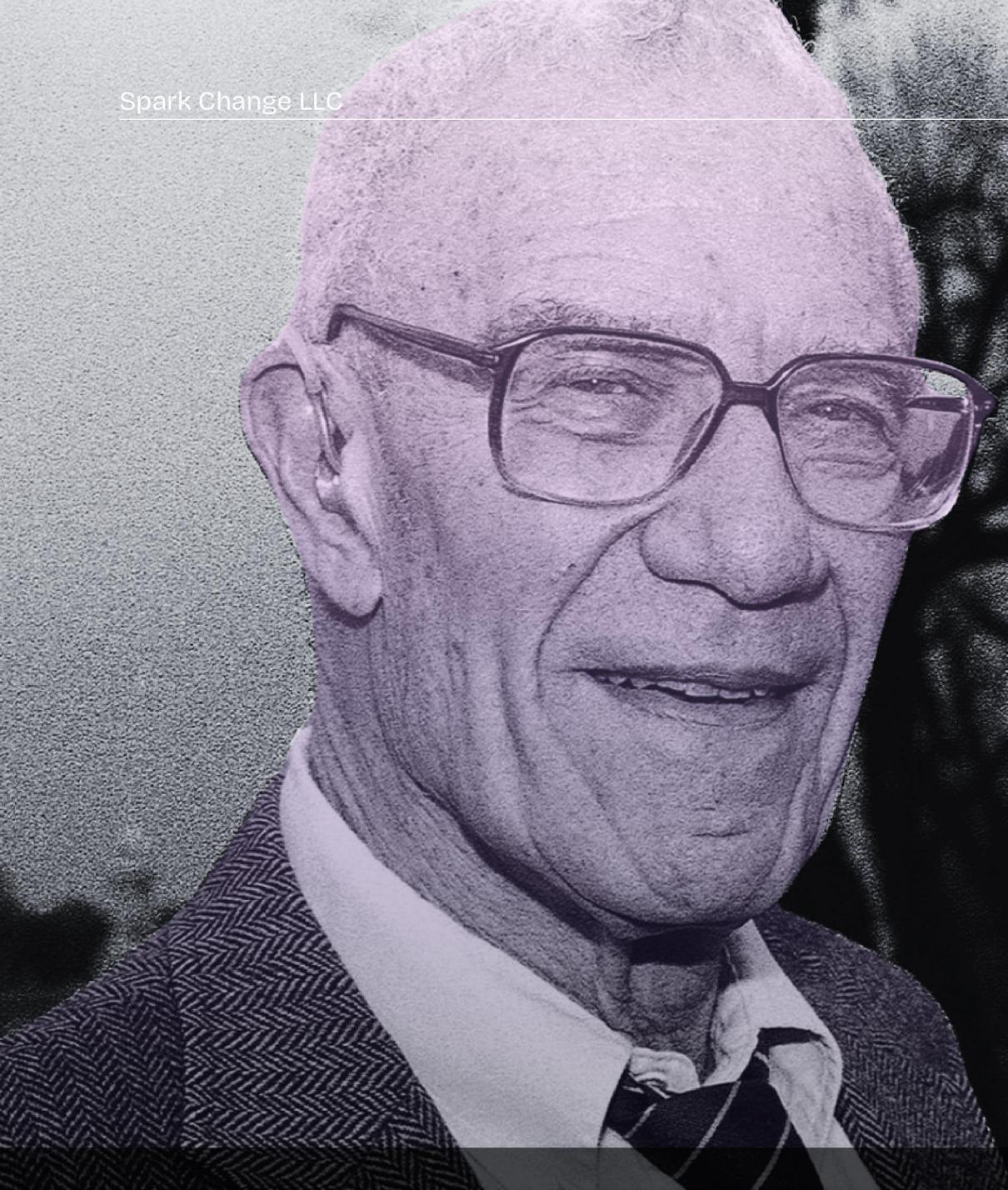
# Four Pillars of AI That Matters



**If the technology is so powerful,  
why do so many AI Initiatives fail?**

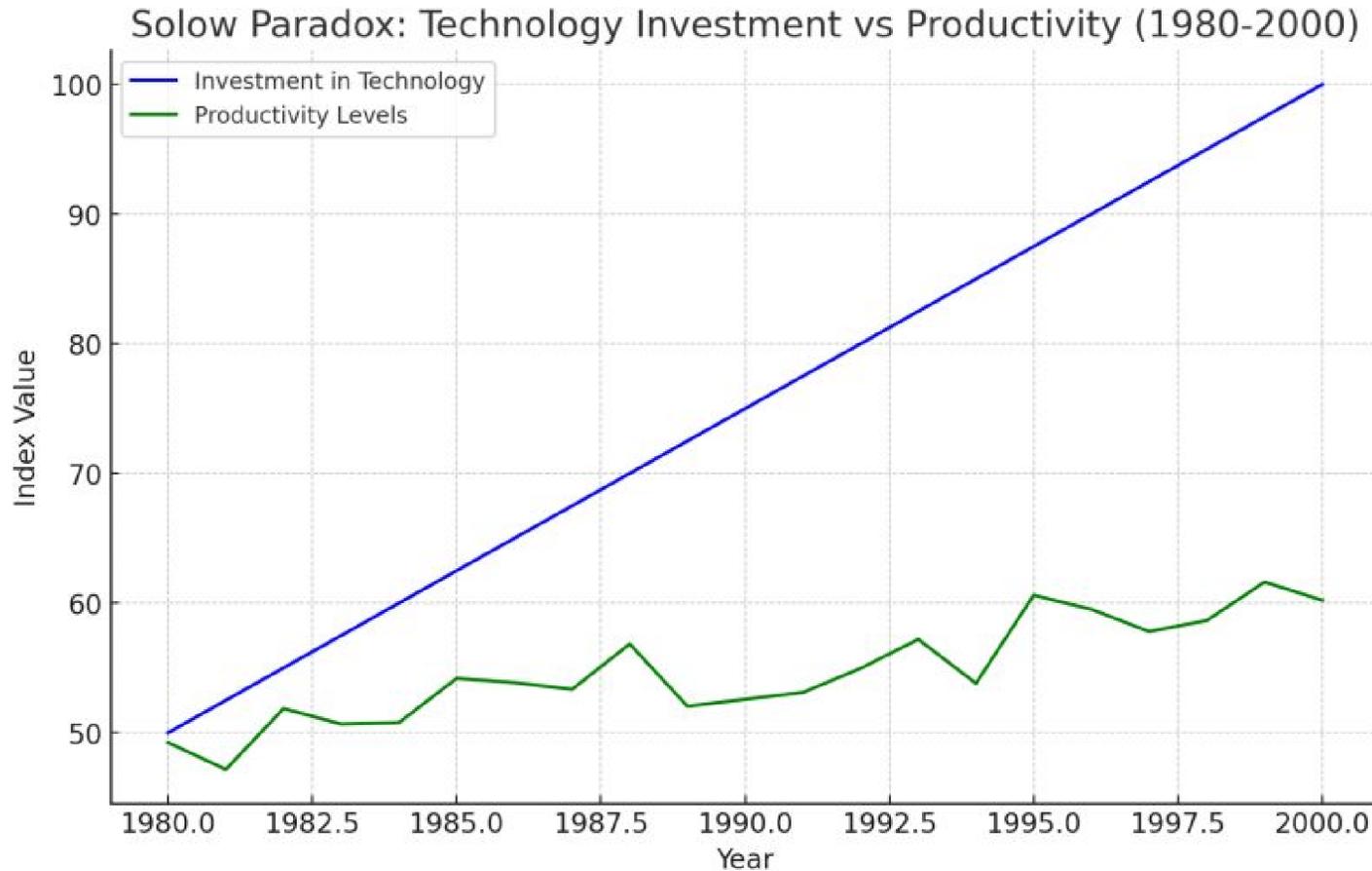
# Most organizations are stuck in the **Productivity Trap**

Investing in AI to accelerate existing processes.



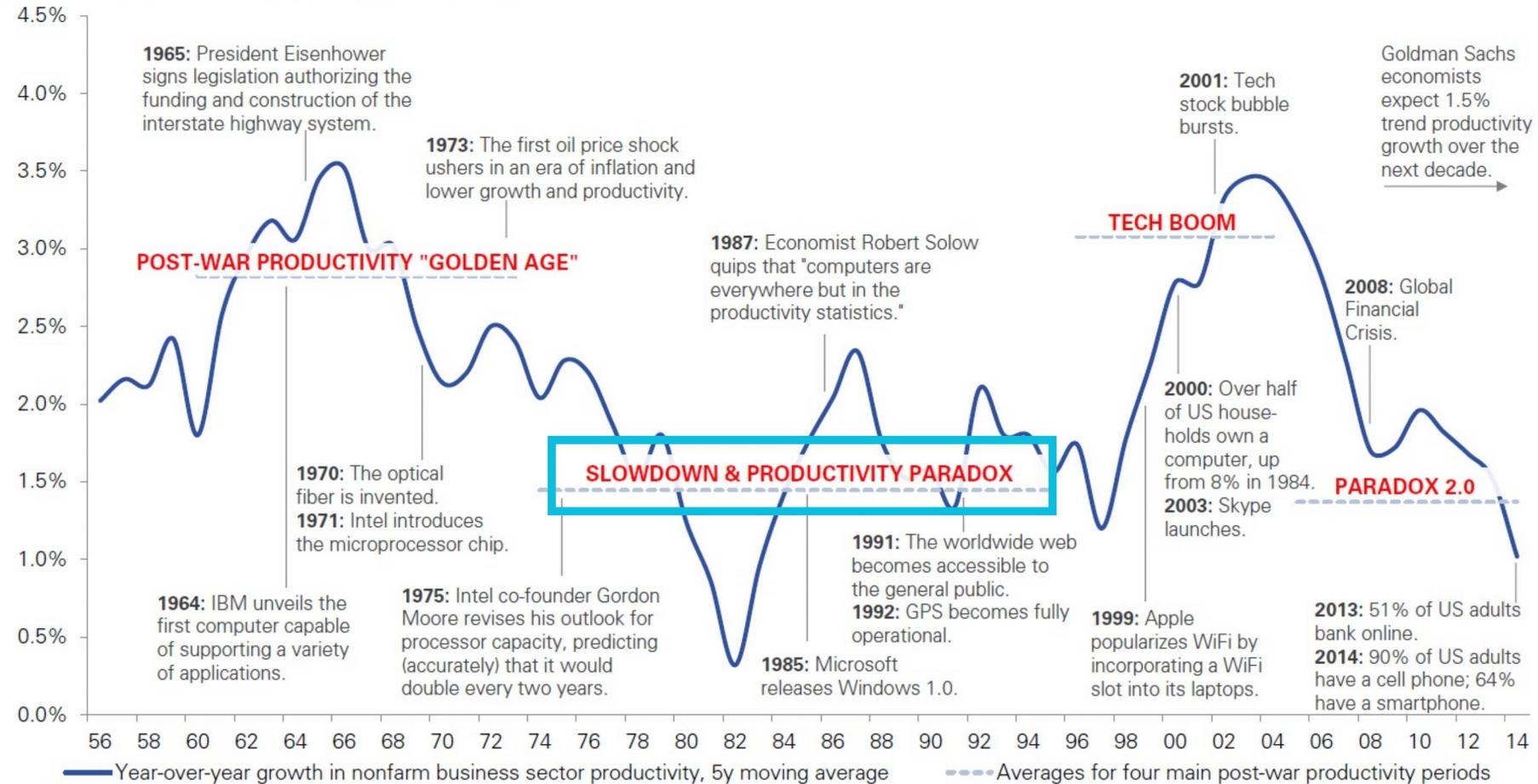
## Solow's Paradox

*"You can see the computer age everywhere  
but in the productivity statistics."*

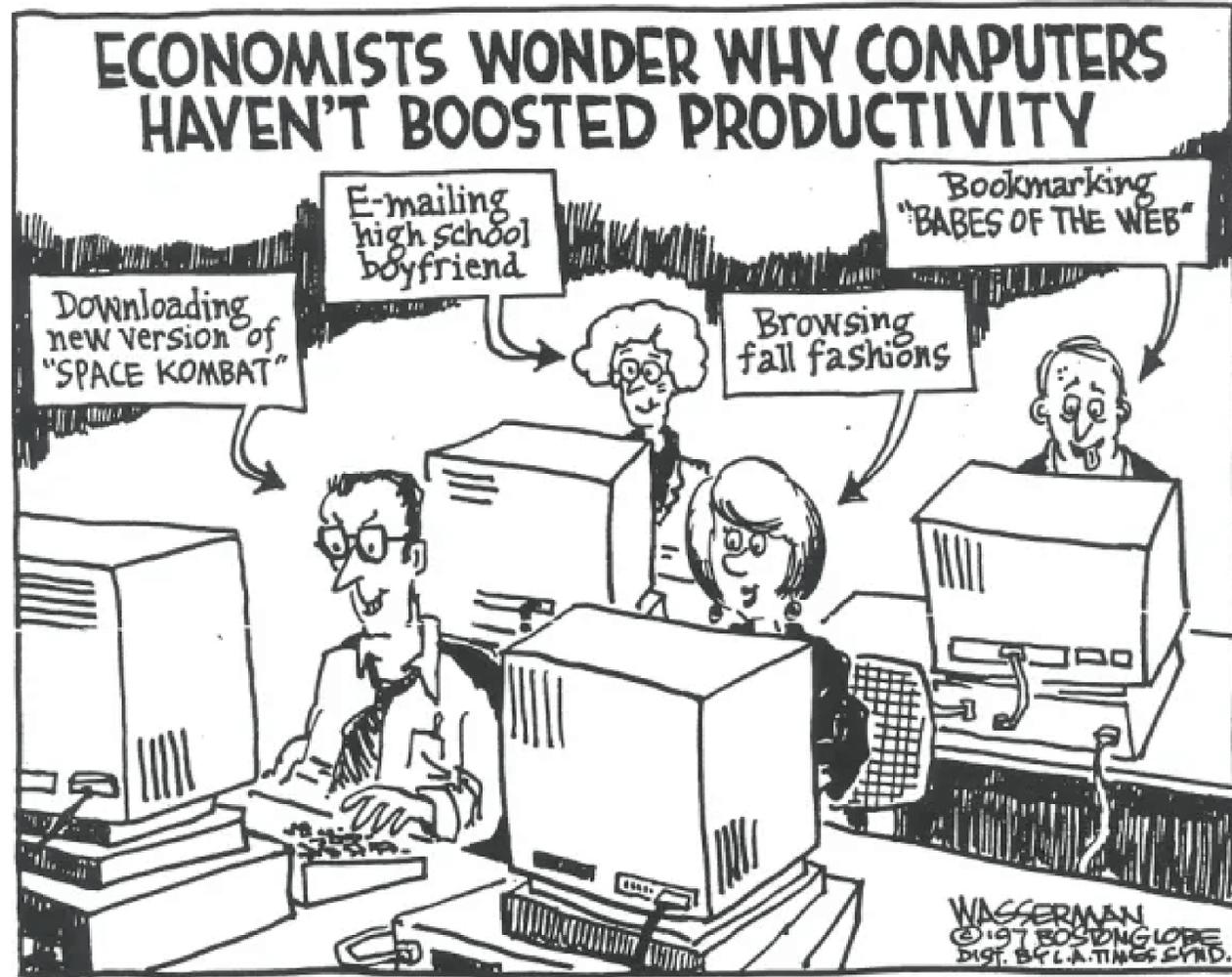


**Despite rapid advances in computing (Intel's chips, fiber optics, and the rise of personal computers) productivity growth slowed sharply to around 1-1.5%.**

Putting productivity growth in perspective



Source: BLS, Pew Research Center, US Census, PBS, various news sources, Goldman Sachs Global Investment Research.



**Adaption takes time**

AI ~~≡~~ Advantage



**If everyone has the same  
calculator, the advantage  
doesn't come from owning it.**





July 2025

# The AI ROI Paradox

95%

lack measurable  
P&L impact

60%

pilot abandonment  
rate

7/9

industries show no  
structural change

#1 barrier

Lack of learning systems

# Alternative Narrative

**75%**

report positive ROI

**72%**

formally track ROI metrics

**88%**

expect budget increases

**60%**

now have a CAIO or executive owner



*October 2025*

# Two Stories, One Reality



Adoption → Efficiency ROI → Integration → Learning → Transformation ROI

## Measure where you are on the curve.

Don't chase "AI transformation" if you're still at the efficiency stage. Treat ROI as a staircase: efficiency first, learning next, transformation last.

## Systems that don't learn can't scale.

Static tools plateau. Prioritize solutions that adapt, remember, and integrate into daily workflows.

## Don't overbuild – co-build.

MIT found internal builds fail twice as often. Partner with vendors who already solve your use case, then tailor for your context.

## Look for compounding ROI, not one-off wins.

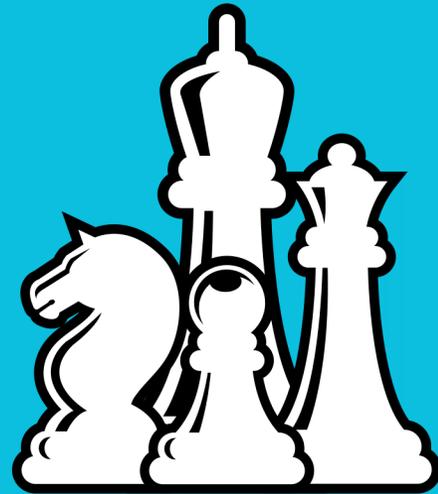
Wharton found ROI is strongest in repeatable workflows. Reinforce successes and reinvest in use cases that self-improve over time.

## Shift your AI strategy from tools → systems.

Tools enhance individual productivity. Systems change how your business learns. That's where P&L impact emerges.

## Translate productivity into performance.

Personal efficiency gains are the first step, but only process-level integration delivers measurable bottom-line outcomes.



# GAME

CHANGE THE RULES



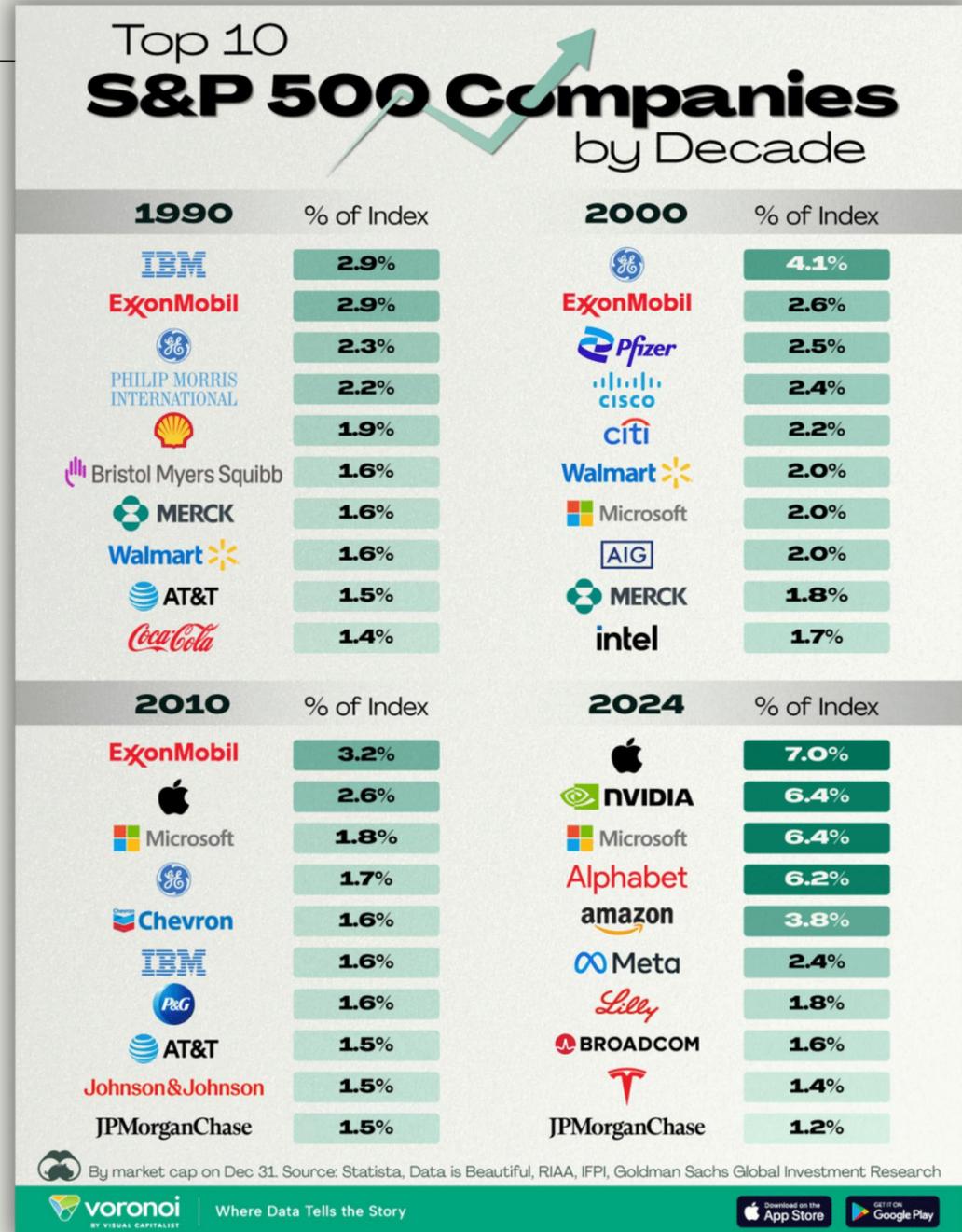


## AI Silk Road

*The Invisible Shifts happening right now  
that are reshaping everything.*

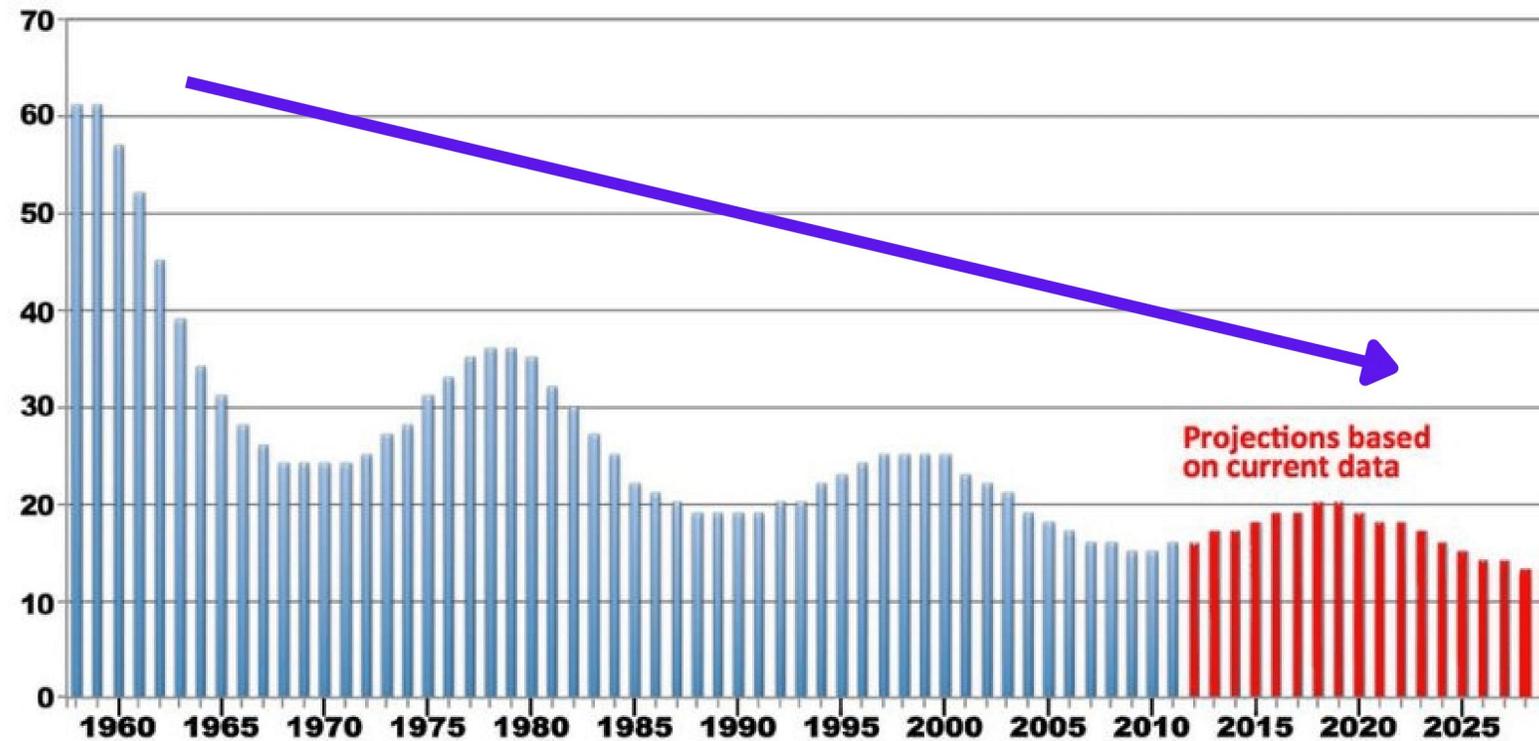
# Company landscape is changing.

The average tenure of a company on the S&P 500 has declined significantly over time, from over 60 years in the mid-20th century to less than 20 years today



By market cap on Dec 31. Source: Statista, Data is Beautiful, RIAA, IFPI, Goldman Sachs Global Investment Research

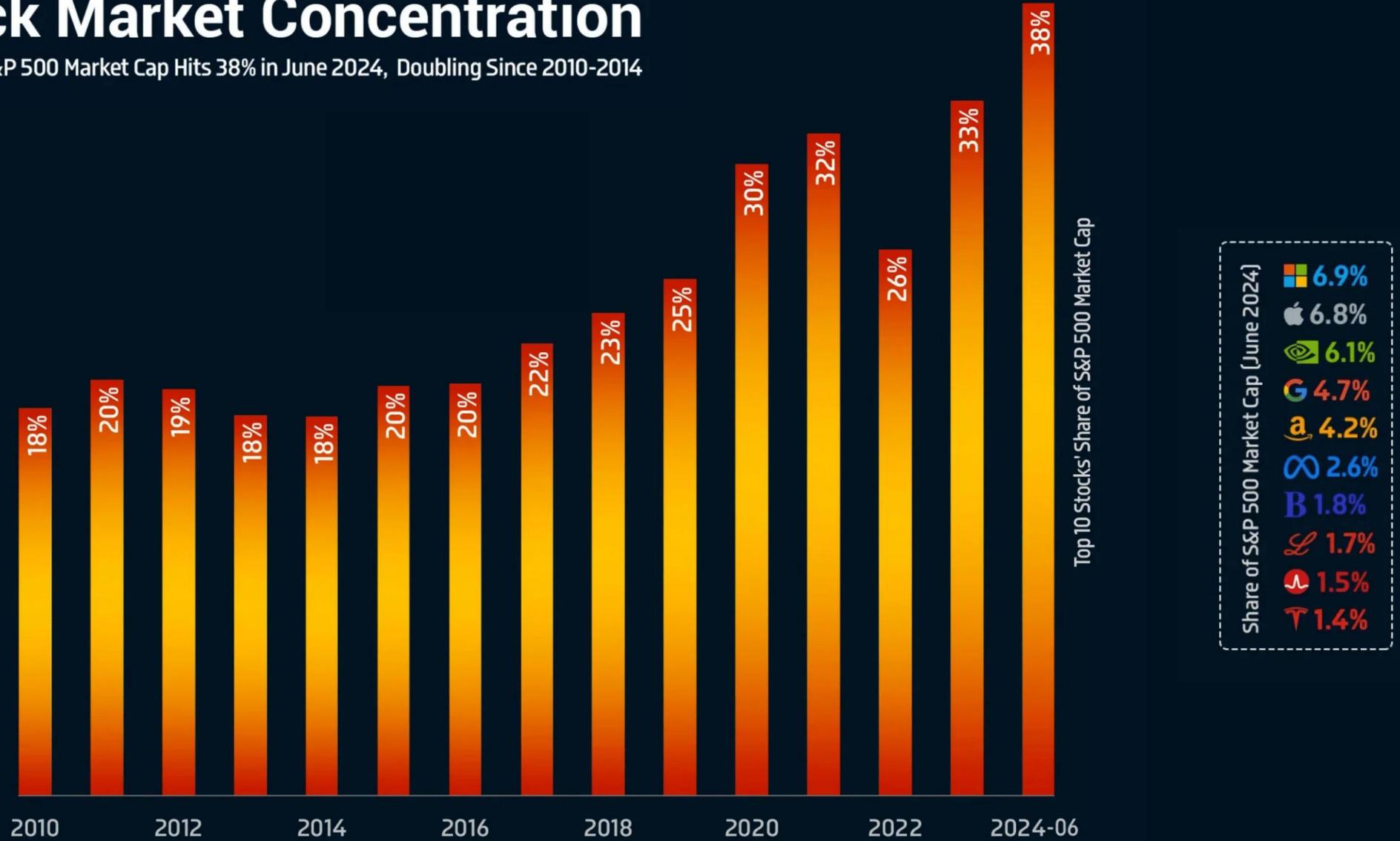
# Average company S&P 500 lifespan



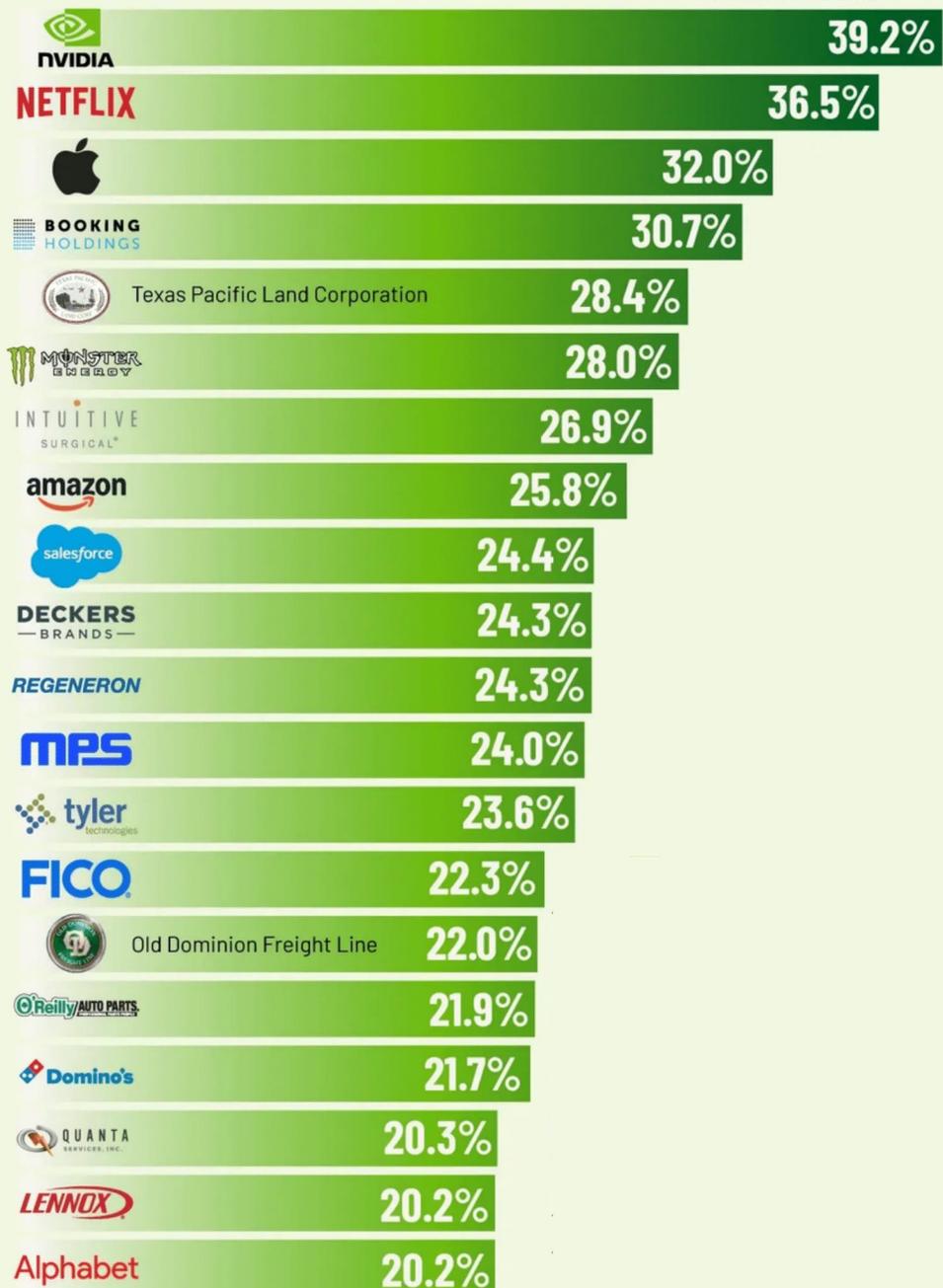
Source: [https://www.researchgate.net/figure/Average-company-lifespan-on-S-P-500-Index-each-data-represents-a-rolling-7-year-average\\_fig9\\_307560120](https://www.researchgate.net/figure/Average-company-lifespan-on-S-P-500-Index-each-data-represents-a-rolling-7-year-average_fig9_307560120)

# U.S. Stock Market Concentration

Top 10 Stocks' Share of S&P 500 Market Cap Hits 38% in June 2024, Doubling Since 2010-2014



Annualized returns ▾



S&P 500 COMPANIES WITH  
**HIGHEST**  
**YEARLY RETURNS**  
2005-2024

Total shareholder annualized returns

Source: Morgan Stanley Counterpoint Global Insights

# AI Rewriting the Web Business Model

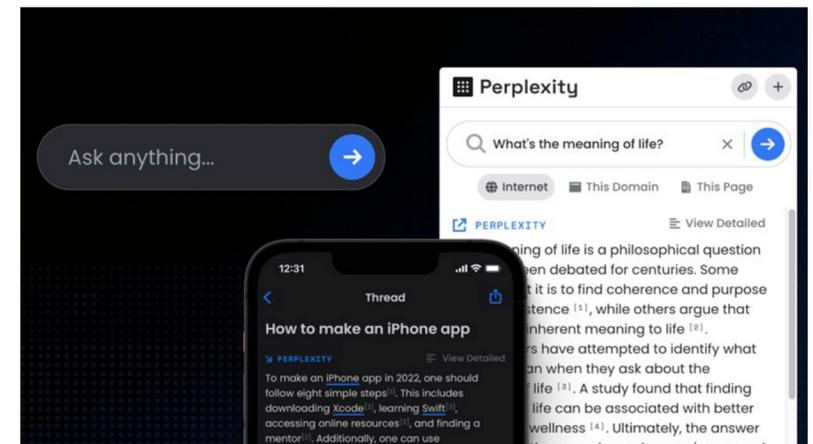
The rise of AI-native browsers is rapidly diverting traffic away from traditional search engines.

Search traffic and ad revenue  
down as AI browsers rise.

The web's distribution model is  
being rewritten.

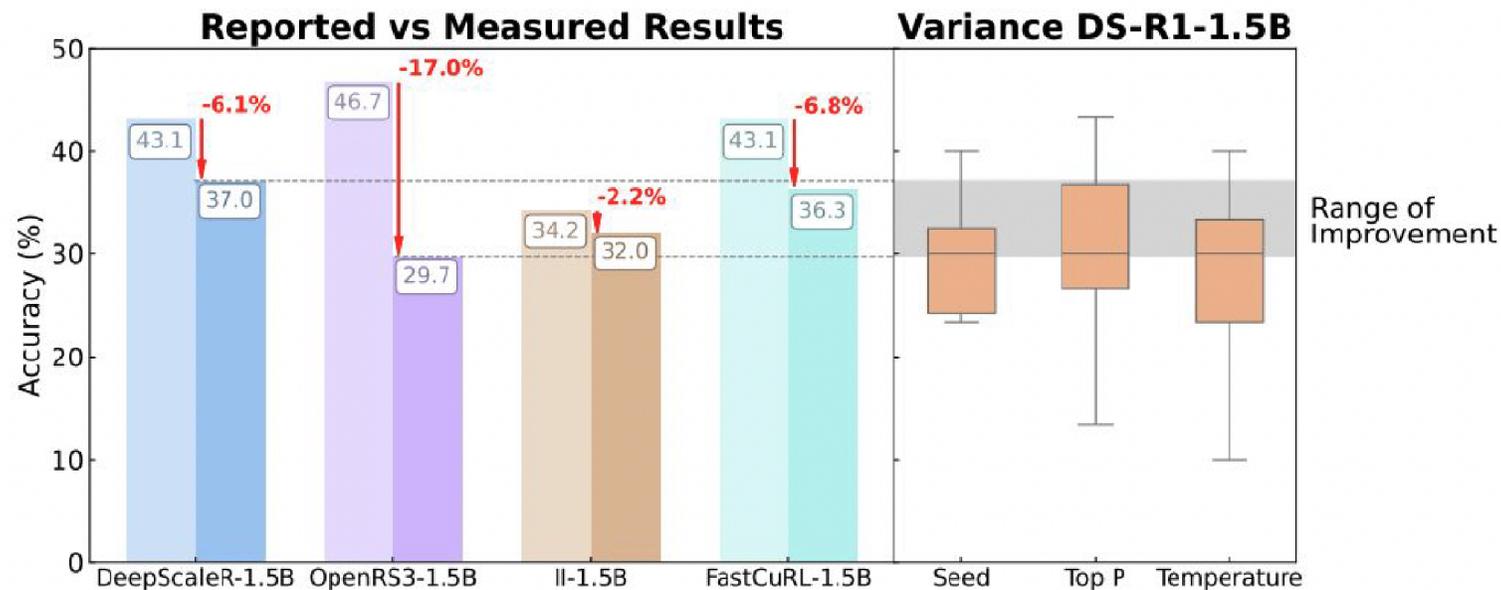
*For businesses, visibility is no longer  
SEO, it's "summonability": being readable,  
trustworthy, and retrievable by AI agents.*

Source: State of AI Report, October 2025



# Reasoning Race

AI progress has shifted from generating content to reasoning, but many of the “gains” are illusory, proving capability alone no longer guarantees value.



# From Models to Agents

AI is moving from chat to action — systems that do will soon outcompete those that only say.

*AI's economic impact is moving up the value chain - from text generation to business process execution.*

A shift from **passive** outputs to **autonomous** execution.

As AI becomes embedded in workflows, the **UI disappears**

**Context** turns intelligence into autonomy.

Workflows become **self-updating**, not user-driven.

Advantage moves from smarter models to **executing systems**.

**Composite AI** fuses reasoning, tool use, and workflow intelligence into one system.

# Hyperscalers Scale the Infrastructure

Let them, because your advantage isn't in compute/infrastructures or building the models.



Hyperscalers compete on capex, compute, and model scale.

You compete on integration, and speed to value.

.....

Their edge is **infrastructure**.

.....

Your edge is **application**.

.....

They **chase capability**.

.....

You **create advantage**.

.....

They **own the rails**.

.....

You own **what runs on them**.

*They build models.*  
*You build outcomes.*

**The game is shifting from acquiring  
the tool to**

**how intelligently you use it**

**AI is flattening the cost of intelligence,  
but it's also amplifying the value of**

**context**

# Three Game-Changing Moves

1

**Outcome  
Surface Audit**

2

**Write-Back  
Charter**

3

**Summonability  
Strategy**



# PEOPLE

UNLEASH HUMAN VALUE



“

*“Value from gen AI won’t come just from giving people tools; business leaders must lead cross-functional teams through transformation in the age of AI.”*

**Derek Waldron**, Chief Analytics Officer  
JPMorgan Chase



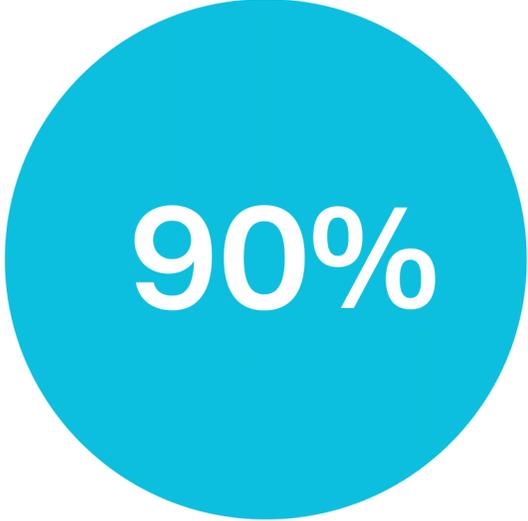
# Shadow Economy



40%

**Companies that  
purchased official LLM**

(e.g., ChatGPT Enterprise, Copilot)



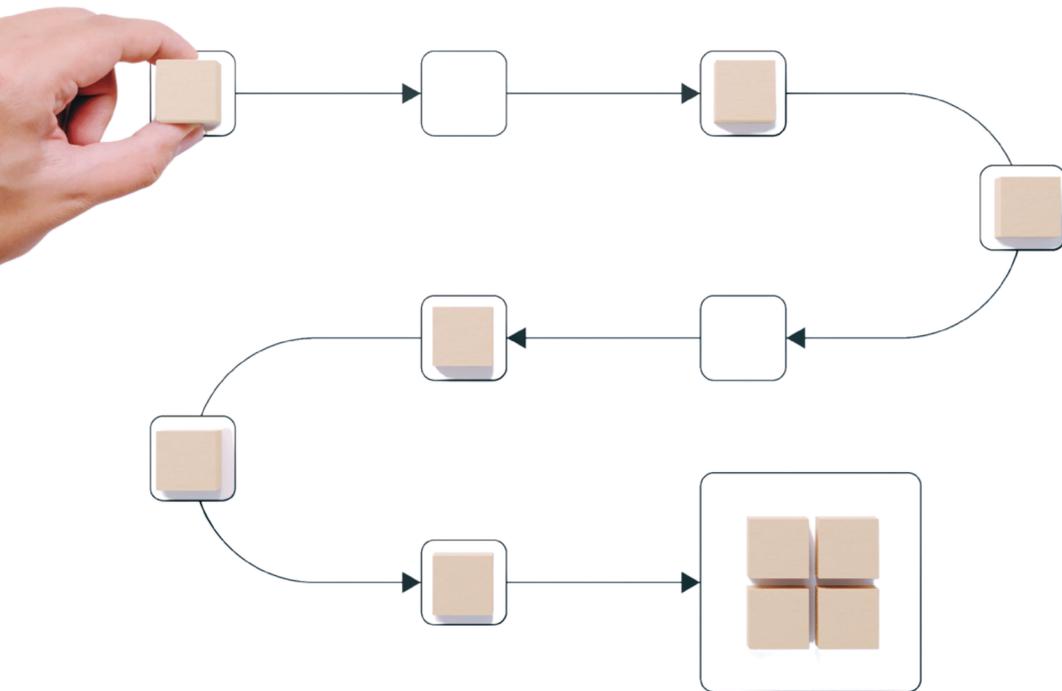
90%

**Employees using  
personal AI tools**

(ChatGPT, Claude, etc.) for work

**Wealth is shifting from  
the scale of labor to the  
scale of intelligence.**

# Headcount → Cognitive Bandwidth



1 Work to Tech Fit & Upskilling

2 Guardrails not Gates

3 Delegation Literacy

4 Workflow Integration

# Fear → Agency

When people understand their new role in the system

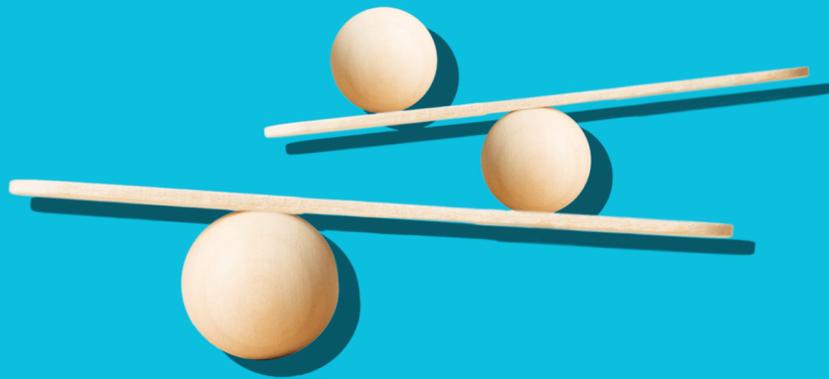
**Fear** turns to **agency**

**Skepticism** turns into **curiosity**

**Curiosity**, when supported by structure,  
becomes **innovation**



**AI has the IQ.  
But it doesn't know  
human judgement.**



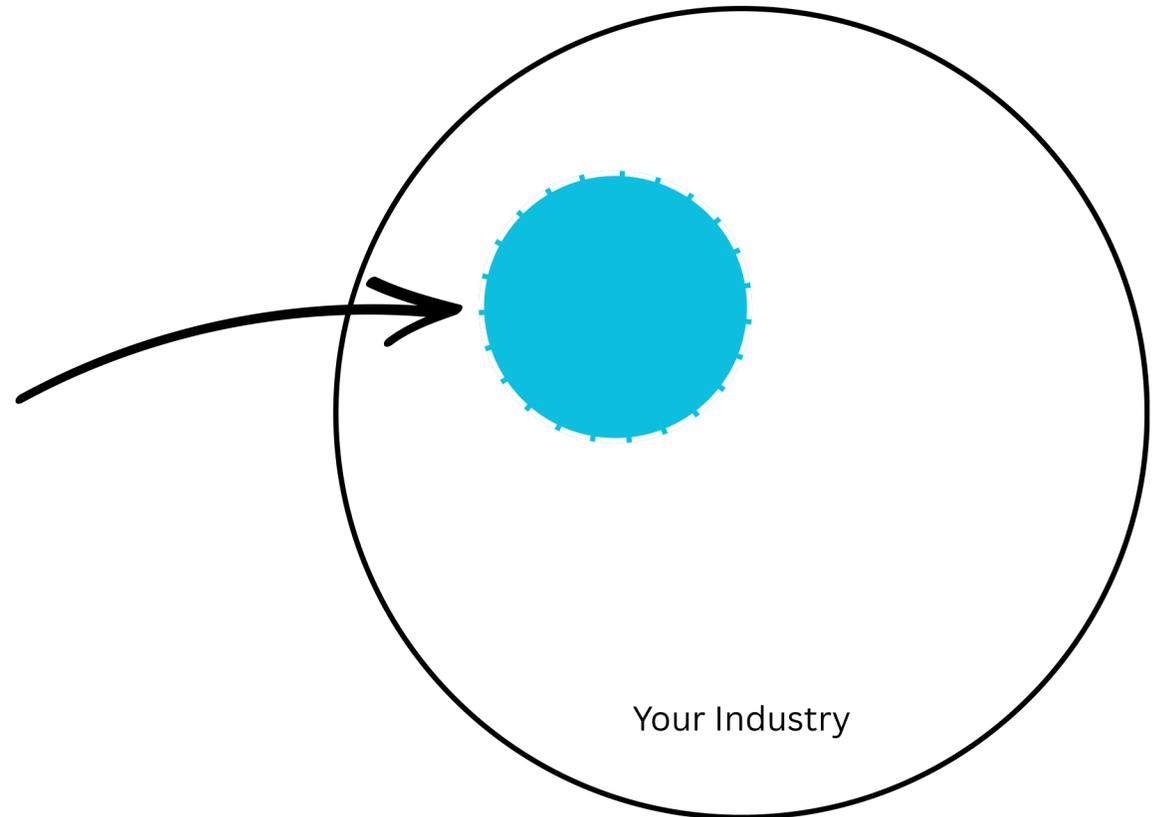
# LEVERAGE

CONTEXT IS CAPITAL

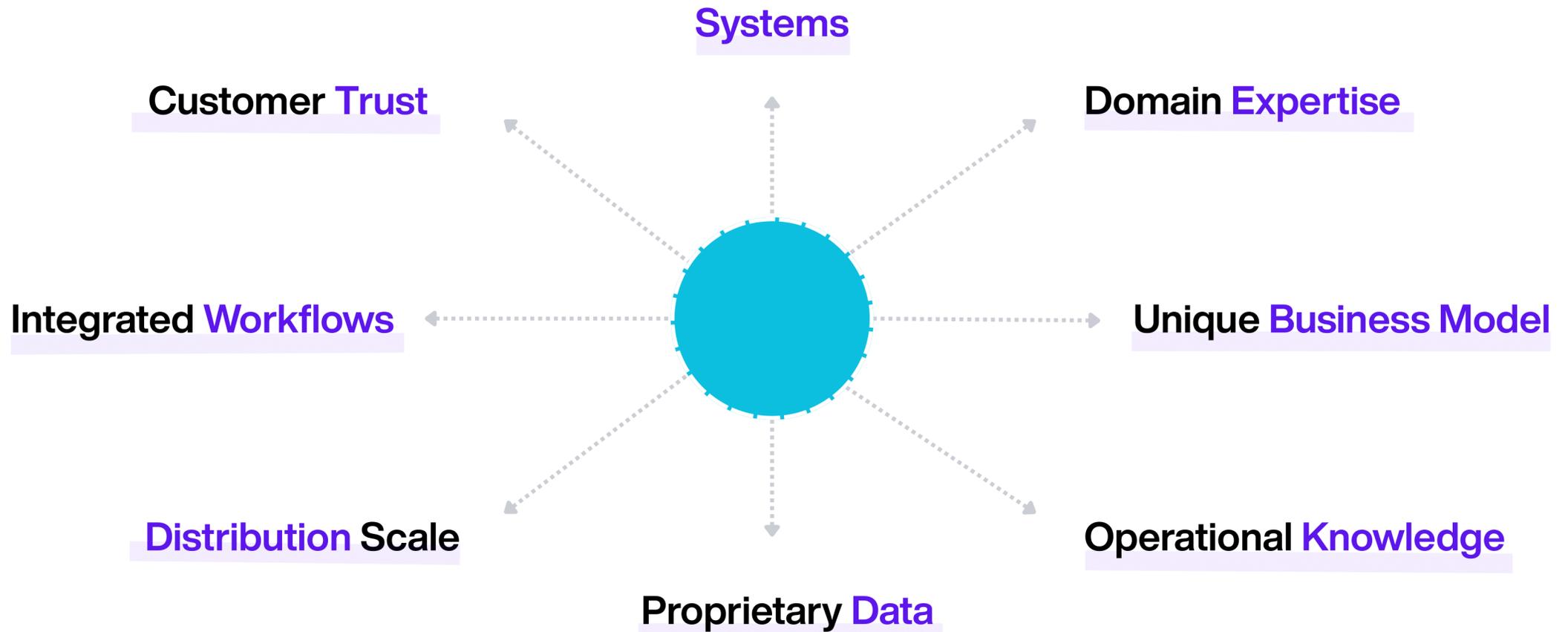


# Play to Your Strengths

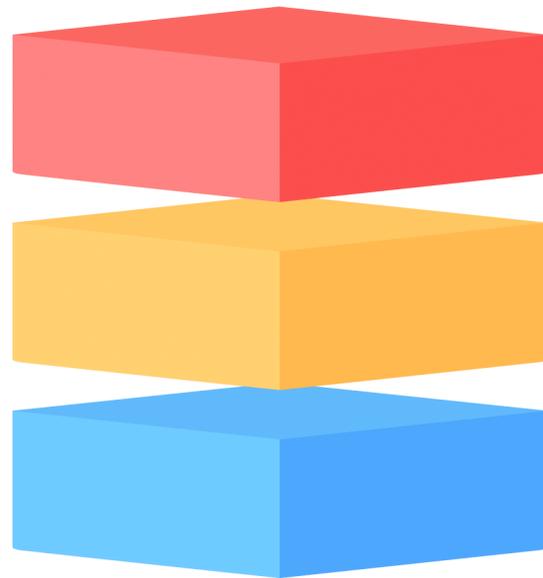
**Your Organizational  
Circle of Competence**



# Your Competitive Moat



# Three Layers of AI Leverage



**Action Leverage**

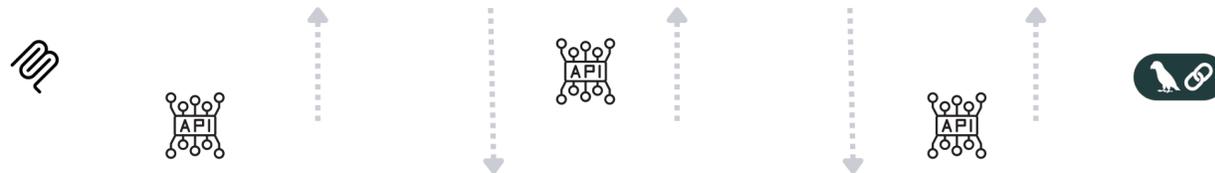
**Context Leverage**

**Cognitive Leverage**

### Flexible interaction layer



 **AI Meta Layer**



### Flexible tool and application layer

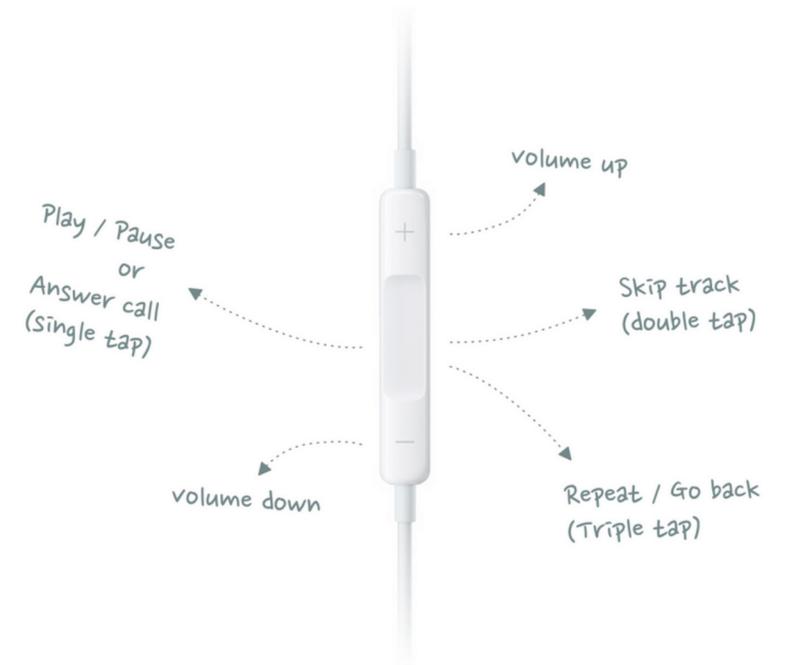
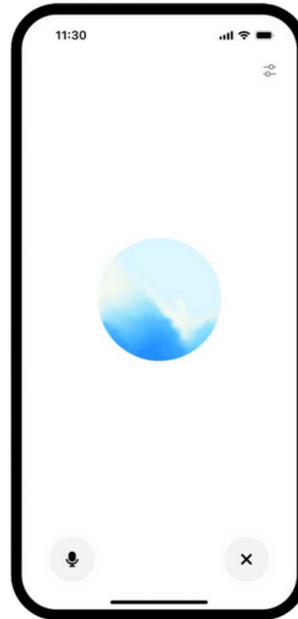
**Meta-layer AI integrates  
what exists, making  
interactions feel  
effortlessly human.**

# Build Intuitive Experiences



RECEIVE		SEND	
Read	~250wpm	Write	~60wpm
Listen	~270wpm	Speak	~150wpm

*Bottleneck* (with arrow pointing to the SEND header)



**AI's most transformative  
use is not as a feature  
but **in the loop.****

**AI should not just do more  
work for you, it should  
help you decide **what  
work is worth doing.****

# AI in Decision Loops, not Just Products



**ASSIST**

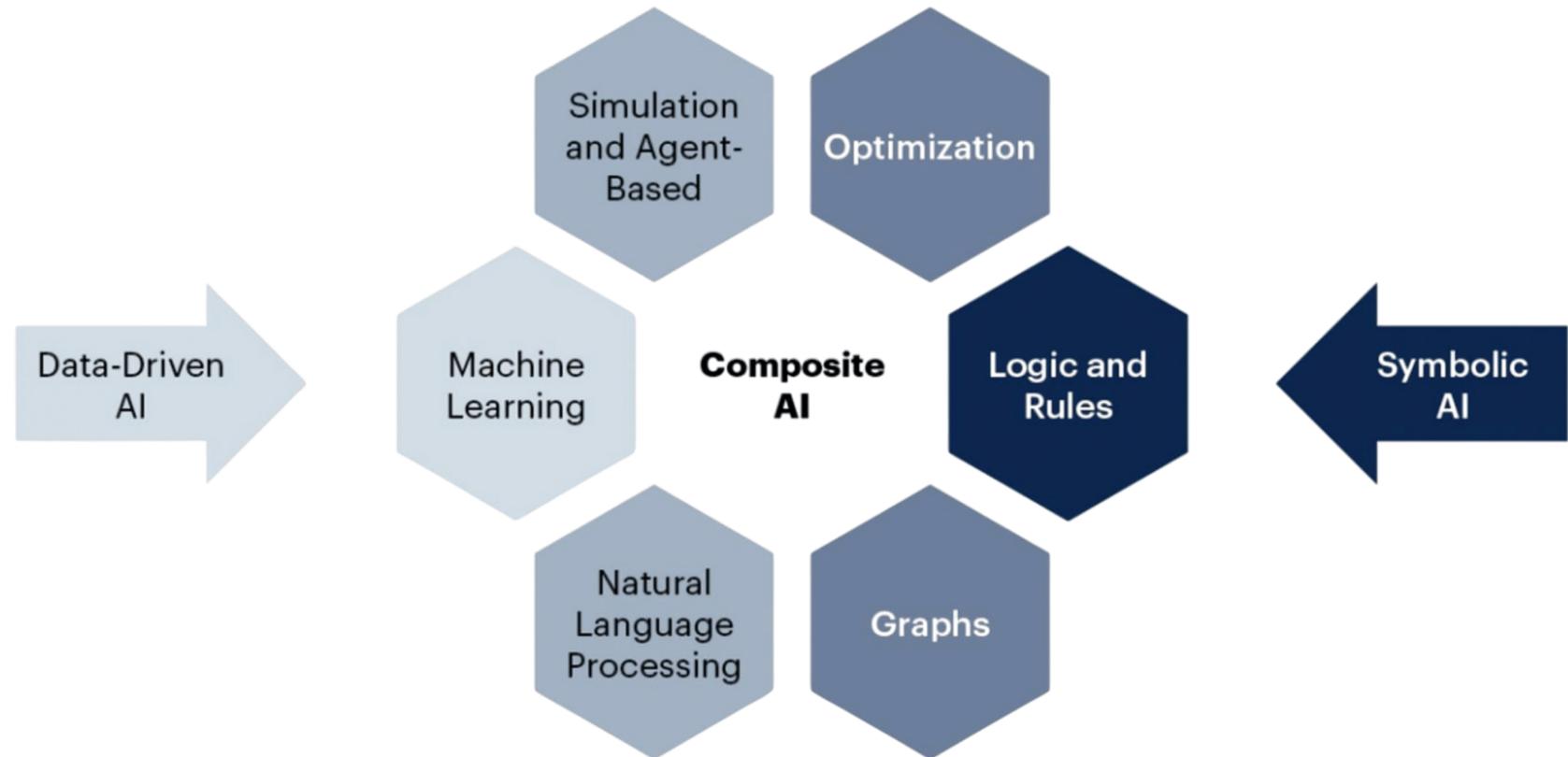


**ADVISE**



**ACT**

# Composite AI



Source: Gartner  
728870\_C

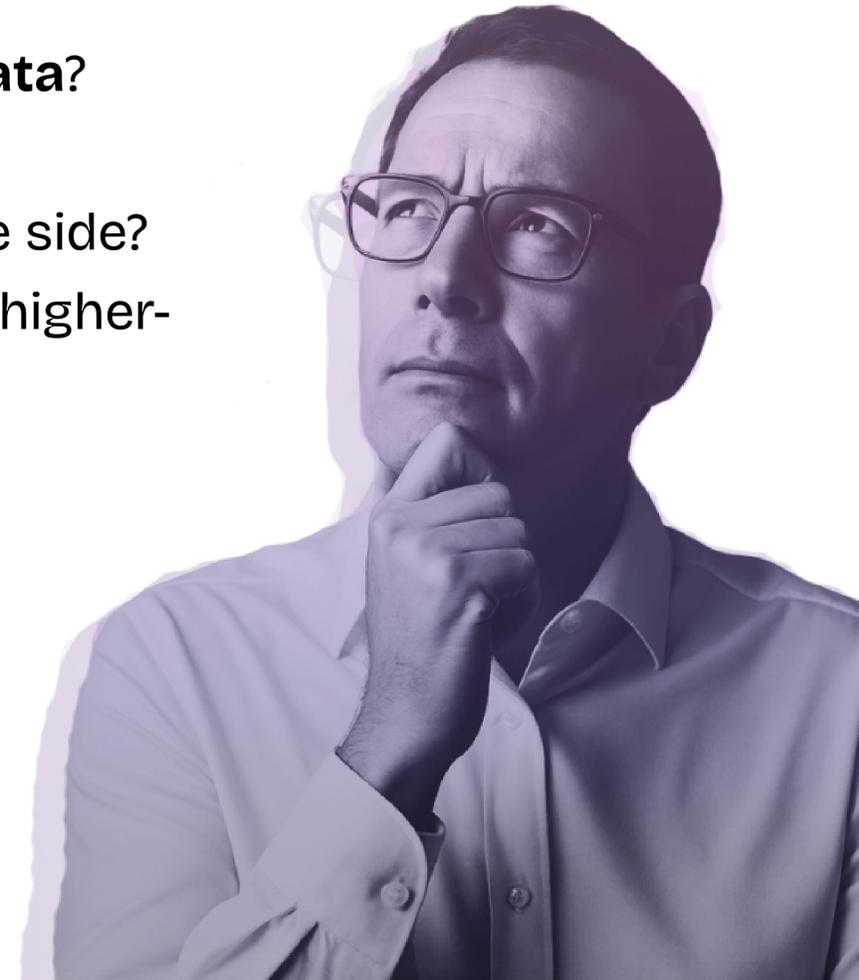
# Ecosystems > Products

**The winners build platforms that learn,  
not features that fade.**

Your next “software team” shouldn’t build features ... they should be training behaviors.

# Questions to Ask

- How does this solution **use and improve our proprietary data**?
- Does it **learn and get smarter** the more we use it?
- Is it **embedded in our workflows**, or just another tool on the side?
- Does it **turn efficiency into leverage** — freeing capacity for higher-value work?
- Is it driving **measurable outcomes**, not just activity?
- **Who owns the outputs, data, and IP** it creates?
- How easily can we **switch or extend** this solution if the model changes?
- Are the components **reusable**?





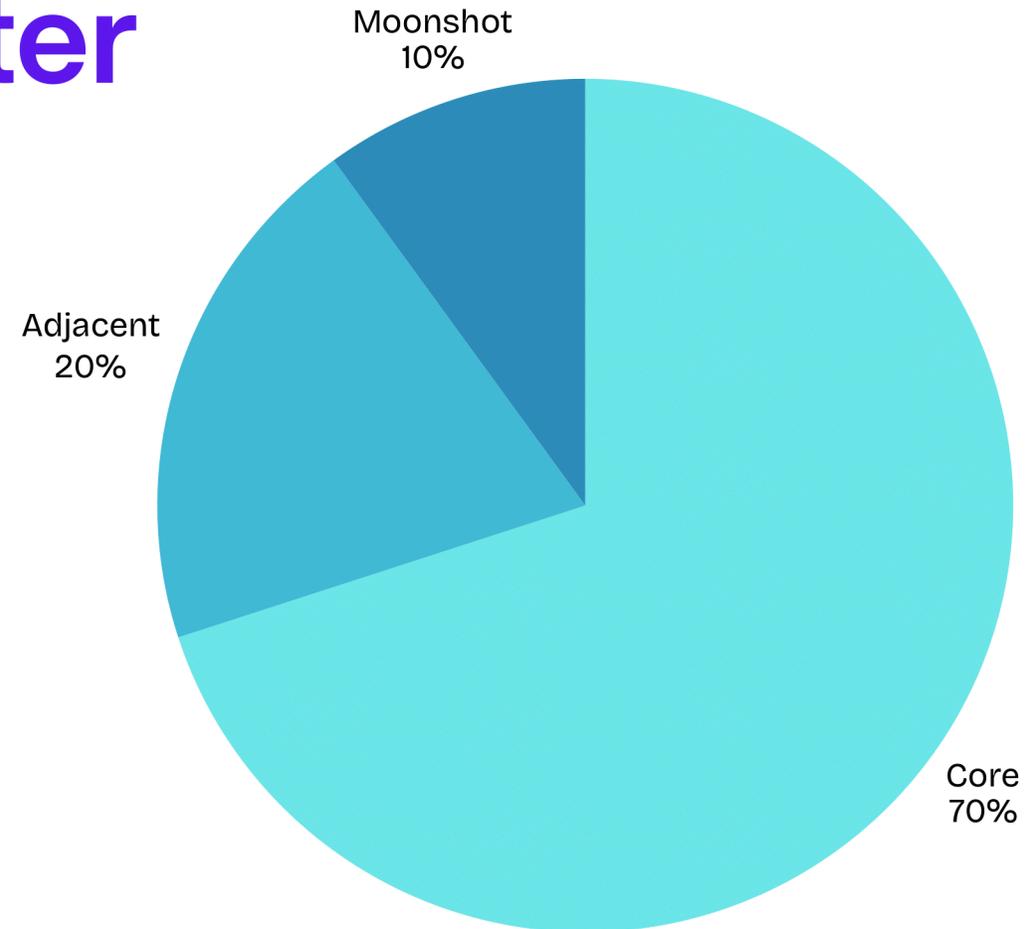
**TIME**



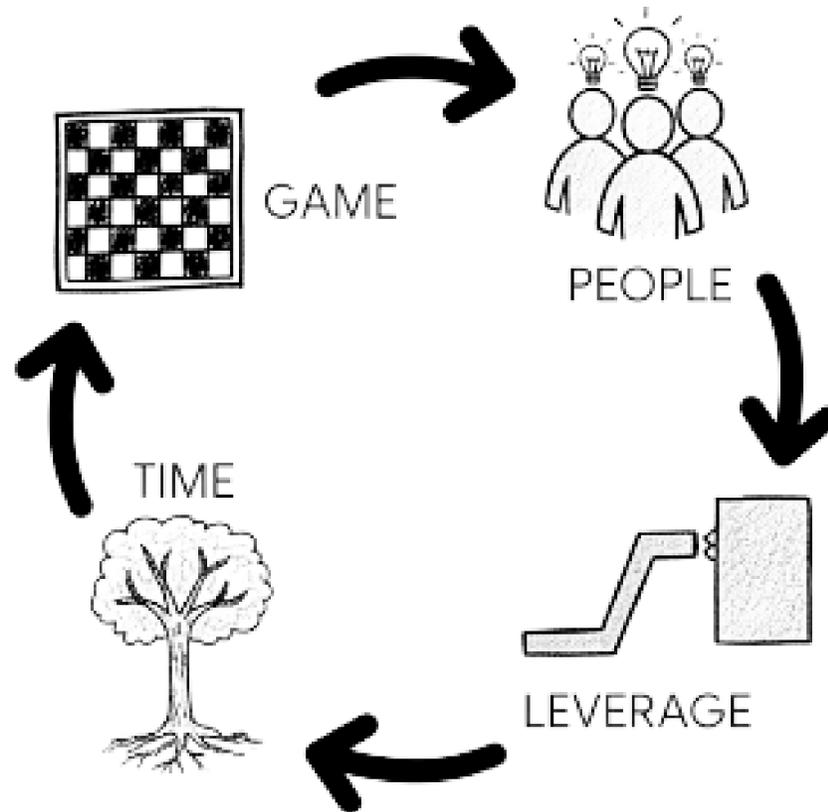
**You can rent a model,  
but you can't rent  
compounding.**

# Fail Fast, Learn Faster

*Google's 70-20-10 rule generated billions, and a culture of repeatable invention.*



# The Real AI Advantage





**The question is not whether  
algorithms advance, but whether **we**  
**advance with them.****

**It's never a failure.  
It's either a learning or a success.**

**The technology is here.  
The potential is massive.**

**The only question left is ...**



**THANK YOU!**



**Svetlana Makarova**

**Supplemental  
Health Care**

**Application  
Modernization**

**SMOOTH**

**SAILING**



**NLP LOGIX**  
AI COLLABORATE '25

# Presenters



**CHRISTOPHER Long**

Chief Process Officer  
Supplemental Health Care



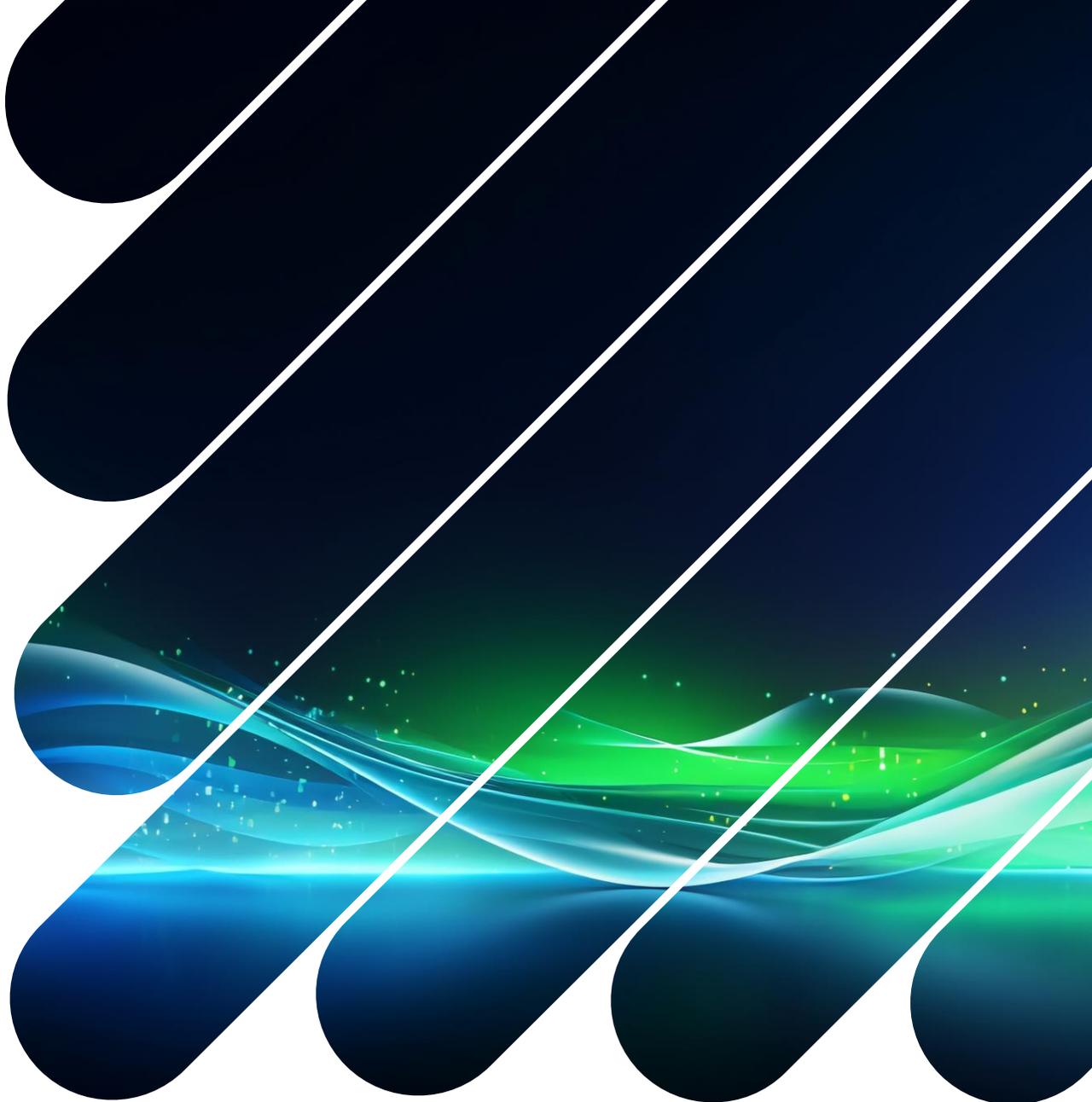
**Nathan Enright**

Sr Cloud Solution Architect  
NLP Logix



Supplemental  Health Care <sup>SM</sup>

CONNECTIONS THAT FUEL MIRACLES



# Supplemental Health Care at a Glance

## History



Founded in Buffalo, NY in **1984**



Private company with purely  
**organic growth**



One of the **Top 20** largest Healthcare Staffing Agencies in the United States in annual revenue

## Accolades



Awarded **Best of Staffing®** Talent & Client for eight consecutive years.



With **40 years of experience**, SHC is the most tenured firm behavioral health agency operating today.



The only 2-time winner of the ASA **Staffing Employee of the Year** award

# CONNECTIONS THAT FUEL *Miracles*



## **Culture of Caring**

*Our culture is special. It's our secret sauce. For everyone we serve, we foster an environment where caring is celebrated, and people feel loved.*



## **Healthcare Expertise**

*We know healthcare. With nearly 40 years of healthcare experience, our team is uniquely qualified to support more than 100 skillsets everywhere healthcare is delivered.*



## **Continuum of Care**

*From hospitals to home, rural communities to big cities, next-door and across the country, SHC solves healthcare delivery challenges everywhere.*



## **High Touch/ High Tech Experience**

*Interacting with SHC is meant to be quick and easy – while still fostering human connections.*



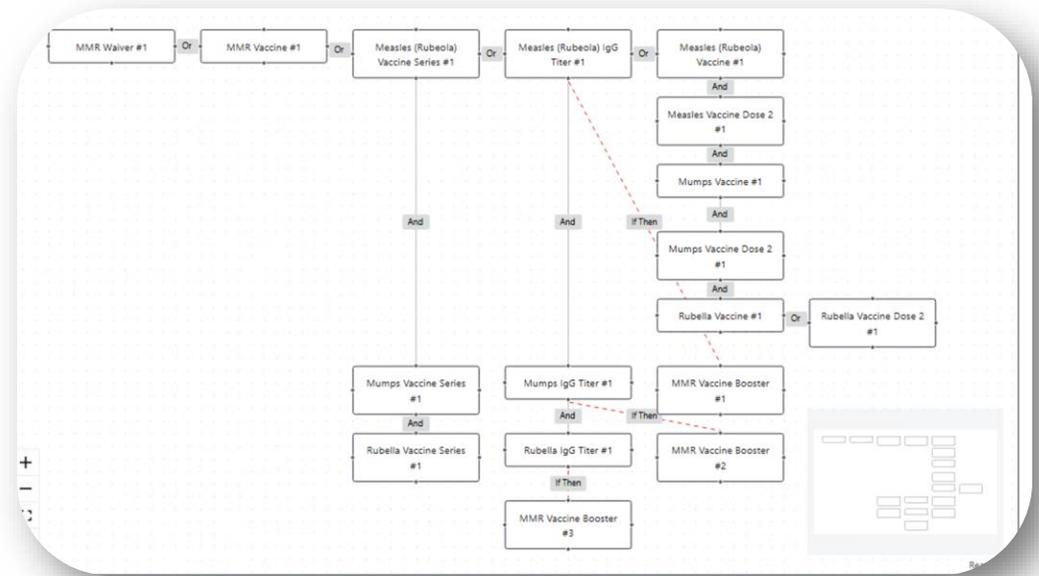
## **Impact**

*Changing lives for good. Care is in our name and in our actions. Supplemental Health Care supports positive change for the communities we serve and the lives we touch.*



# Total Relationship Management:

## Talent Credentialing



# Where do we start?



## Collaborative Workshop

Shared exploration of business domain



## Create Common Language

Bridges domain experts and technical team



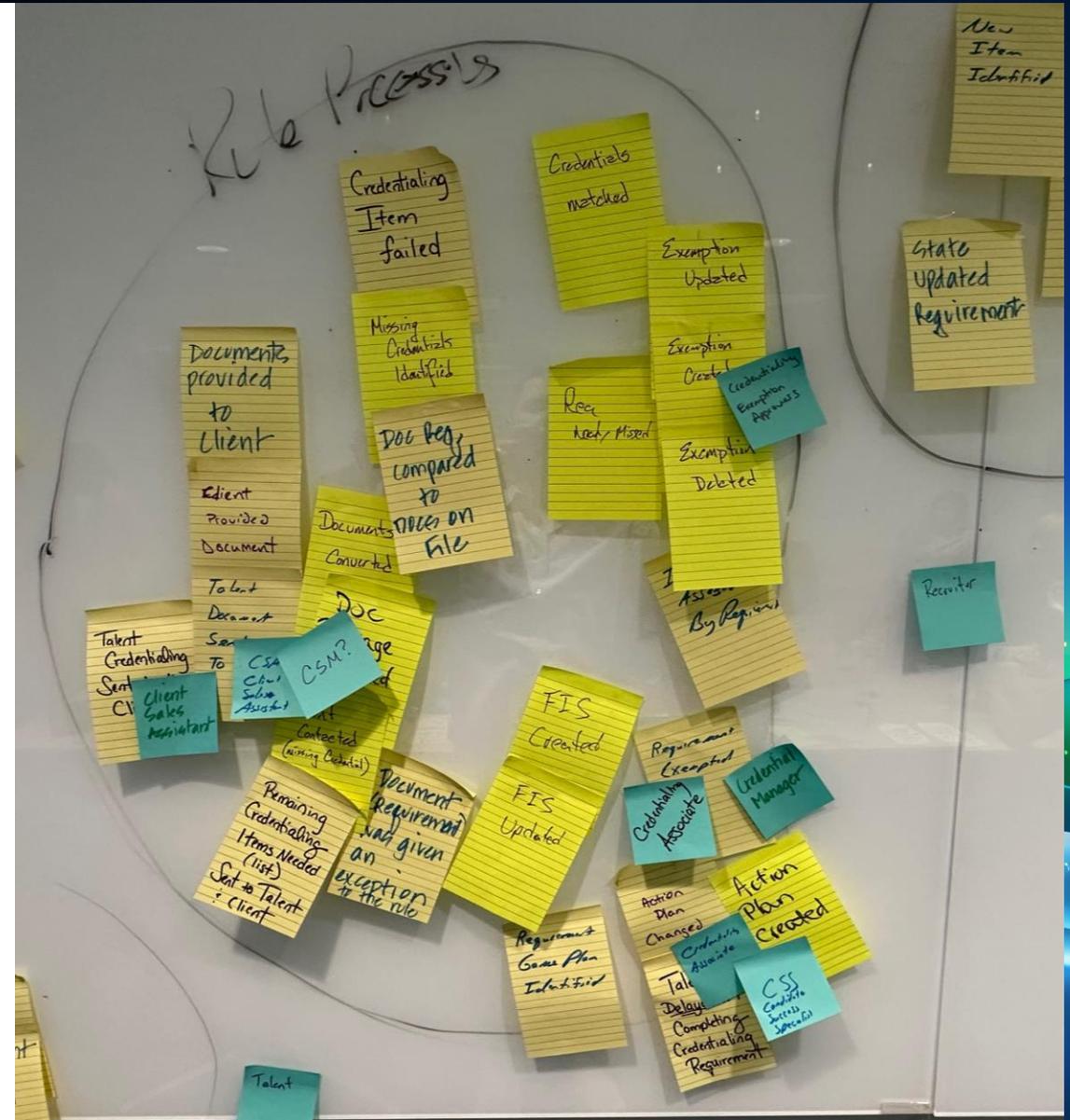
## Map Business Processes

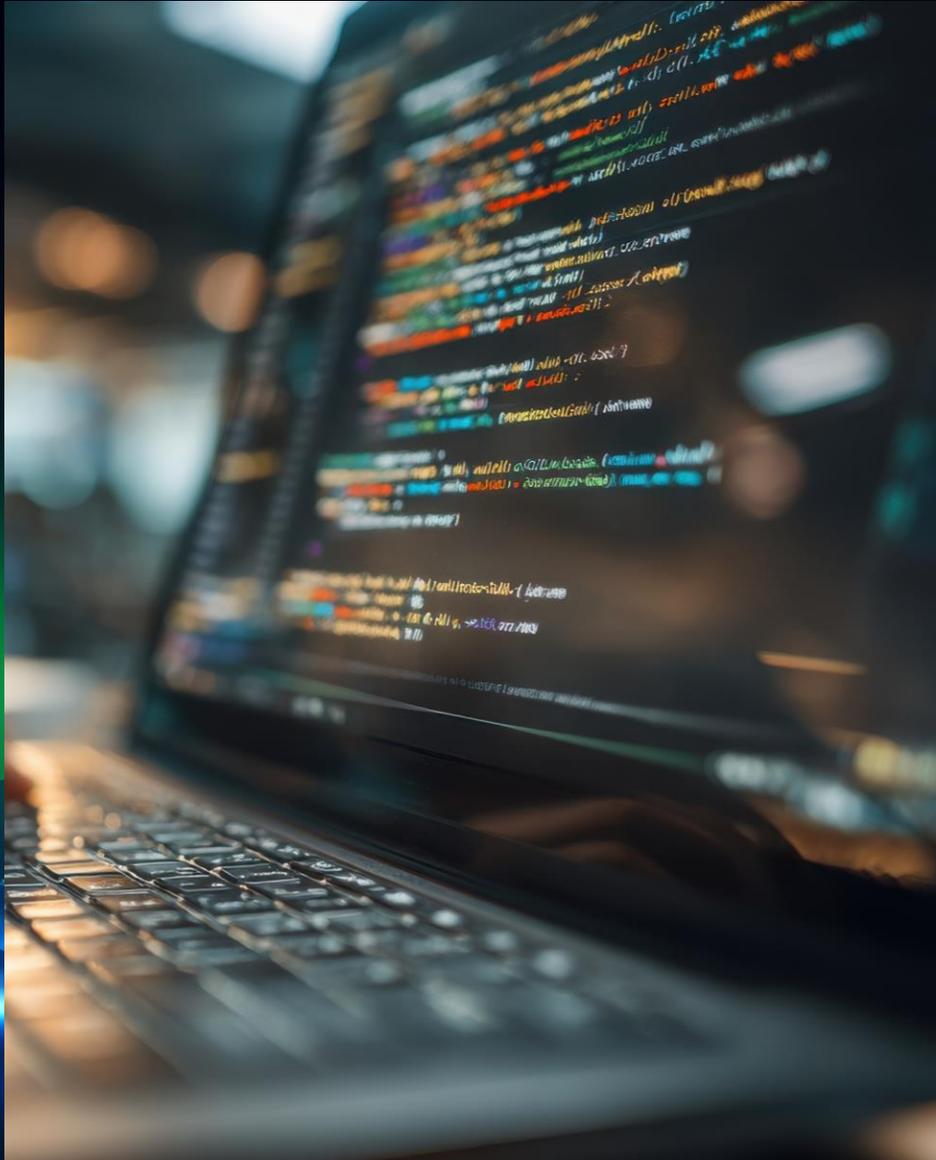
Visualizes domain events and workflows



## Shape System Design

Identifies bounded contexts for implementation





# How do we get there?

**Architecture and AI Prototypes**

**Backlog Refinement**

**Full Stack Team**

**Release Early**

Putting it  
all together

Home Talent Facilities Task List Internal Reports Tools Marketing Helpful Links Admin Tools

### Credentialing Center History

**Nicole Baez** Status Submitted  
Credentialing Due Date: N/A Start Date: N/A  
UT Health - Jacksonville Last Evaluation: 10/31/2025; 12:00 AM

8 Complete 11 Pending 1 Expiring 0 Exemptions

All Requirements Items STATUS

Background Screen Screening Complete  
Background Screen - All disciplines

[Exemption](#) [Manual Fail](#)  
Complete ALL of the following.

Sterling Background Check Pass  
Sterling Background Check

[Hide Details](#)

Date Completed	9/30/2025	✓
Background Check Results	Yes	✓
Assignment Sheet ID (if Extending - Put Original Assignment Sheet ID)	230	✓
Sterling Package Selected	3 YR SHC Standard (County Only)	✓
Confirmation Death Master File Search Was Performed	Yes	✓
Confirmation Social Security Trace (SSN Trace) Was Performed	Yes	✓

> **OIG Screen** Screening Pending  
OIG Screen - All disciplines

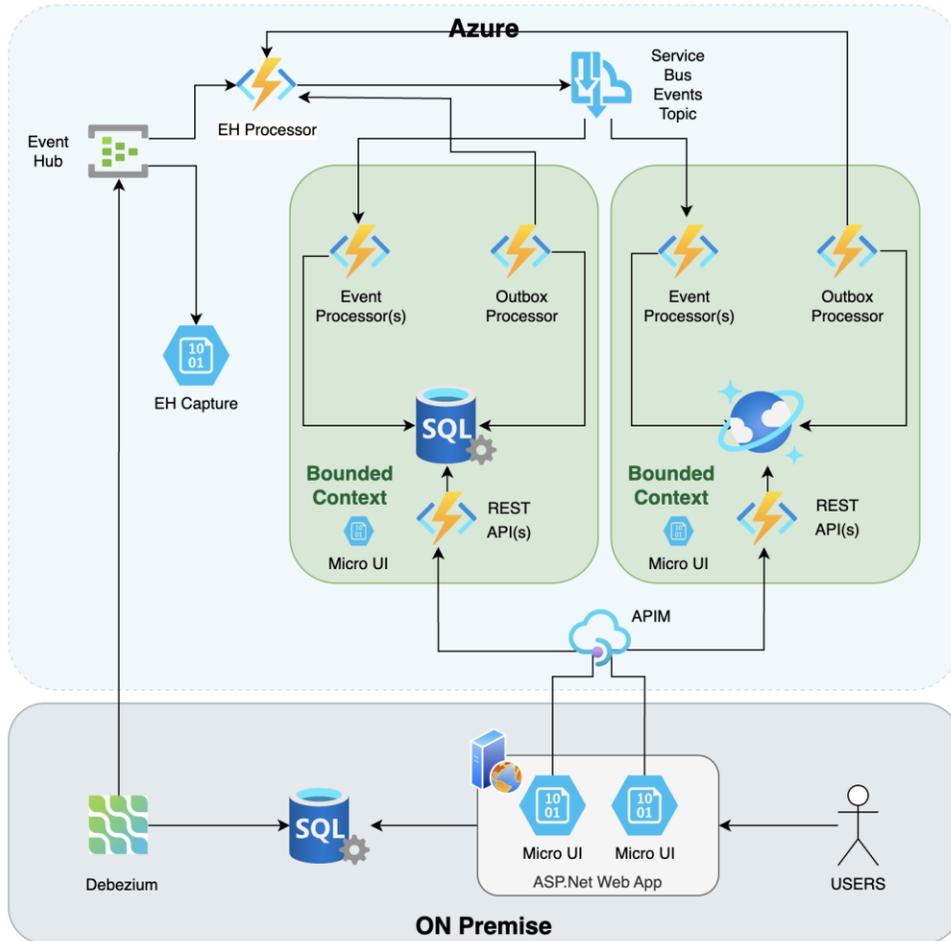
> **Mutual Arbitration Agreement** Employment Profile Complete

# Platform for the future

**Easily Plug in AI Document Processing**

**Easily add new functionality built on initial Events**

**Technical Infrastructure and Patterns for further Monolith Decoupling**



# Using AI to Reverse- Engineer Product Support Analysis from Technical Manuals

SMOOTH

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# Presenters



**Vijay Chachra**

*Andromeda Systems Incorporated*

Vice President, International IPS

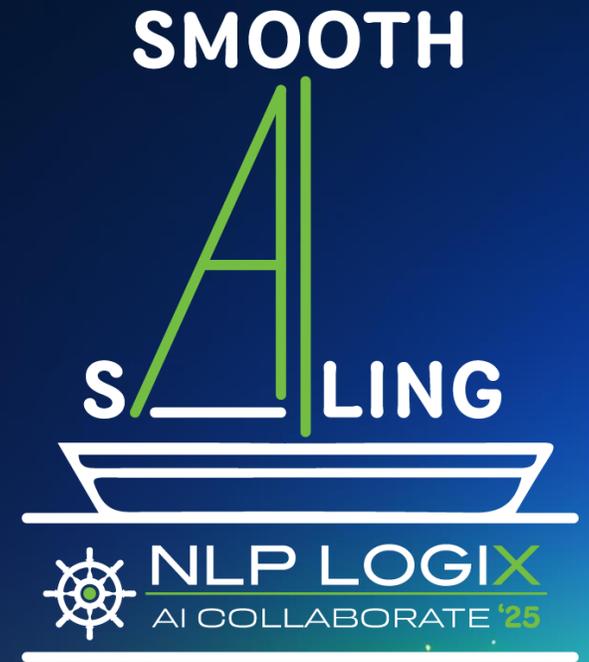
Services & Training

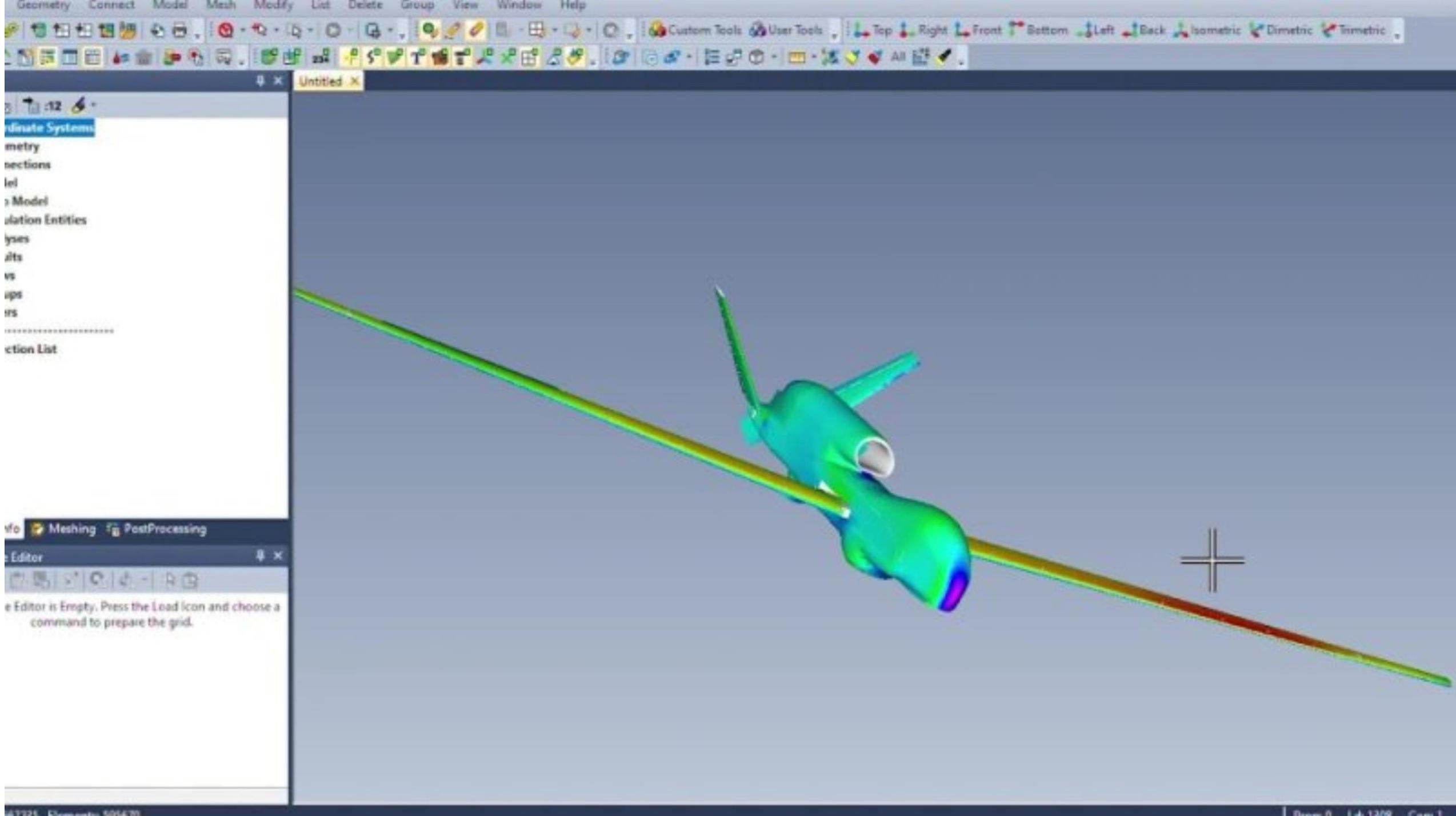


**Robert Brown**

*NLP Logix*

Chief Technology Officer







# Overview

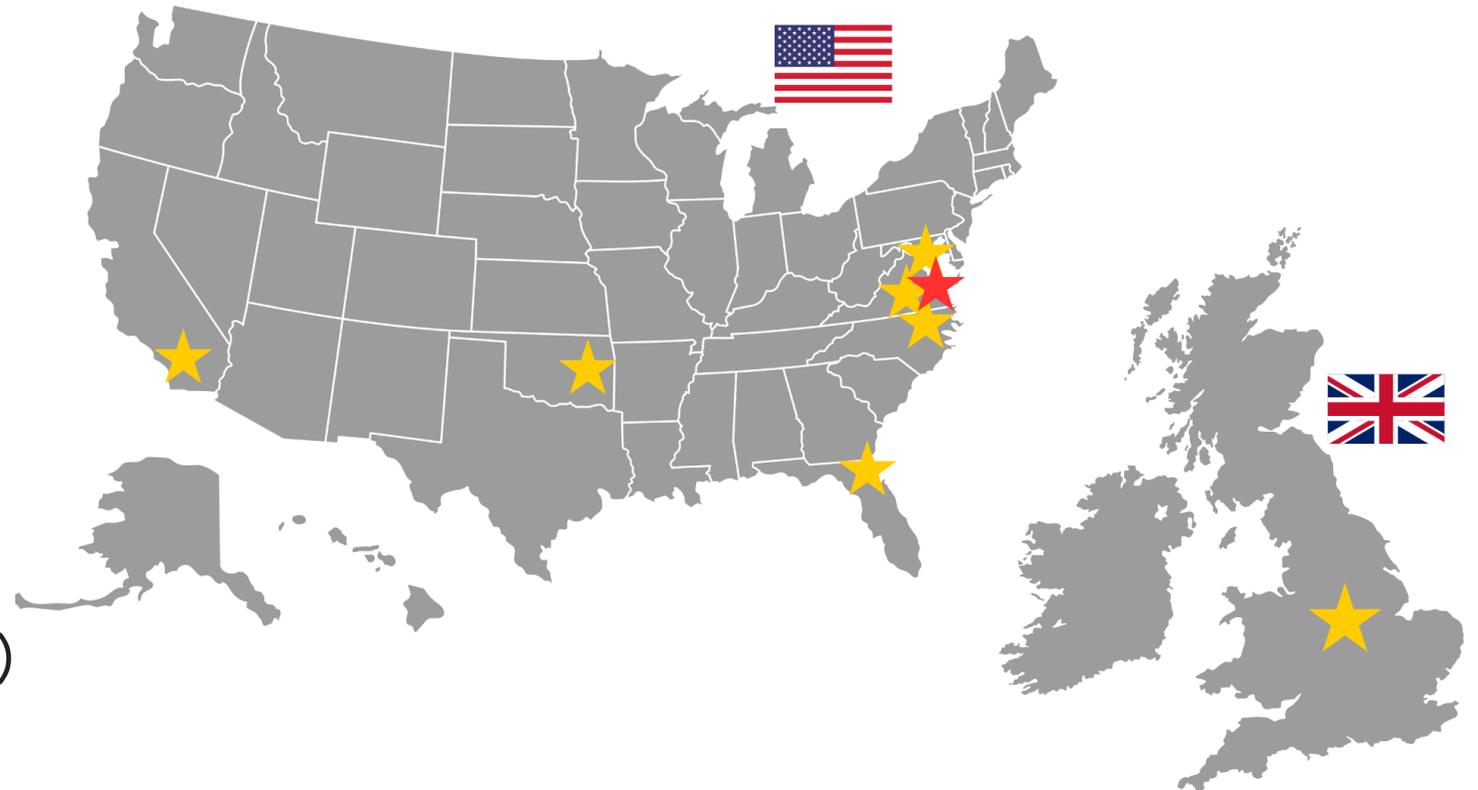
**Founded in 2005**

**450+ employees including engineers, analysts, statisticians, data scientists, IT specialists, logisticians, maintenance planners, and subject matter experts.**

# Locations

## USA

- VIRGINIA BEACH, VA (HEADQUARTERS)
- ARLINGTON, VA
- HAVELOCK, NC
- JACKSONVILLE, FL
- LEXINGTON PARK, MD
- OKLAHOMA CITY, OK
- SAN DIEGO, CA



## INTERNATIONAL

- LITCHFIELD, UK (TFD EUROPE)

# Vision – Who We Are

Andromeda Systems Incorporated (ASI) is a technical services and products company focused on providing comprehensive support solutions for military systems and commercial physical assets.

Our services fall under the widely recognized disciplines of:

- Systems Engineering
- Supportability
- Physical Asset Management



# Capability and Products



## **Complete set of integrated capabilities for life cycle support.**

### **Acquisition and Program Management Support**

- High visibility support in DoD Program offices

### **Commercial Software Products**

- OptiAM & TFD Supportability Workbench

### **Information Systems**

- Commercial and Military web-based application development

### **Financial Services**

### **Physics-Based Engineering**

- Subject matter experts in structural, electrical, mechanical, and propulsion systems engineering

### **Reliability, Maintainability & Supportability**

- Reliability Engineering
- Logistics

### **Training – Pierian Academy**

# What is Supportability?

- **Integrated Product support and sustainability** are in our DNA - **ensures asset performance.**
- We **primarily operate** in the Defense, Aerospace, and other commercial sectors, operating **expensive equipment.**
- **Downtime and unplanned maintenance** events **affect mission** readiness and **escalates cost.**
- **Product support costs account for 80% of total lifecycle costs.**
- Our **skilled workforce and software tools** address **optimizing availability and least total life cycle.**



# Heart of Sustainment

**Logistics Product Data (LPD) and Technical Publications/Manuals are the key enablers for effective product support and maintenance optimization.**



Logistics Product Data ensures that all product support elements are accurately defined, spares, support equipment and manpower are provisioned to achieve the desired availability of the product.



Technical Manuals contain all the instructions needed for the maintainer to perform the work orders raised due to any scheduled or unscheduled maintenance events.

# How Much Data Powers a Single Jet?



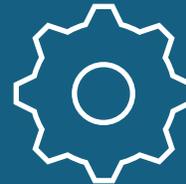
**ASI** Andromeda  
SYSTEMS  
INCORPORATED



**25,000+**  
Pages



**1,900**  
Manufactures



**200,000+**  
Parts



**50-60**  
Manuals per  
System

# Challenge Addressed by AI/ML

- LPD and Tech Pubs source data are developed with minimal interface / integration.
- More than often acquisition contracts call out Tech Pub delivery with no LPD.
- In service maintenance optimizations heavily depends on a completed LPD.
- This leads to an expensive effort involving significant labor-intensive effort to reverse engineer a Pub into the LPD.
- With advent of AI/ML the desire is to automate this reverse engineering effort in automating the parsing and mapping of the content in the Pubs into the LPD format for easier ingestion.

# The Arctic Mission



### 3. Servicing and Maintenance

#### 3.1 General

This section provides detailed procedures for lubrication and general servicing of the Nose Landing Gear (NLG) assembly. Proper lubrication and periodic servicing ensure smooth operation, prevent corrosion, and extend component life. Maintenance personnel must use only approved materials and tools in accordance with current maintenance standards and lubrication charts.

All lubrication tasks should be performed on a clean and properly supported aircraft. Before starting, ensure the landing gear is in the extended position, hydraulic systems are depressurized, and the aircraft is secured with chocks and safety pins.

#### 3.2 Scope

This procedure covers:

- Lubrication of all Nose Landing Gear grease fittings
- Functional cycling to distribute lubricant
- General inspection of lubrication points and associated hardware

#### 3.3 Initial Setup

##### Tools and Equipment

- Grease gun (manual or pneumatic, compatible with standard aircraft fittings)
- Torque wrench (range suitable for landing gear fittings and hardware)
- Clear lint-free cloths or shop towels
- Standard maintenance creeper or access platform (as required)

##### Consumables and Materials:

- Grease, Specification MIL-G-81322 (or equivalent)
- Cleaning solvent (non-corrosive, aviation-approved)
- Nitrogen for servicing strut (if required)
- Personal protective equipment (gloves, eyewear)

HA - Tools/Consumables/Parts list		
HA.CAGECDXH	HA.REFNUMHA	HA.ITNAME
10001	101	Grease gun
10001	MIL-G-81322	Grease
10001	102	Torque wrench
10001	103	Lint-free cloths
10001	104	Solvent
45678	105	Lubrication Fittings



### 8. Illustrated Parts Breakdown (IPB)

Figure 8-1 shows the Nose Landing Gear Assembly and its subcomponents.

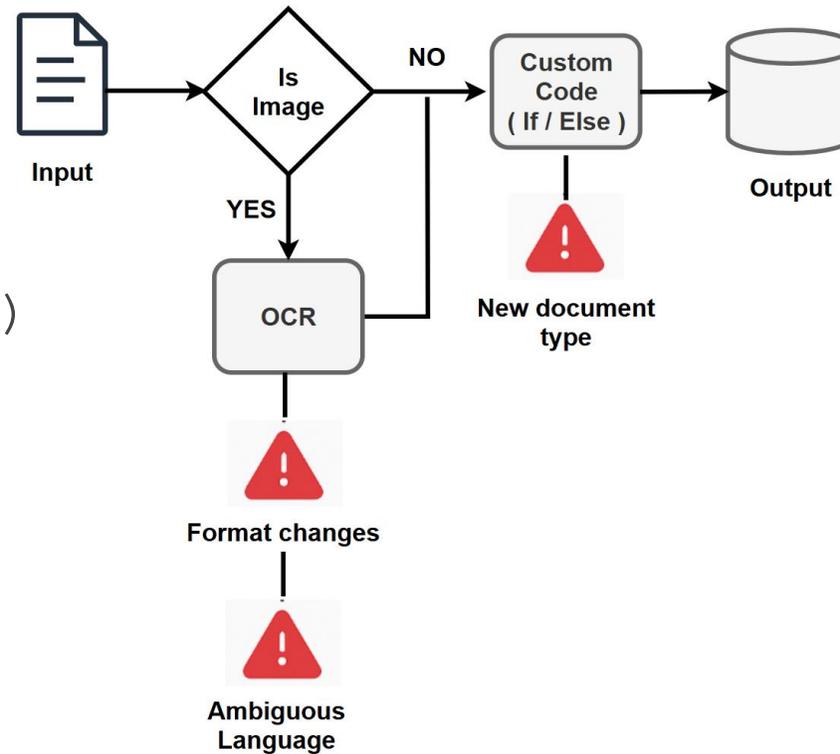
Part Number	Cage Code	Nomenclature	NSN	SMR Code	UOC
65-0000	10001	Nose Landing Gear Assembly	0000000001	XC	A
-65-0001	10001	Outer Cylinder	0000000001	PA000	A
--65-0001-01	10001	Inner Cylinder	0000000001	PA000	A
--65-0001-02	10001	Piston Rod	0000000001	PA000	A
--65-0001-03	10001	Piston	0000000001	PA000	A
--65-0001-04	10001	Piston Seal Set	0000000001	PA000	A
--65-0001-	10001	O-Ring Set	0000000001	PA000	A

# The Old Way

## Brittle if/else logic

### OCR as the Core

- Optical Character Recognition (OCR)
- Custom Code: Templates, Pattern matching

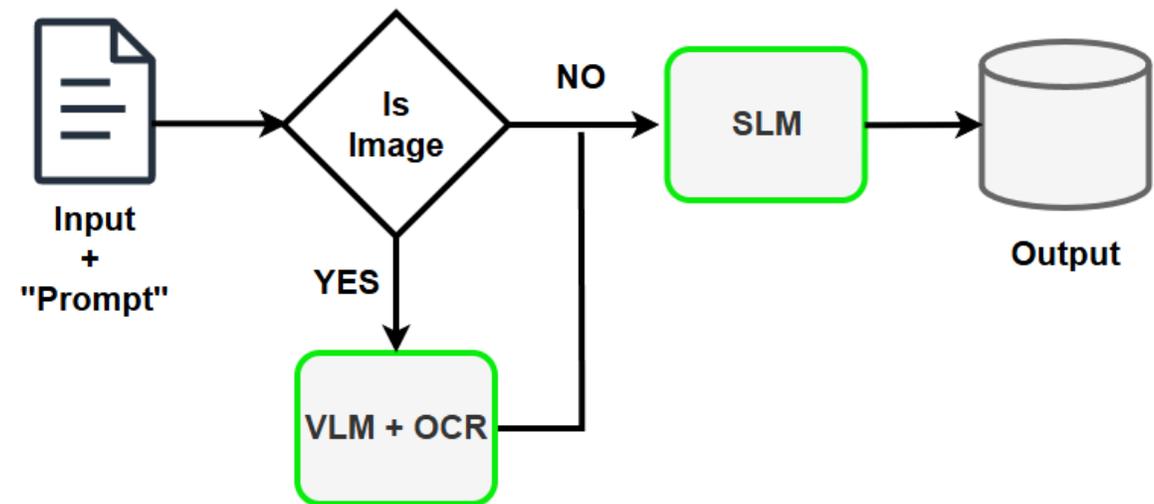


# The New Way

## Prompts Not Programs

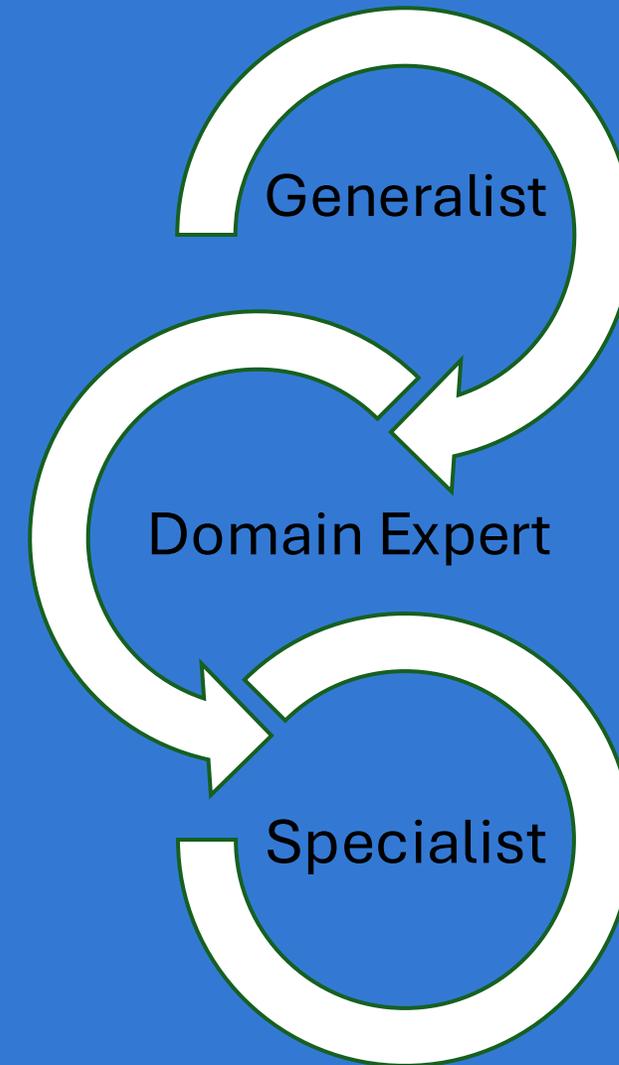
### VLM + LLM pipeline

- OCR when needed
- VLM to provide context awareness



# Distillation Process

**We start with a model that knows everything, teach it what matters, and compress it into a model that knows only what we need.**



# Key Takeaways

**Advancements in AI have changed the game.**

**AI amplifies human expertise.**

**Distilled, local models enable autonomy.**

# Using Gen AI to Optimize Healthcare Workflows: Do's and Don'ts

SMOOTH

SAILING

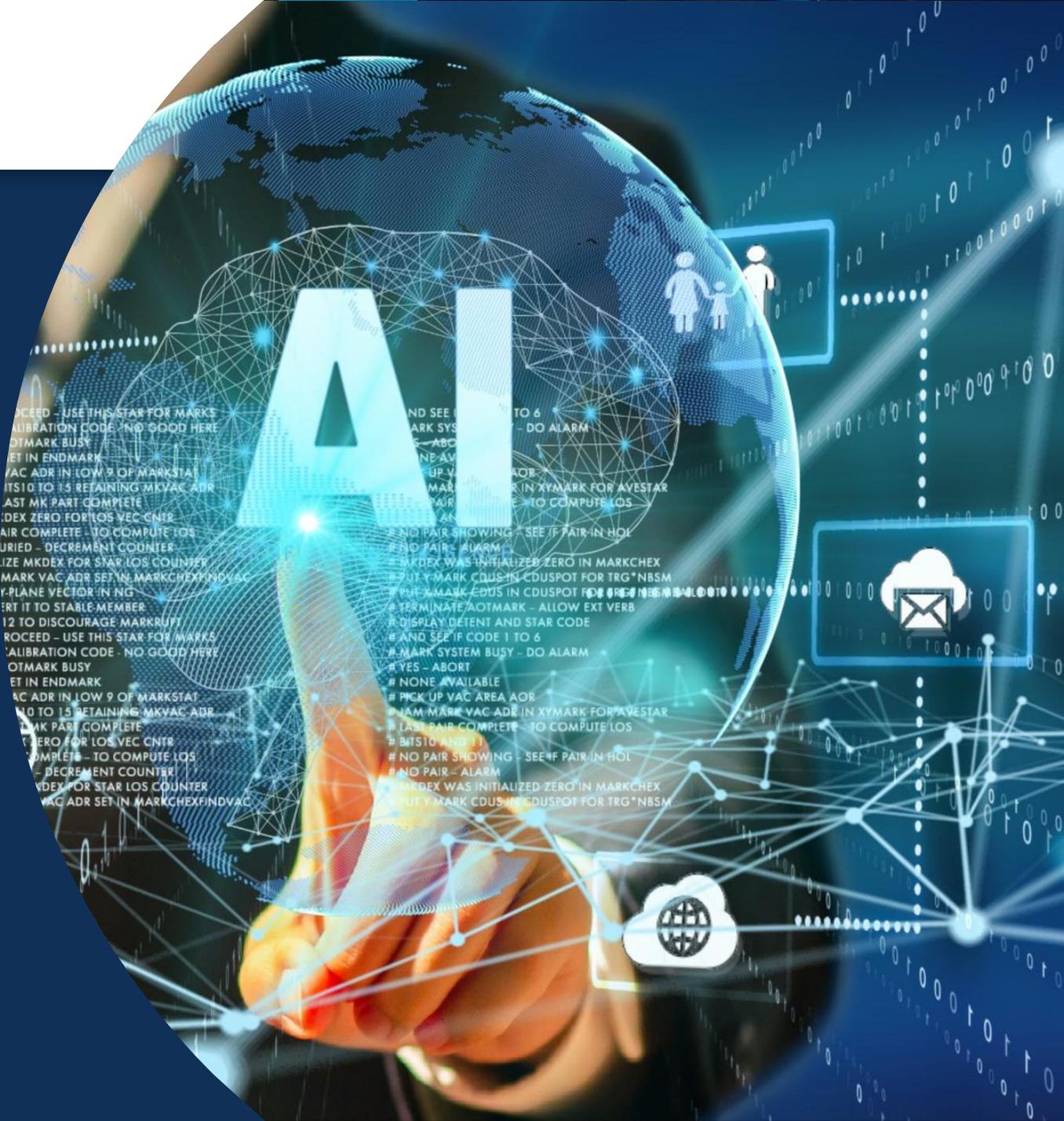


NLP LOGIX  
AI COLLABORATE '25

# Using Gen AI to Optimize Healthcare Workflows

## Do's & Don'ts

November, 2025





Michael Privat

Chief Data & Engineering Officer at Availity

LinkedIn



# Act 1: Most of Us Solve the **Wrong** Problem

Regex | Investigation | Example



Healthcare perfected regex...

... then decided the future was

**better regex.**

AI's real value: **Investigation,**

**not text generation.**

Stop looking for things to generate better.

Start looking for things to investigate that humans can't do as fast.

# From Days to Seconds

Pre-Auth: investigation turned  
documentation into reasoning.

# Act 2: The **Investigation** Stack



**Developer  
Productivity**



**Agentic  
Workflows**



**Explainability**

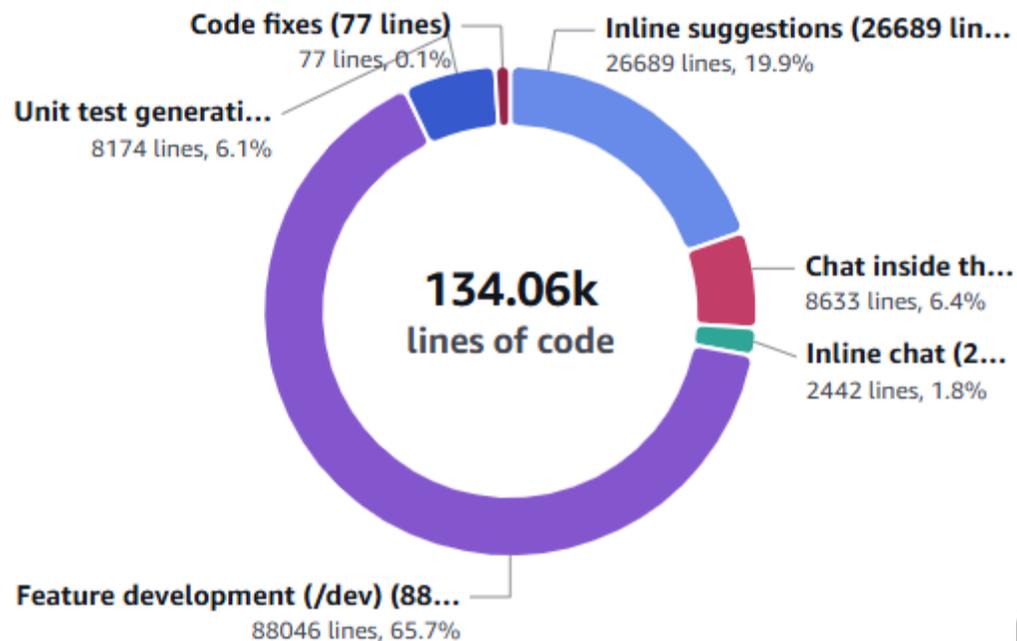
# Developer Investigation

From “write faster” to “understand faster”.

- Code reviews that don't just check syntax — they investigate why something was designed a certain way.
- Documentation that investigates what the code actually does versus what it claims to do.
- Debugging that investigates root cause, not just symptoms.

## Accepted lines of code

Lines of code written by Amazon Q Developer



- Inline suggestions (26689 lines)
- Chat inside the IDE (8633 lines)
- Inline chat (2442 lines)
- Feature development (/dev) (88046 lines)
- Document generation (/doc) (0 lines)
- Unit test generation (/test) (8174 lines)
- Code fixes (77 lines)
- Code Transformation (/transform) (0 lines)

## Accepted suggestions

Number of code suggestions accepted by developers

10.85k

25.8%

## Feature development (/dev)

Amazon Q can develop code features and make code change in response to a /dev prompt

Acceptance rate

64.3%

## Unit test generation (/test)

Amazon Q can generate test code in response to a /test prompt

Unit tests generated

555

Unit tests accepted

318

Acceptance rate

57.3%

# Developer Acceleration (?)

- +7.5% documentation quality
  - +3.4% code quality
  - +3.1% code review speed
  - -1.8% code complexity
- 
- -1.5% delivery throughput
  - -7.2% delivery stability

# MCP Development

Software Engineering isn't about typing code,  
it's about producing software that works.



Check Git  
history



Run tests



Read  
Documentation



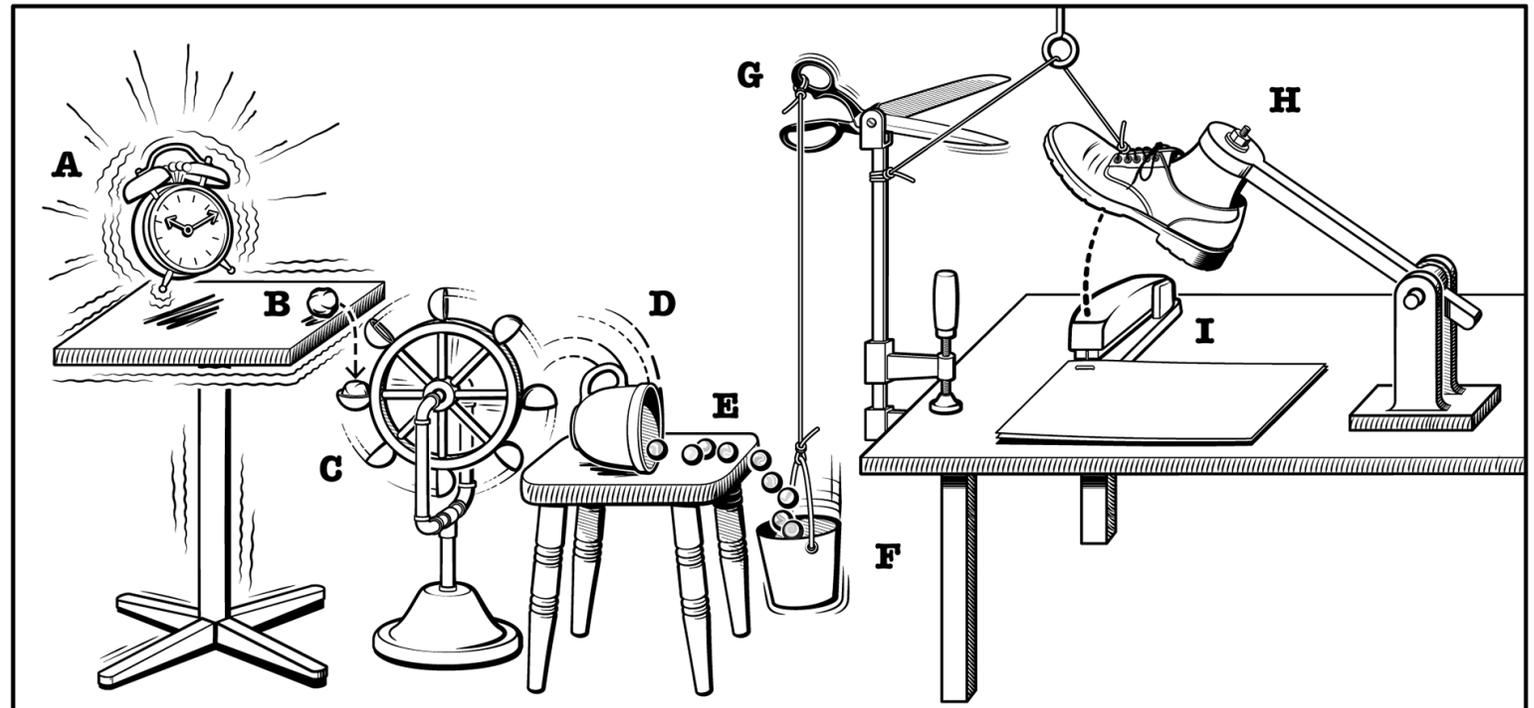
Read Incident  
Reports



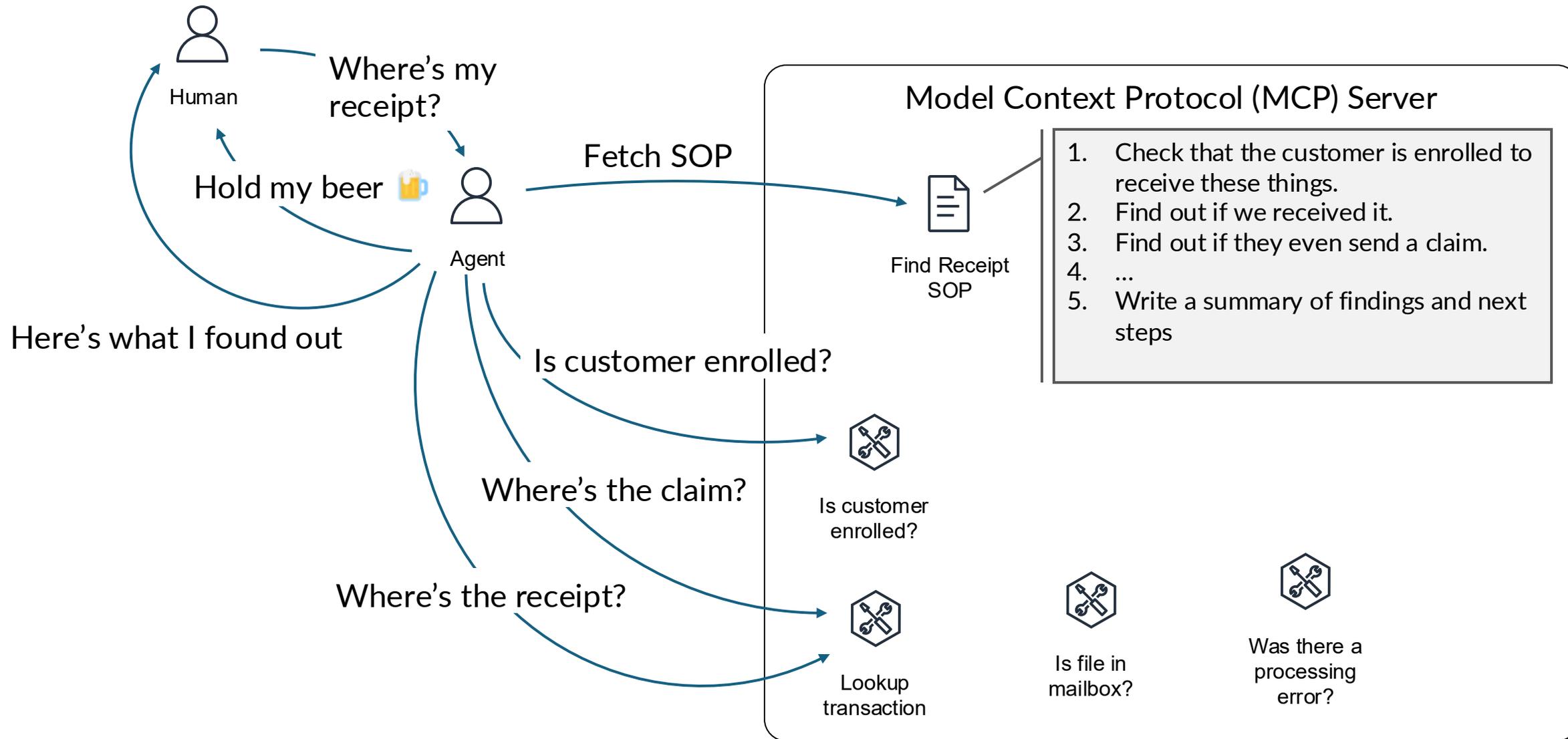
Connect people

# The 835 Agent: claim payment receipts

Investigating missing claim payment receipts in healthcare.

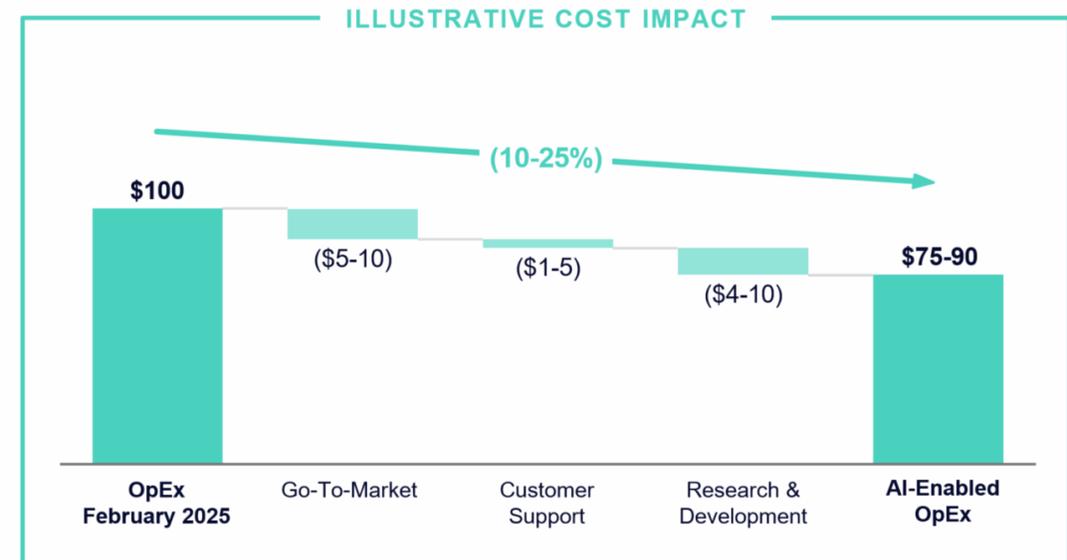
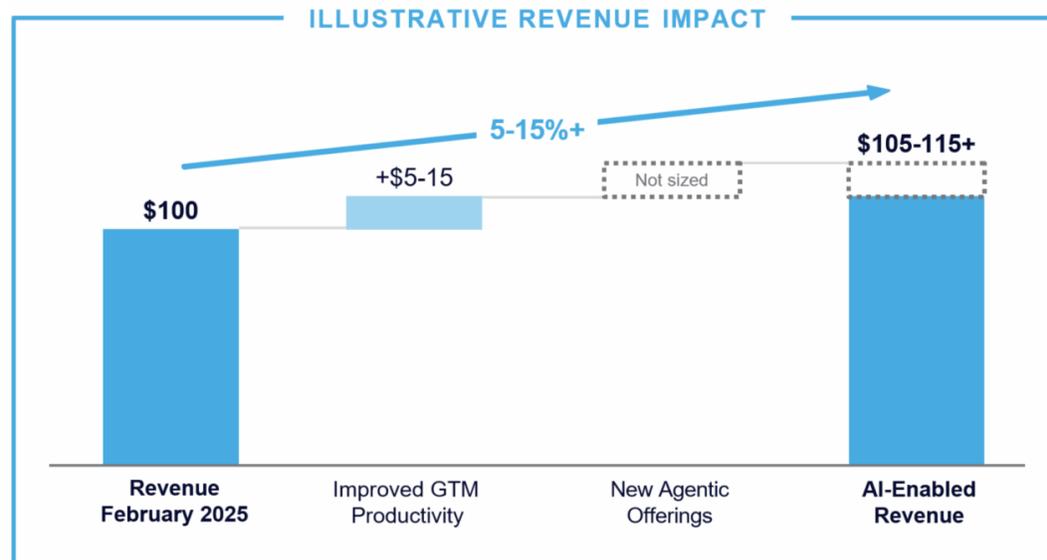


# Where's My Claim Payment Receipt



# Cost-Aware Design: Direct costs vs variable costs

- Model selection
- Right-sizing infrastructure
- Software maintenance
- Confidence-aware processes



# Some Observations

## Pattern 1: Price of Confidence

High confidence = shallow investigation. Low confidence = deep investigation.  
Low confidence is a signal, not a failure.

## Pattern 2: Tool-Augmented Reasoning

LLMs can't investigate without tools: MCP, function calling, structured output.  
Our 835 agent can query systems, parse formats, call APIs, check history, escalate.

## Pattern 3: Audit Trails for Reasoning

You can't just say "the AI found it". You must show how.  
We track sources checked, questions asked, paths taken, what was ruled out.

# Act 3: Healthcare's Unfair Advantage

Ground truth | Provenance | Edge-case rigor



# The Challenge

Don't build autocomplete. Build investigation.



**Developers:** Investigate code, make better architecture decisions.



**Agents:** Investigate workflows, expose systemic issues.



**Organizations:** Investigate bottlenecks instead of polishing outputs.

# 2025: Text Generation is a Parlor Trick.

**Investigation** is the revolution.

Focus on creating **value**.

Use new tech to **eliminate** problems.

Q&A

Michael Privat

Chief Data & Engineering Officer at Availity

# Thank You!

LinkedIn



# AI Assistant Enablement

SMOOTH

SAILING



NLP LOGIX  
AI COLLABORATE '25

# Presenters



**Matt berseth**

*NLP Logix*

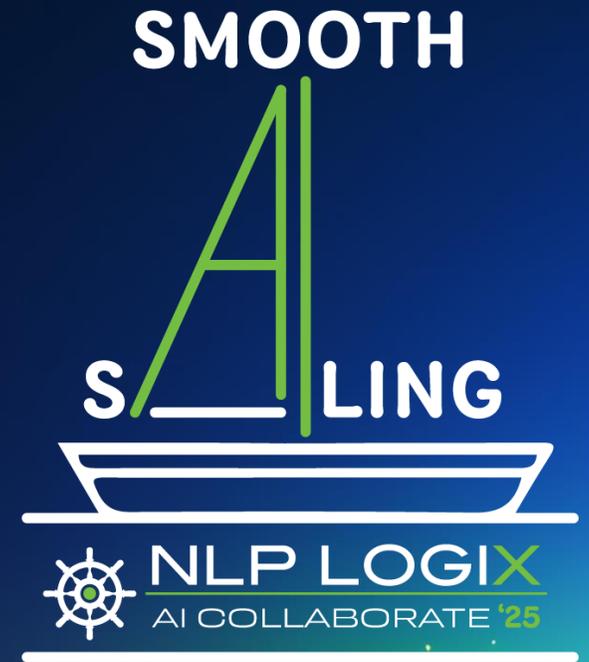
Co-Founder/Chief Information Officer

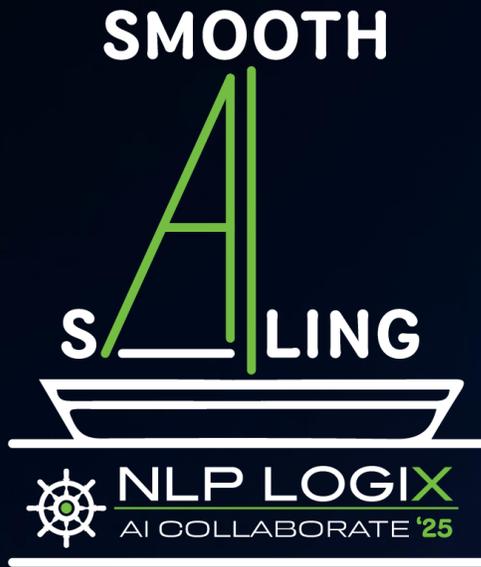


**Tucker stachitas**

*NLP Logix*

Vice President Sales Operations





# What is an 'AI Assistant'?

- Emerging Category of Software
- Generative AI tooling that plugs into your stack to make **thinking, building, and analysis** quicker and more reliable.



ChatGPT



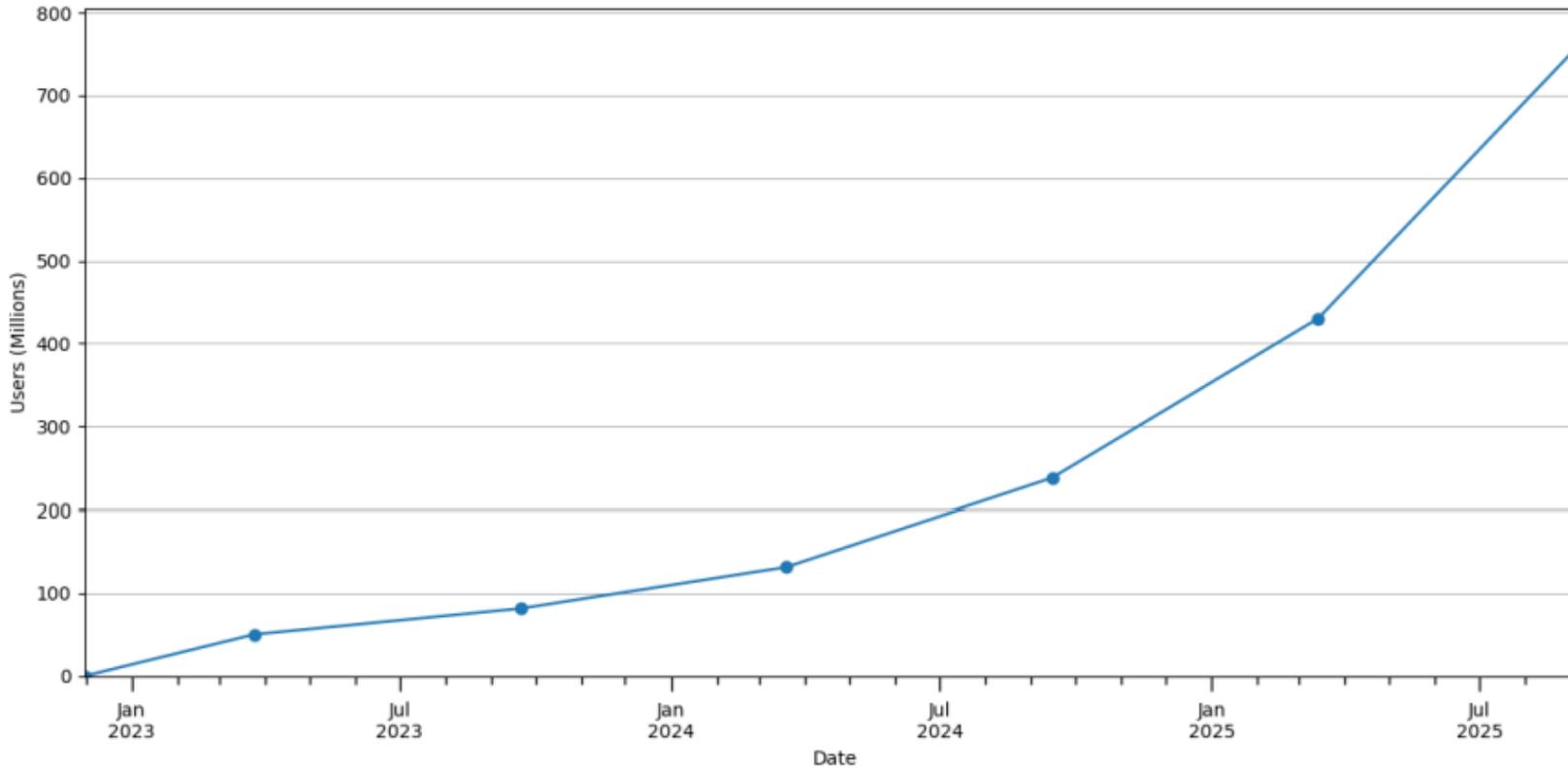
Microsoft 365  
Copilot



GitHub  
Copilot

The Growth of ChatGPT

ChatGPT was released to the public on November 30, 2022



Studies estimate **40% of Adults** in the US use ChatGPT weekly.

ChatGPT has become **synonymous with AI** for consumers.

**Figure 3:** Weekly active ChatGPT users on consumer plans (Free, Plus, Pro), shown as point-in-time snapshots every six months, November 2022–September 2025.

# AI at Work: Momentum Builds, but Gaps Remain

Shadow AI & Rogue Tools

Team Skepticism

Lack of Collaboration Patterns

Training, Workshops & Labs

Data Connectors



# Hype vs. Reality

**95%** of U.S. firms report using generative AI, yet

**74%** have not achieved measurable outcomes.

**'We feel stuck'**

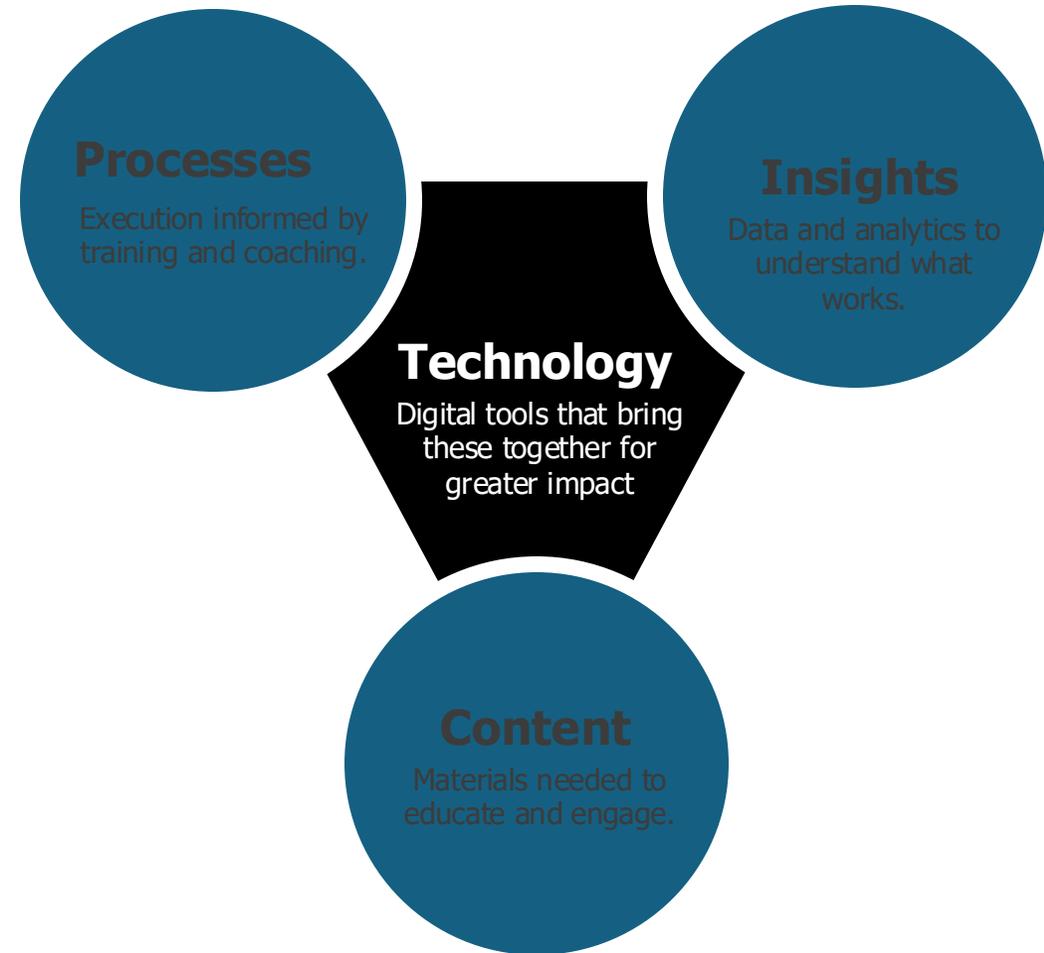
# What is Enablement?

The **system** behind adoption.

The **program** that makes new tools stick.

## For AI assistants:

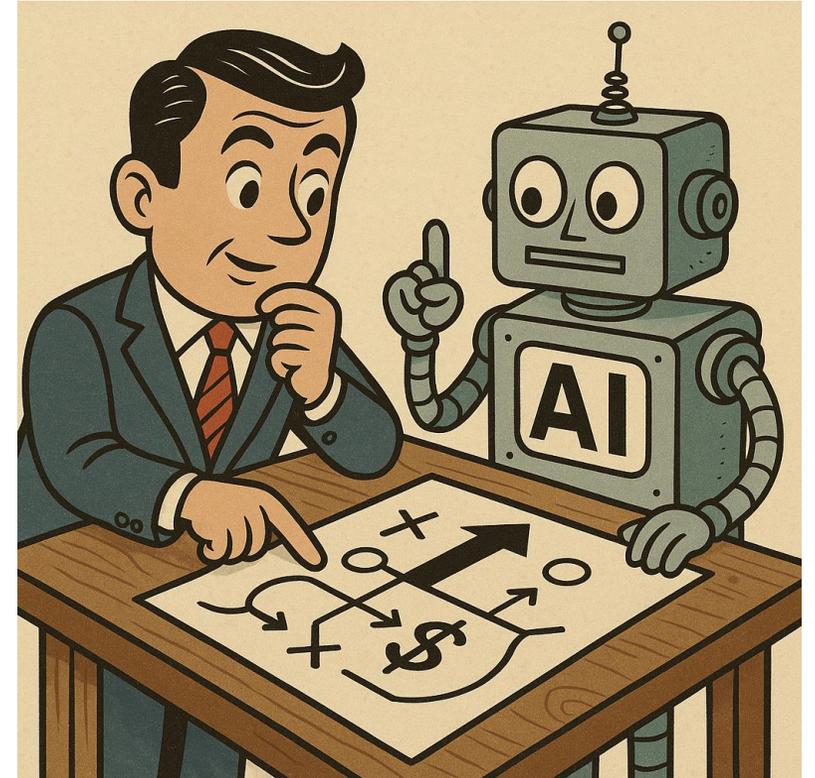
- Training users
- Tracking adoption
- Refining programs



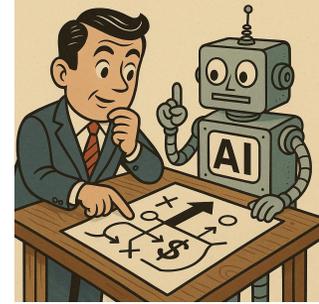
# AI Strategy Dimensions

- Acute pains
- New capabilities
- Transformation
- Intra-departmental

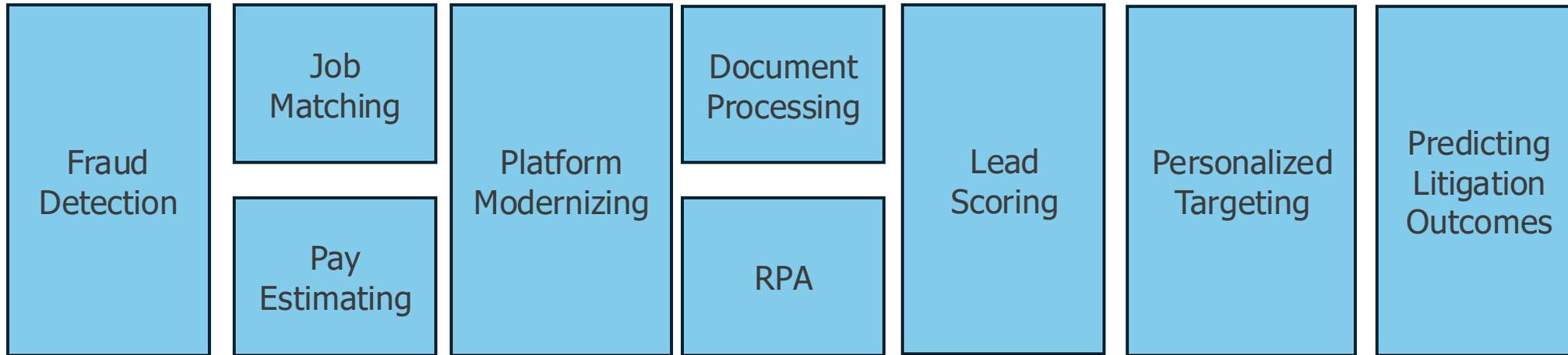
Vertical AI Strategy



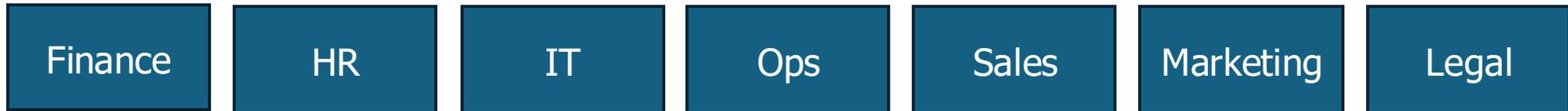
# AI Strategy Dimensions



Vertical AI Strategy



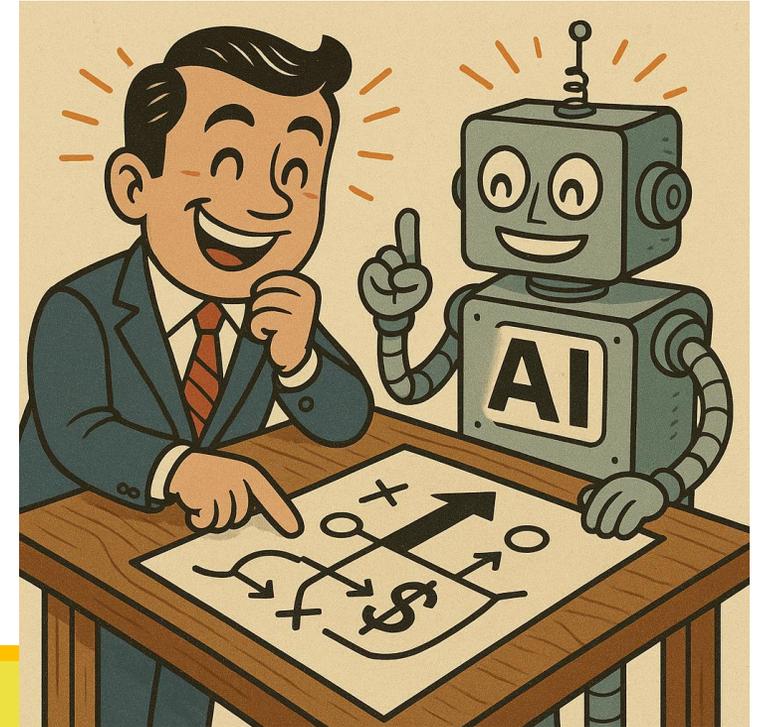
**Enterprise AI Assistants** (ChatGPT, Copilot)



Horizontal AI Strategy

# AI Strategy Dimensions

- Wide applicability
- Broad gains
- Faster ROI



**Enterprise AI Assistants** (ChatGPT, Copilot)

Finance

HR

IT

Ops

Sales

Marketing

Legal

Vertical AI Strategy

Horizontal AI Strategy

## Our 2025 AI Strategy

Aggressively adopt AI assistants to drive efficiencies across the organization.

Maintain a judicious focus on governance and accountability in data protection for both our organization and our clients.

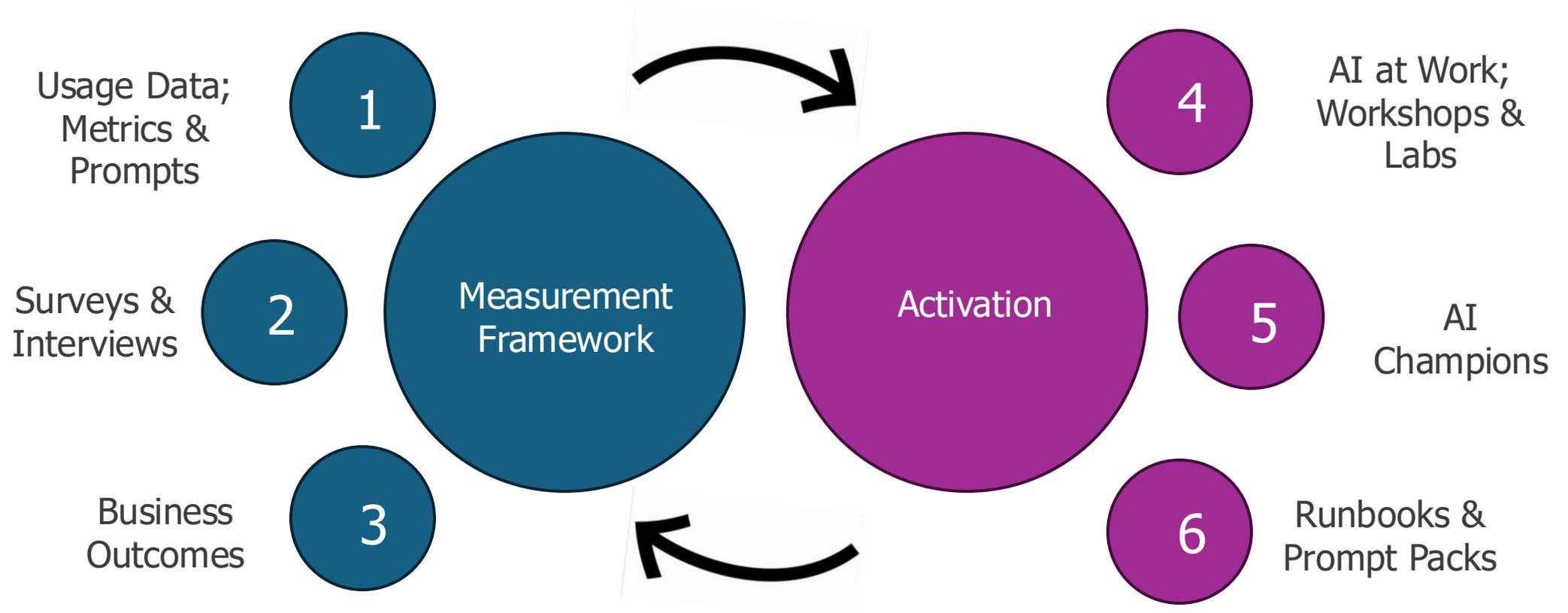
Establish metrics, training programs and supporting processes, ensuring tangible improvements over time.

**Waiting for  
productivity  
gains.**

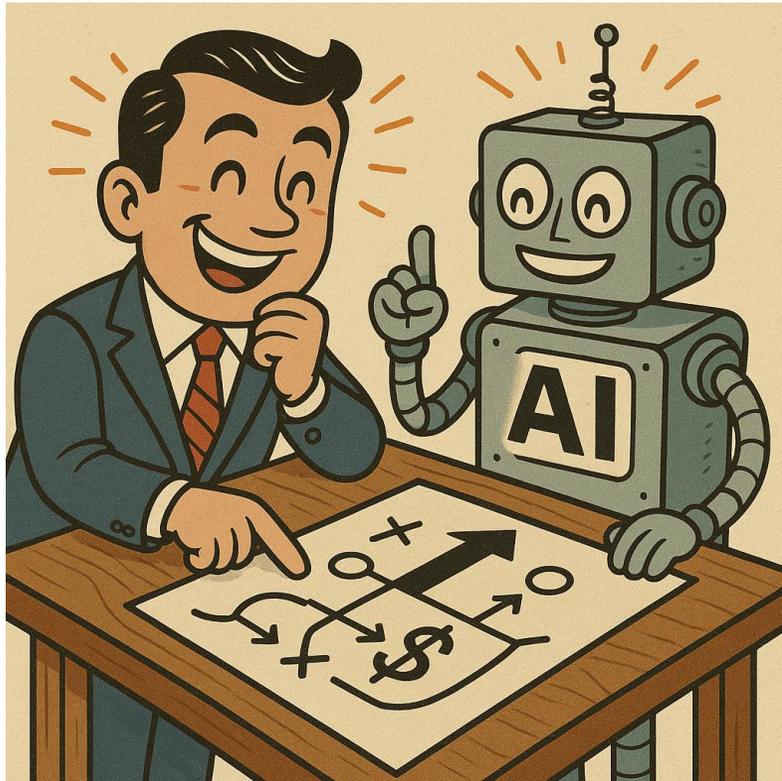


Enabling the Team

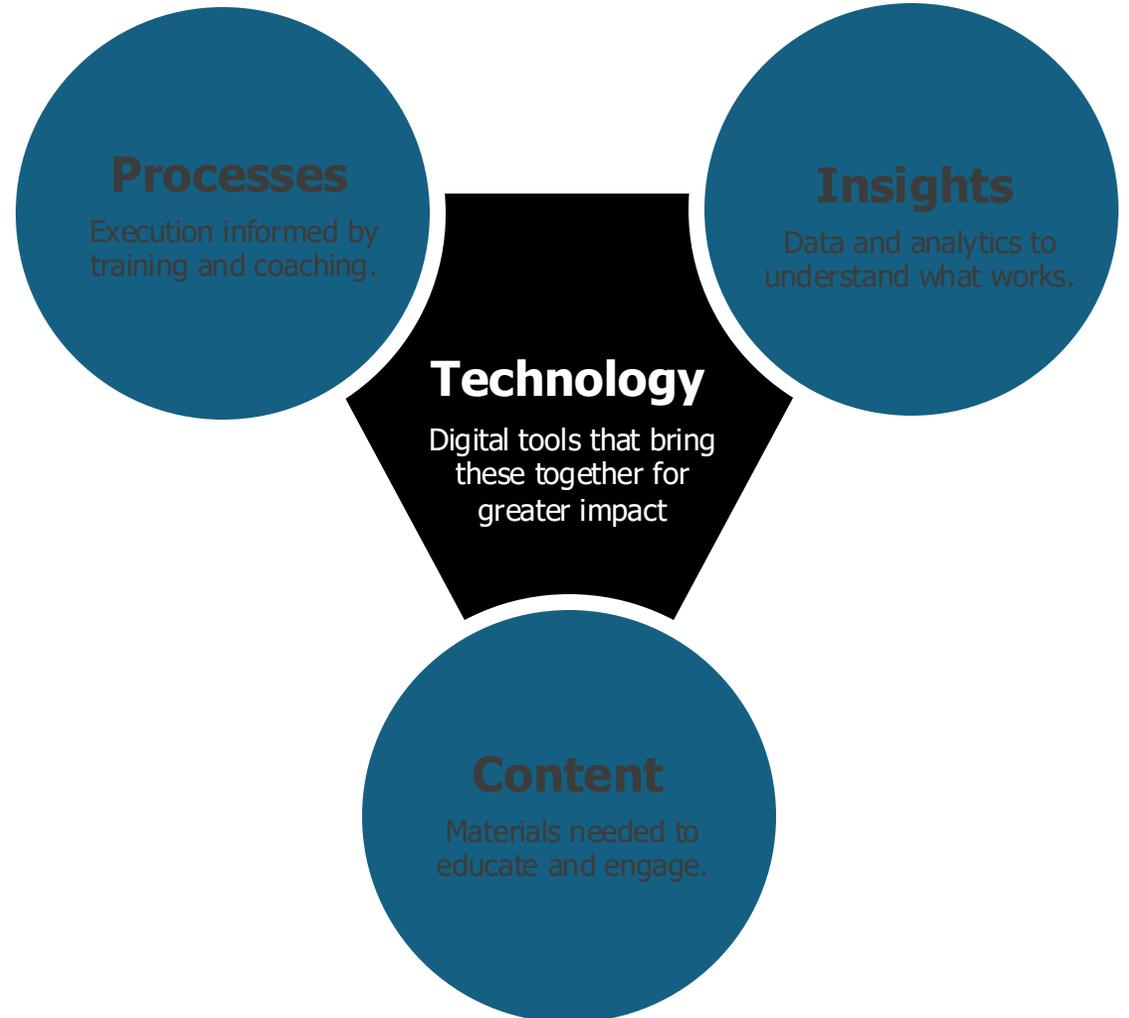
Driving adoption; Enablement is a feedback loop.



# So what...

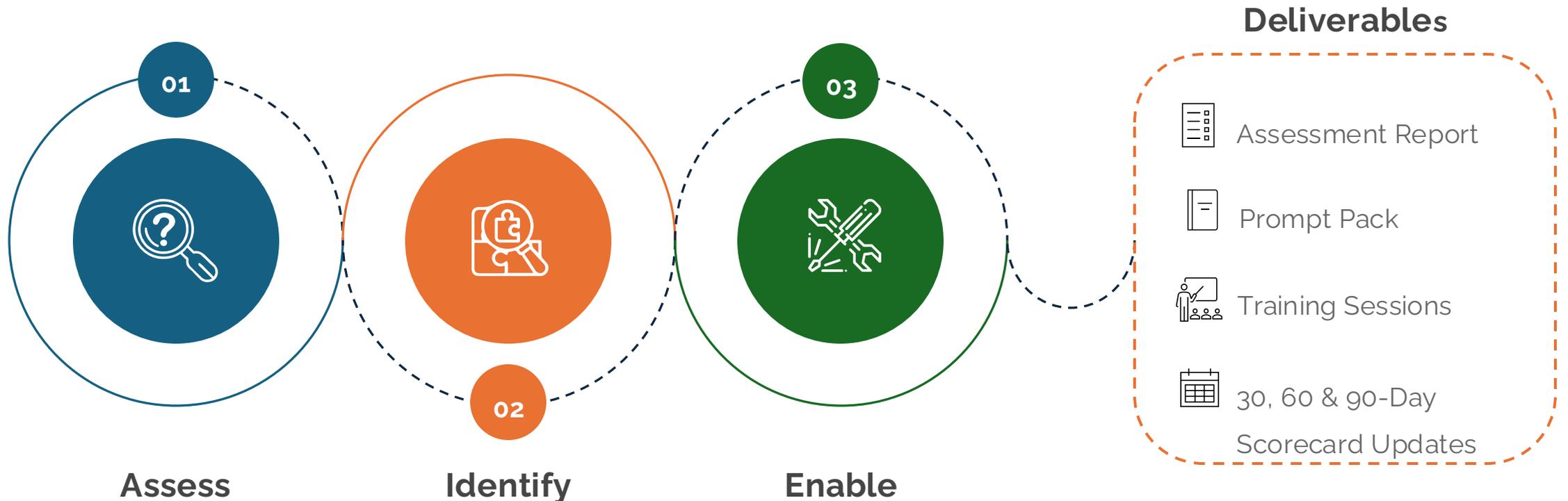


Horizontal AI Strategy



# New Offering: AI Assistant Enablement

Focused program that evaluates adoption, provides training, documents governance, and reports performance vs best practices.



# Better Together: Combining LLMs and Traditional ML

SMOOTH

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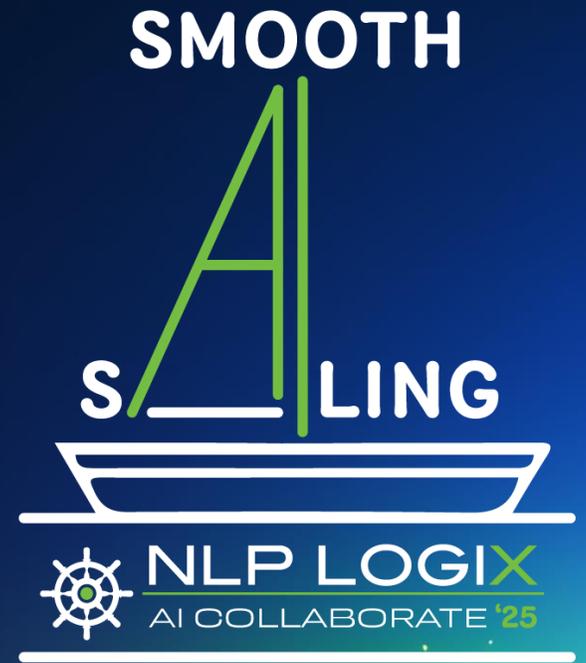
# Presenters



**BEN WEBSTER**  
VP of AI Solutions



**KATIE BAKEWELL**  
VP of AI Strategy



# Traditional Machine Learning

2013

Models based on statistical foundations bring value by predicting the likelihood of events

Problem: “Will this customer return to purchase again?”



# Computer Vision Revolution

**2015**

Deep Learning Revolutionizes our ability to analyze images and videos

Problem: "Hot Dog. Not Hot Dog"



# Enter Transformers

**2017**

Googles paper "Attention Is All You Need" introduces the Transformer architecture

Problem: "Is that comment sarcastic?"



# Large Language Models Debuts

**2022**

OpenAI released ChatGPT and the world changed! LLMs at everyone's fingertips.

Problem: "Summarize this document"



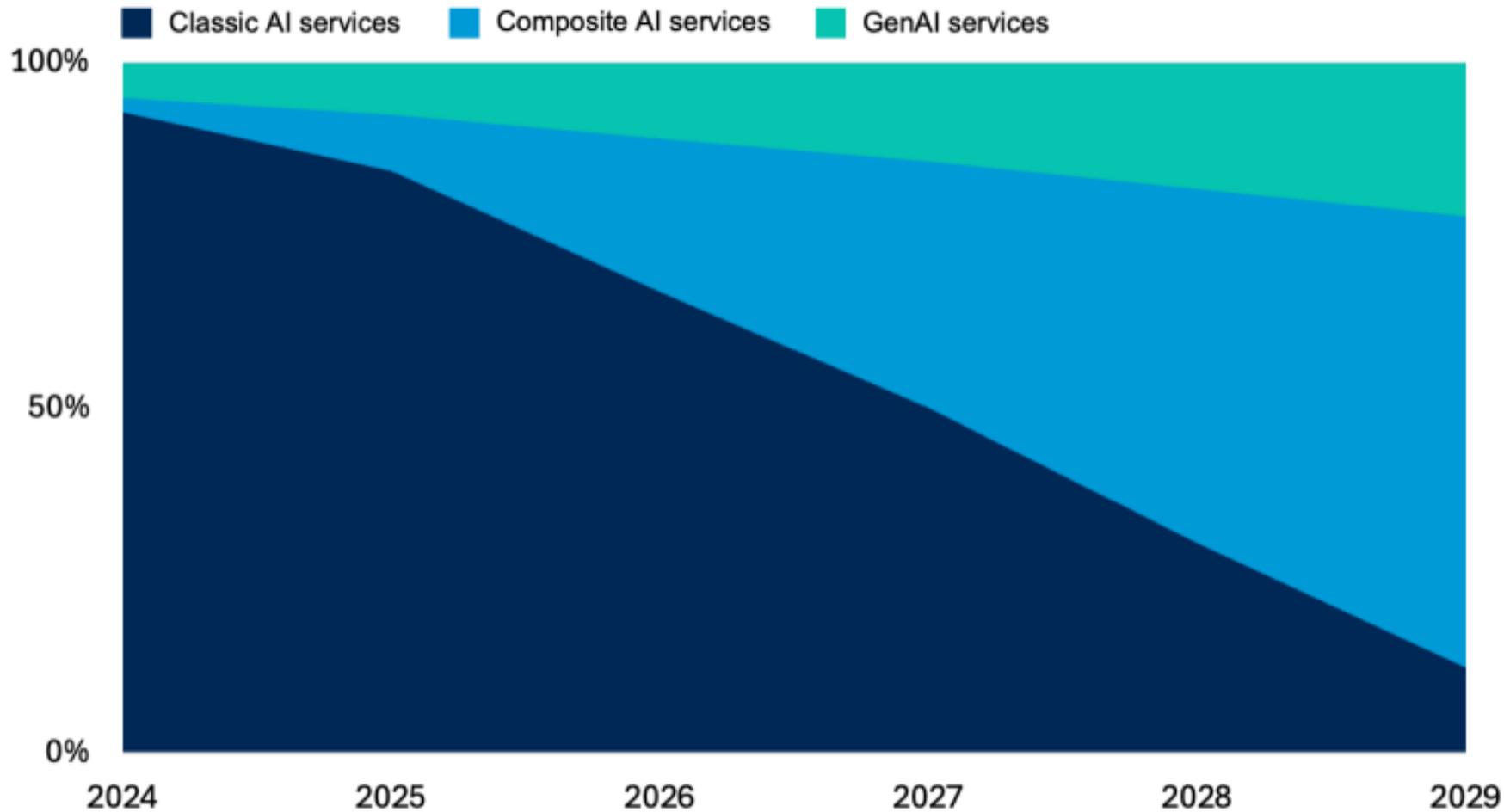
# Agentic AI Take Over

**2024**

Ok but what if ChatGPT could **ACT**?

Problem: "Research this topic and create a plan"

# Share of Spending



**GenAI** is a component of 85% of spending

**Classic AI** is a component of 80% of the spending

Composite AI integrates generative AI capabilities with “connectionist” AI methods like machine learning and deep learning, or “symbolic” approaches such as rule-based reasoning, logic, graph analytics and optimization techniques.

The goal is to create AI solutions that can both **learn and generalize**, enabling more adaptable solutions.

- Gartner

# Classic AI

**Forecasting**

**Tabular Predictive Models**

**Use Case Specific Predictions**

**Well Calibrated Probabilities**

**Business Logic (Decision  
Trees)**

**Image Classification**

**RPA**

**OCR**

# GenAI

**Brainstorming**

**Quick Prototypes**

**Translation**

**Image Generation**

**Predictions without  
Structured Data**

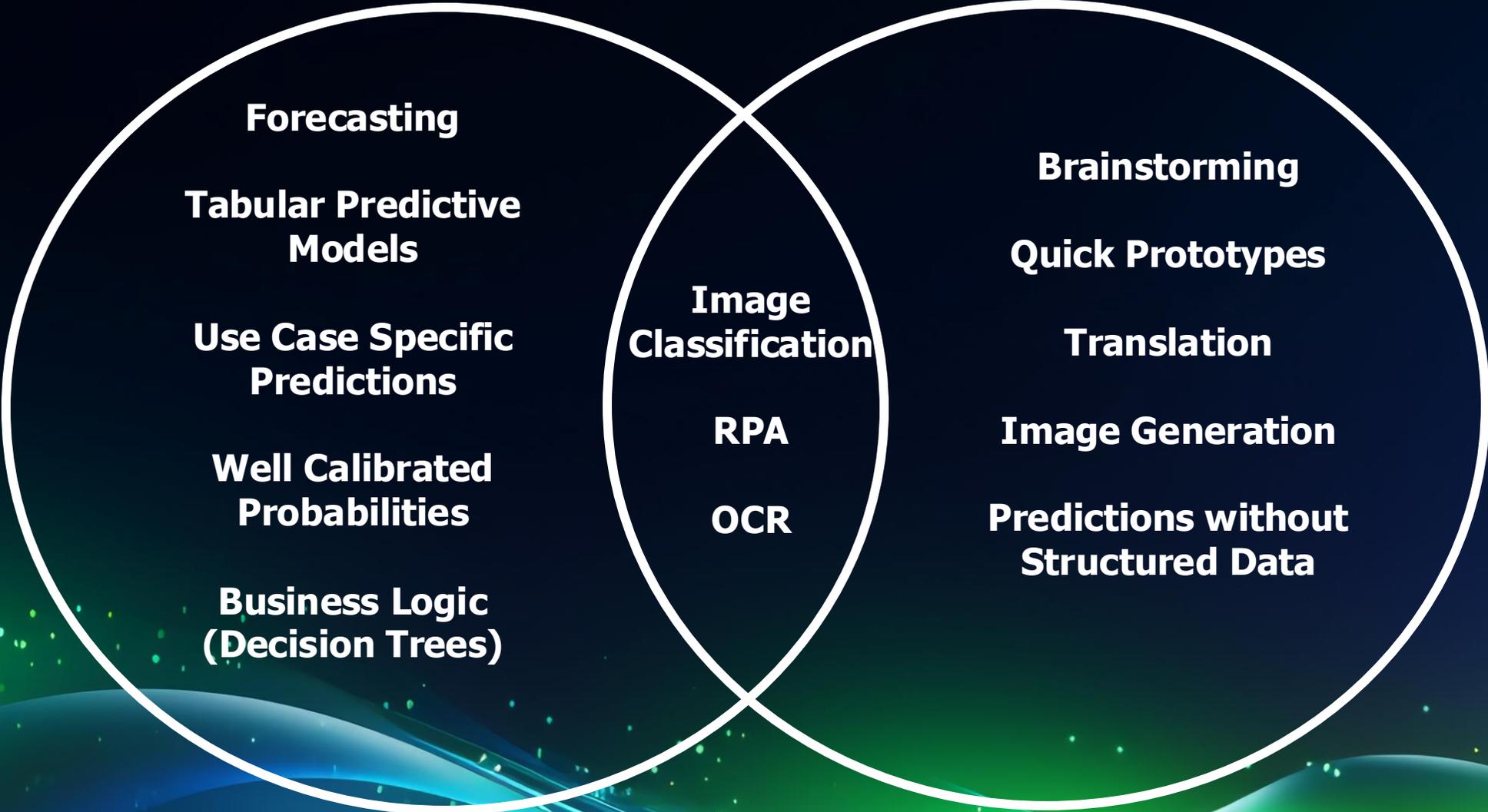
**Image Classification**

**RPA**

**OCR**

# Classic AI

# GenAI



# GenAI First with **ML** as Needed

Can you help me plan a trip?



For sure! Where would you like to go?

I would like to go somewhere where there is a beach, a spa, and family friendly fun



Who is going to be joining you on the trip? Are Victor and Brayden the kids?

Yes



Traditional  
Filtering

Recommendation  
Engine

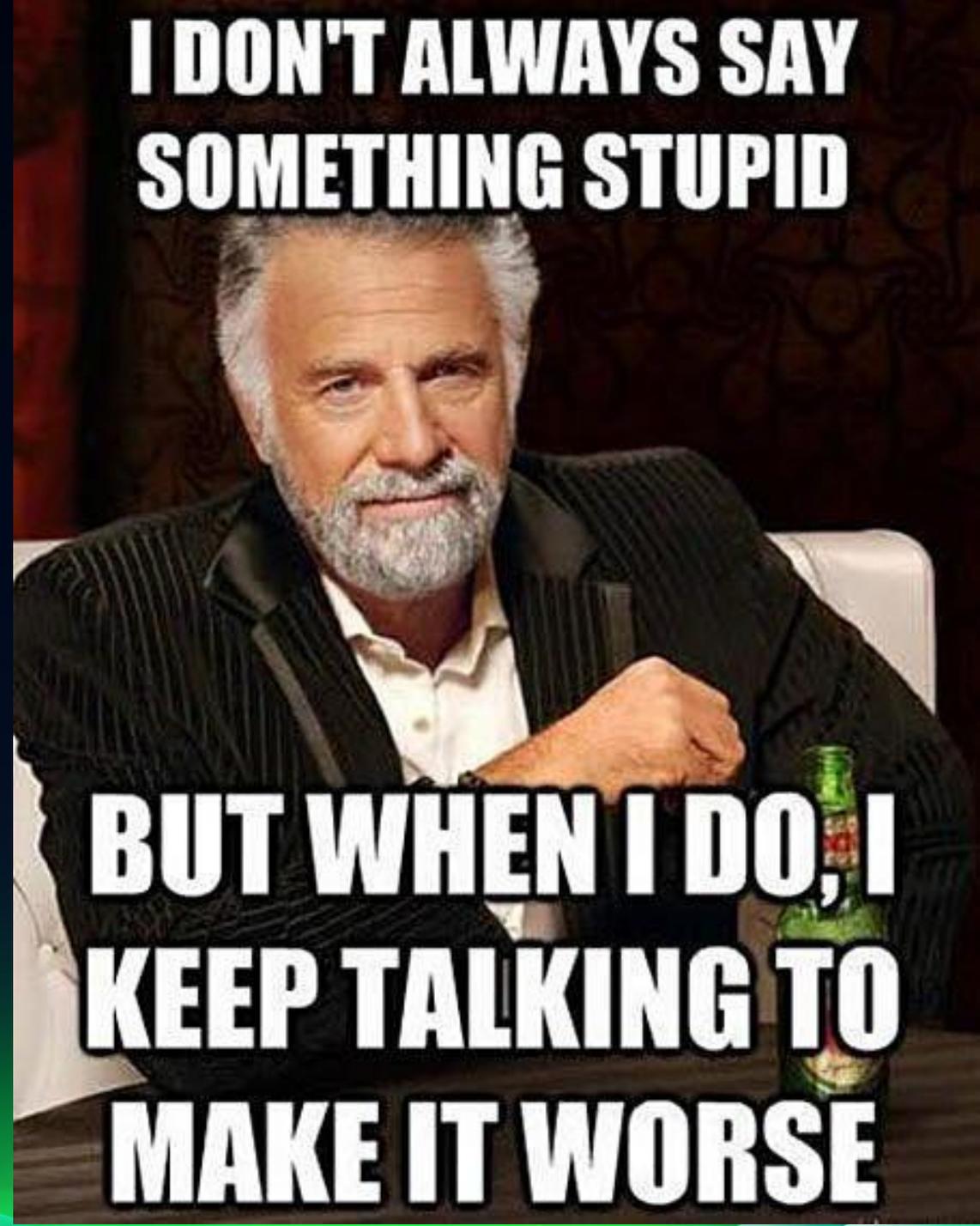
# What's NEXT - Technology

- Modular Solution Architecture
- Match the Solution to the Team that will Support it (internal and external) and upskill as needed
- Monitor costs and understand which conditions would make alternative technologies more appropriate
- Have a data driven way of making decisions which removes bias and preferences

**What's  
NEXT**

—

**Solving harder  
problems!**

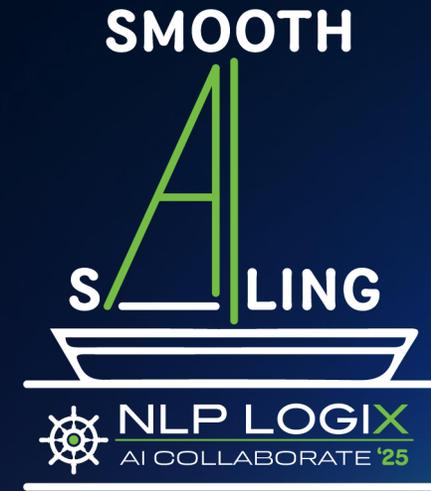


**I DON'T ALWAYS SAY  
SOMETHING STUPID**

**BUT WHEN I DO, I  
KEEP TALKING TO  
MAKE IT WORSE**

**Wiggle AI:**

**AI that sees  
sooner**



# Presenters



**Jason Peoples**

*Mary Free Bed Rehabilitation Hospital*

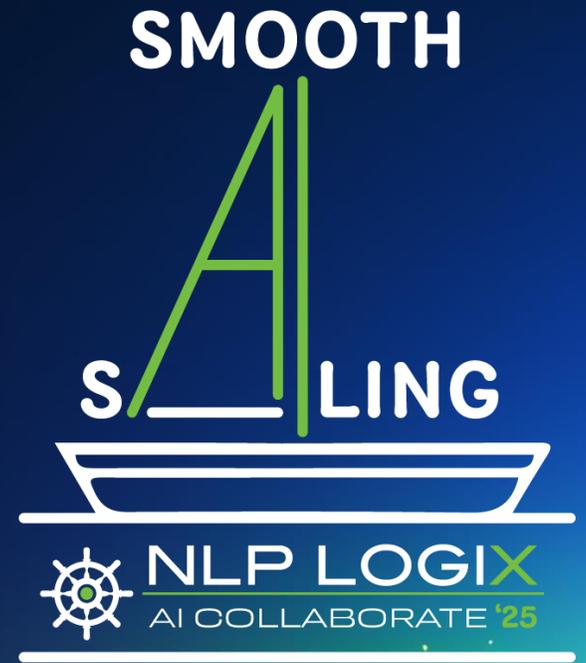
Director of Technology & Innovation



**Eddie O'neal**

*NLP Logix*

Client Services Manager



# Mary Free Bed Rehabilitation Hospital

AI that sees sooner. For  
families, for the future.

## The Human Why

Cerebral Palsy affects 2 in every 1000 live births.

Early detection changes everything.

MFB asked: Can AI help clinicians see sooner?



## **Early Detection = Better Futures**

Our Vision: Improve clinical outcomes and quality of life for infants and families.

AI that empowers clinicians, not replaces them.

# The Partnership

Mary Free Bed & NLP Logix united under a shared purpose.

Responsible innovation built on trust and compassion.



# The Challenge: Early CP Screenings Today

Traditional tools (GMA, MRI) work – but access, time and data are barriers.

Clinicians asked for a scalable risk assessment tool, not a diagnostic device.

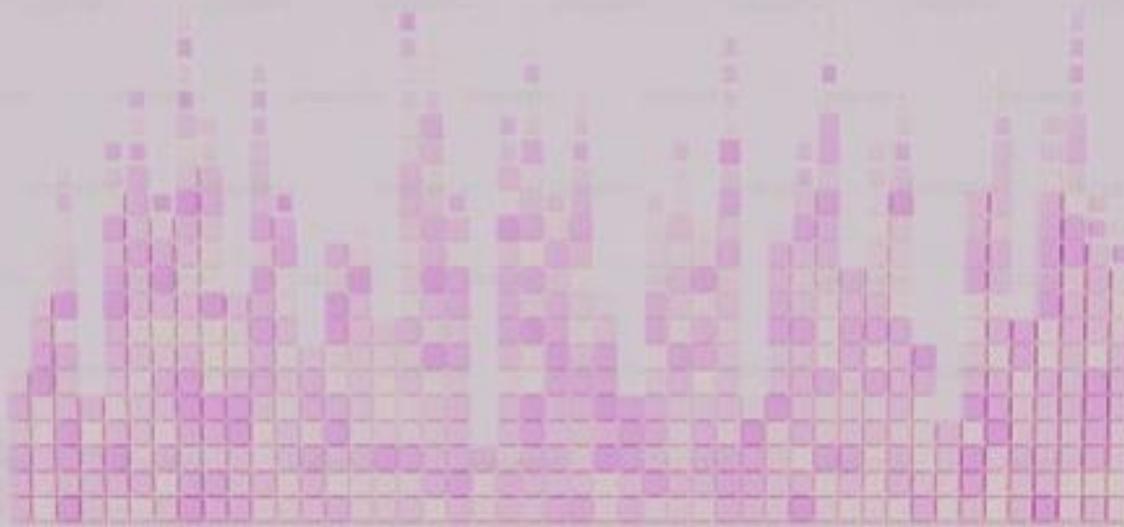


# Introducing: WiggleAI

A mobile app connecting clinicians and specialists for early screening.

Empowering providers to refer earlier  
and support families faster.





## How It Works

AI analyzes infant movement videos:

- Writhing (<4 weeks)
- Fidgety (8-16 weeks)

Detects subtle motion patterns clinicians already recognize.

Hybrid deployment: Cloud + device for performance & privacy

## Performance & Proof of Value

Early Model Results:

- Precision: 58%
- **Recall: 85%**
- Accuracy: 52% (initial)
- Clinical validation: 81% accuracy

Strong early signal for ongoing refinement.



# Responsible Innovation; AI for Good

Governed under NIST AI RMF &  
ISO 42001

HIPPA compliant. Encrypted.  
Secure. Transparent.

Safe. Scalable. Responsible



## Impact in Practice

Clinicians report improved referral confidence.

Families access therapy earlier.

“This tool doesn’t replace us – it helps us act sooner.”

# Beyond CP: The Blueprint for the Future

Extensible AI framework for:

- Stroke rehabilitation
- Neonatal motion monitoring
- Physical therapy analytics

A model for responsible, compassionate  
innovation.



# AI With Heart

AI that sees sooner.

For families. For the future.

A collaboration of empathy, technology,  
and purpose.



# AI for Work and Life

SMOOTH

SAILING



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# Presenters



**Dr. Josh Gellers**

*University of North Florida*

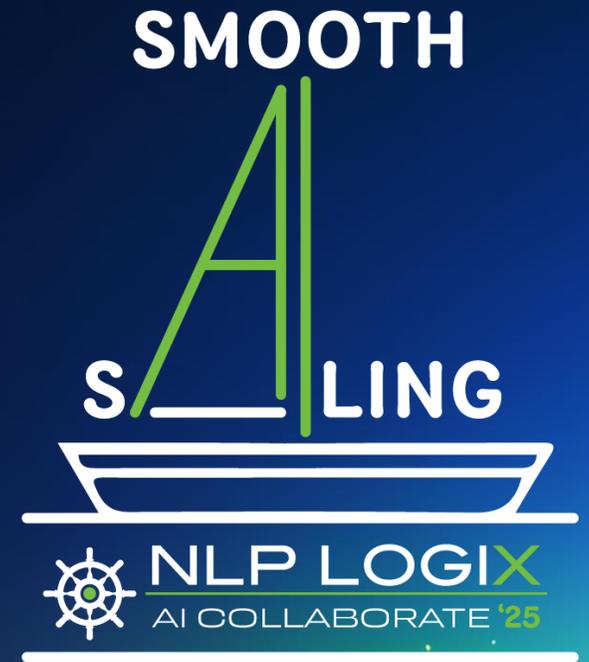
Director, Digital Humanities Institute



**Wendy Alexaitis**

*NLP Logix*

Vice President Marketing



# UNF's AI for Work and Life Certificate

Josh Gellers, PhD

Inaugural Faculty Fellow for AI

Professor, Political Science



**Overview**

**Motivation**

**Structure**

**Early  
Returns**

**Q & A**

UNIVERSITY *of* NORTH FLORIDA

# AI FOR WORK AND LIFE CERTIFICATE

Sponsored by



# Motivation

Leadership

Strategic plan

Serving Northeast Florida (and beyond)



## Areas of Focus

- Advanced Manufacturing
- Coastal Resilience
- Data Science, Cybersecurity, and Information Technologies
- Healthcare and Health Sciences
- Transportation and Logistics



# Structure

- Market analysis
- AI assistance
- Negotiation



ChatGPT >



To design a distinctive and impactful free AI certificate program, it's essential to understand the landscape of existing offerings. Below is a benchmarking analysis of three notable AI certificate programs, highlighting their structures, commonalities, and areas where differentiation is possible.

## Benchmarking Analysis of Existing AI Certificate Programs

A screenshot of a Google search results page for the query "ai certificate". The search bar at the top shows the query and the Google logo. The first result is from the University of North Florida, titled "AI for Work and Life - Registration Still Open!". Below the title is a snippet: "Registration is open. Be sure to secure your spot! Individuals who complete the course by Wednesday, Dec. 31, 2025, will earn a UNF certificate for FREE ...". Underneath this result is a section titled "Things to know" with four expandable items: "Certification Costs" (How much do AI certifications cost?), "Best Certification" (Best AI certification for beginners), "Certification Process" (How to obtain AI certification?), and "Difficulty Level" (How difficult is AI certification?). The second result is from Coursera, titled "Best AI Courses &amp; Certificates Online [2025]". Its snippet reads: "Artificial intelligence courses can help you learn how to build systems that solve problems, recognize patterns, and make decisions using data and algorithms." The third result is from the University of Maryland, titled "Free Online Certificate in Artificial Intelligence and Career ...". Its snippet says: "A free online certificate that can aid working professionals transition to new jobs and career opportunities in the private sector and in AI-related ...".



# Early Returns

30k+ registrants

- 144 countries
- 12k+ companies
- 100k+ views on YouTube

Testimonials:

- “I really enjoyed learning about the different AI tools I can use in my daily life. Great class!”
- “This was transformative for me - AI not a search tool but a thinking tool.”
- Loving the creativity and productivity...Thanks for the spark of inspiration.”



Thank you!  
Questions?



Scan here  
to keep in  
touch!



Scan here to  
register for  
the course!



# Interactive AI for Cognitive Decline: Where Accuracy Meets Speed

SMOOTH

SAILING



 **NLP LOGIX**  
AI COLLABORATE '25

# Presenters



**Dr. Fabian Consbruck**

*Hidden Peaks Psychology &  
Intuitive Psychological Assessments*

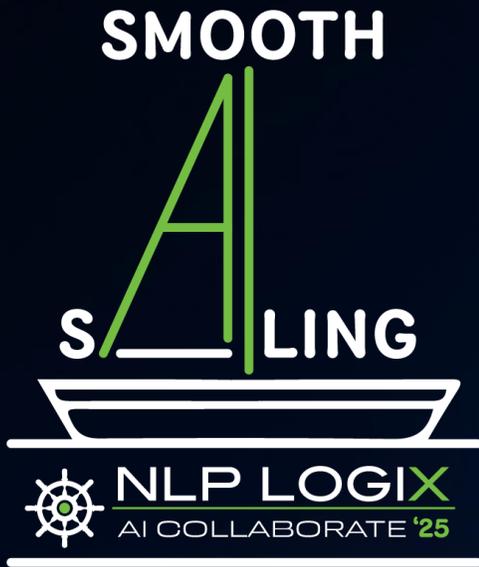
Founder/CEO



**Jack Bisher**

*NLP Logix*  
AI Analyst





# The Why

- 1 out of 4 adults believe they have ADHD.
- Alzheimer's has grown 15% in just 3 years.
- TBI referrals have doubled in the past 10 years.
- 50% to 80% of brain impairment cases go undiagnosed.



# The Why

Cognitive assessments have an estimated CAGR of 26.2% between 2025 and 2033.

Increased Geriatric and Pediatric population.

**5-10**

Months

average wait time for adults

**Dementia Consumes  
20% of Medicare's  
budget.**

**12+**

Months

average wait time for children

**ADHD is now the most  
frequently billed  
diagnosis for children.**



# The How

Automation of these tests through the Neuron will allow for significant improvements in the ability to serve more patients in need.

## Online

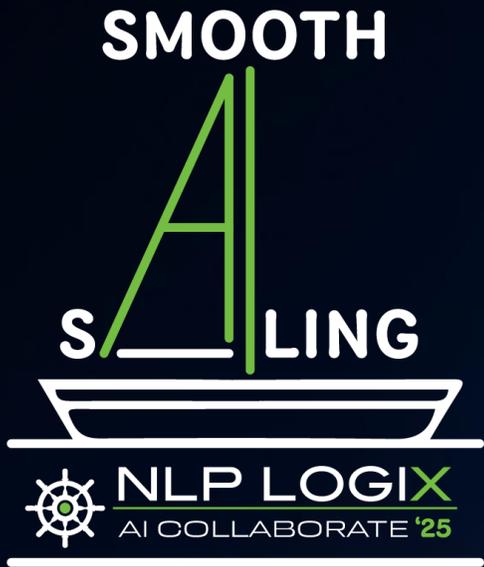
Admin and  
Clinician Portal

## iPad

Patient Test  
Administration

## AI

Scoring for  
human review



# Clock Drawing

**VLM**

Visual Language  
Model



**CV**

Traditional  
Computer Vision

Scoring Rubric:

Is the shape a circle? **(0 or 1)**

Are all of the numbers present? **(0 or 1)**  
Contained?

Anchored at 12, 3, 6, 9

Are the hands correct? **(0 or 1)**

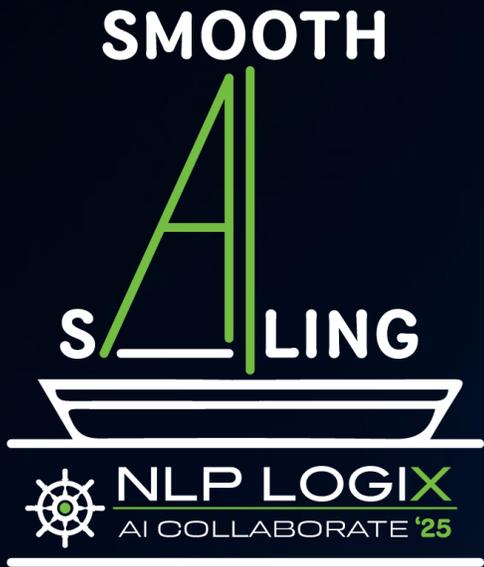
Meet at the center?

Correct time?

Distinction between hour and minutes?

Diagnostic Assist:

How closely does the clock match to one of the pre-drawn diagnostic images of clocks.



# Time Estimation

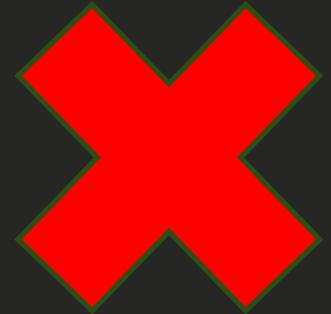
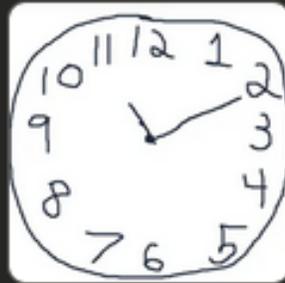
What time is being shown in this clock drawing?

+ ⚙️ 🕒

Sonnet 4.5 ⌵ ⬆️

A hand-drawn clock with numbers 1 through 12. The hour hand is between 1 and 2, and the minute hand is pointing at 10. The time shown is 1:50.

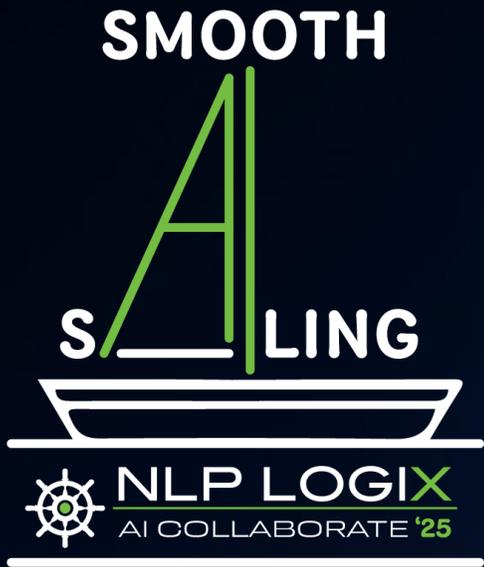
# Time Estimation



JB What time is being shown in this clock drawing?

The clock in your drawing shows 4:25 (or twenty-five minutes past four).

The hour hand (the shorter hand) is pointing between the 4 and 5, and the minute hand (the longer hand) is pointing at the 5, which represents 25 minutes past the hour.

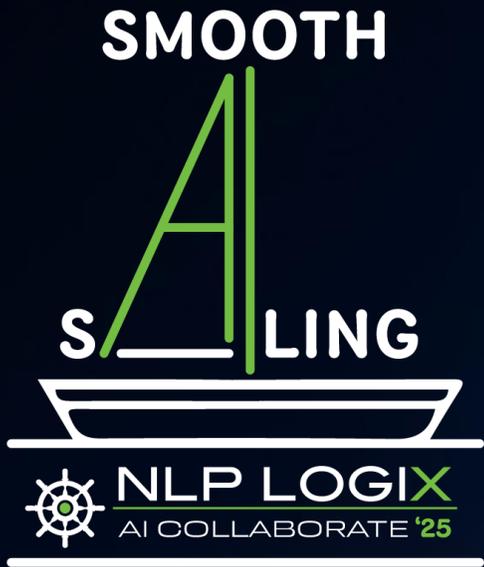


# Time Estimation



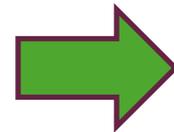
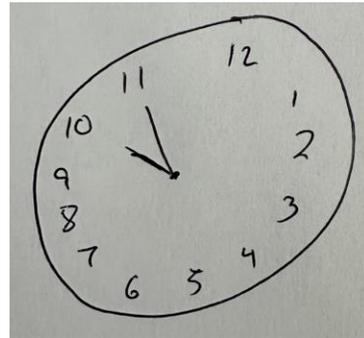
```
1 prediction = predict_time_from_image(  
2 |   time_model, rotation_model, clock_image, round_to_minutes=5  
3 )
```

Predicted Time: 11:10

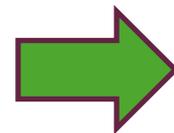
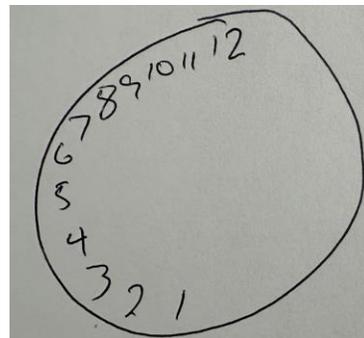


# Pattern Matching

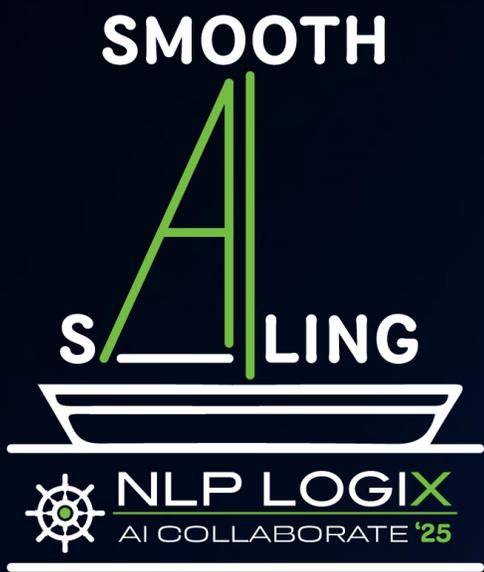
Errors made during the clock-drawing task can reveal underlying cognitive difficulties. The patient's drawing is compared to a reference set of sample clocks, and these comparisons are used to generate a predicted diagnosis.



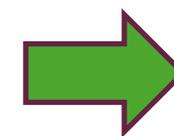
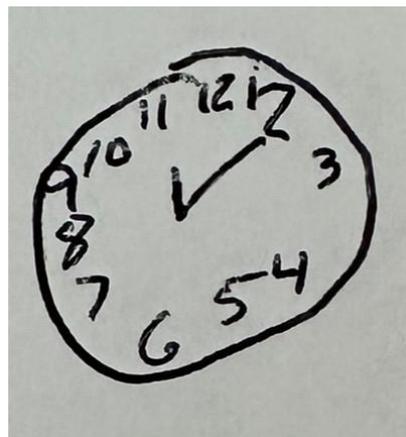
Alzheimer's



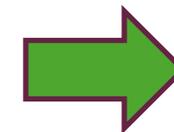
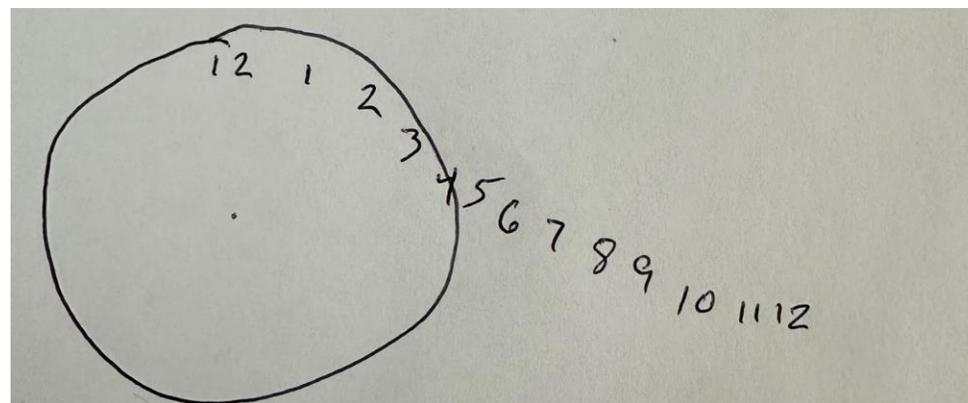
Left Hemisphere Stroke



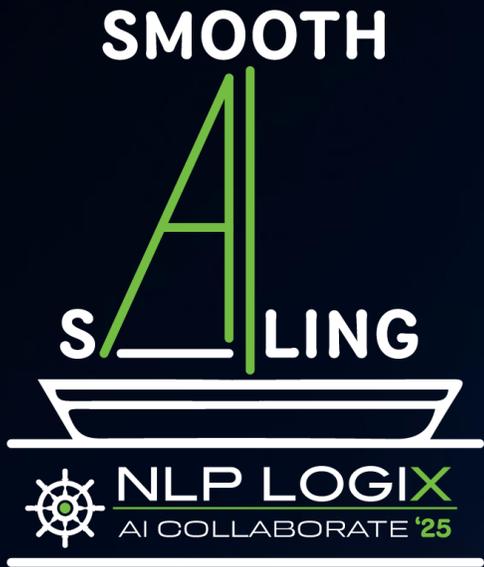
# Pattern Matching



Micrographia

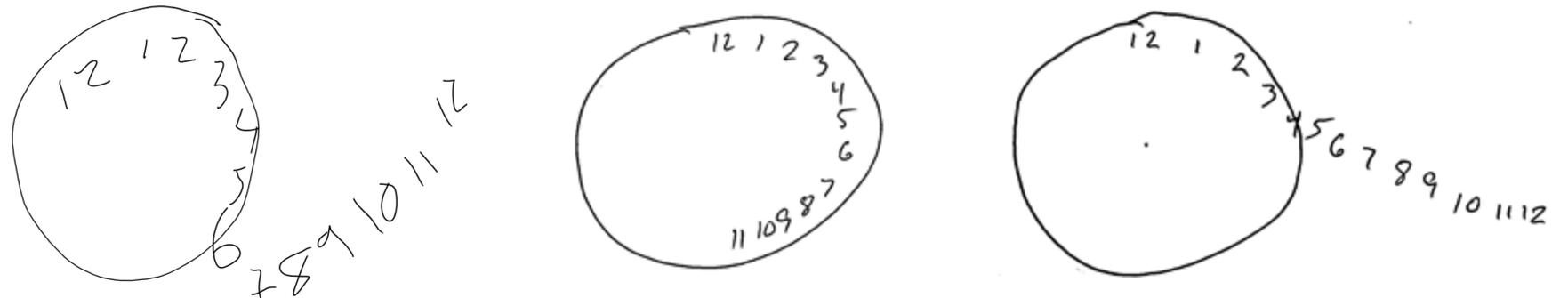


Parkinsons



# Pattern Matching

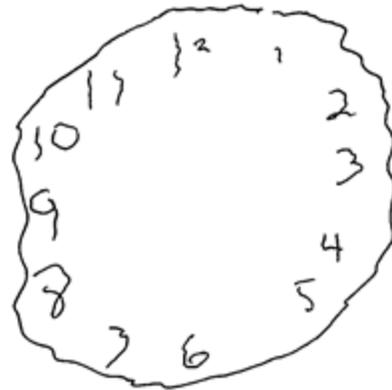
Clock Drawing - Diagnostic



The clock shown above (left) was compared to a multitude of clocks associated with specific values. The two clocks with a sufficient similarity score are the right-sided stroke (center) and Parkinsons (right).

# AI Scoring

## Clock Drawing - Scoring



### SCORECARD

**Overall Score:** 1 out of 3

**Numbers:** 0 (incorrect placement)

**Shape:** 1 (relatively circular)

**Hands:** 0 (not clearly defined)

**Scale:** *appropriate and central*



### SCORECARD

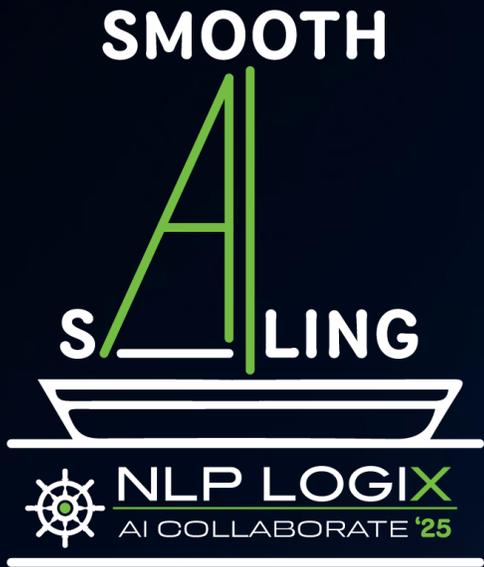
**Overall Score:** 1 out of 3

**Numbers:** 0 (incorrect placement)

**Shape:** 1 (relatively circular)

**Hands:** 1 (correct)

**Scale:** *appropriate and central*



# Verbal Learning

**Transcribe**

Visual Language  
Model



**NLP**

Traditional  
Computer Vision

Scoring Rubric:

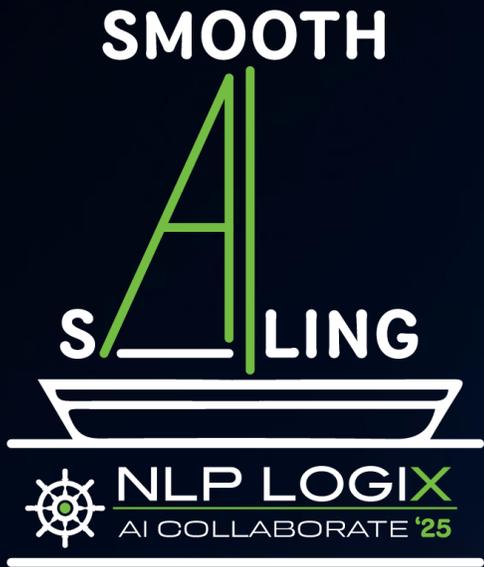
- 1 point per correct word at each iteration.
- Logging includes all words said, including identification of additional words or distractor words.



The model must be able to request repeats for mumbling without creating bias.



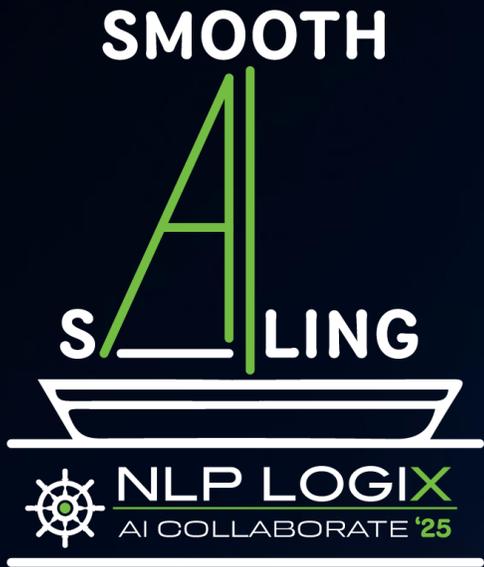
The model must be able to identify each word accurately



# AI Scoring

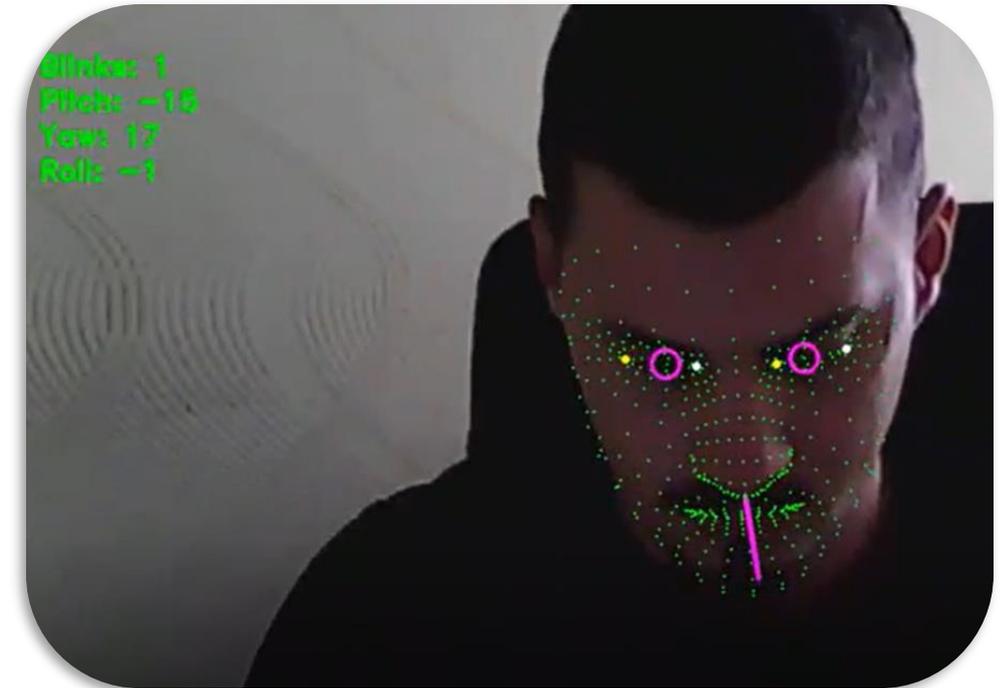
Verbal Learning - Scoring

A recording is transcribed using a multimodal Audio-Text model to evaluate the patient's responses. The model will detect flubs, extra words, and word accuracy.



# Future

## Biometric Data Incorporation

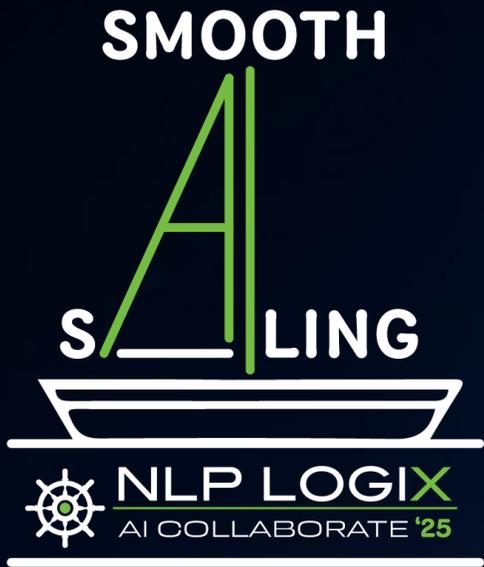


Proof of concept work was reviewed for tracking facial positioning. By incorporating an external camera as a part of the hardware supplied to clinic, future assessments can incorporate:

Amount of  
time facing  
the screen

Number of  
blinks

Facial  
expressions of  
frustration



# What's Next For Intuitive?

Community  
Validation

Research  
Collaboration

Beta Testing  
With  
Practices

Thank

You!

