NORTHEAST
BUSINESS GROUP ON HEALTH

AI That Delivers:

Real Results for Benefits & Employee Experience Teams in Action

August 12, 2025 | 12:00 – 1:00 pm

Grokker

Speakers

Lorna Borenstein
Founder & CEO
Grokker

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VP of Business Solutions
Grokker

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Vice President, Programs & Conferences
NEBGH

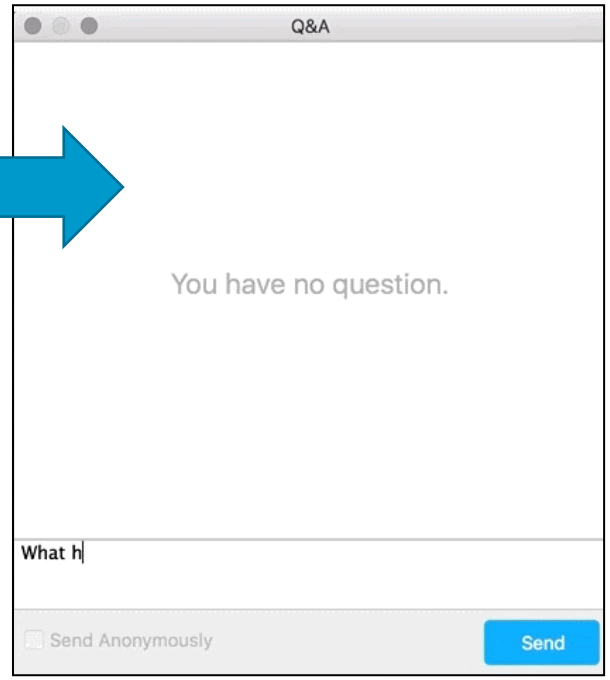
Webinar Procedures

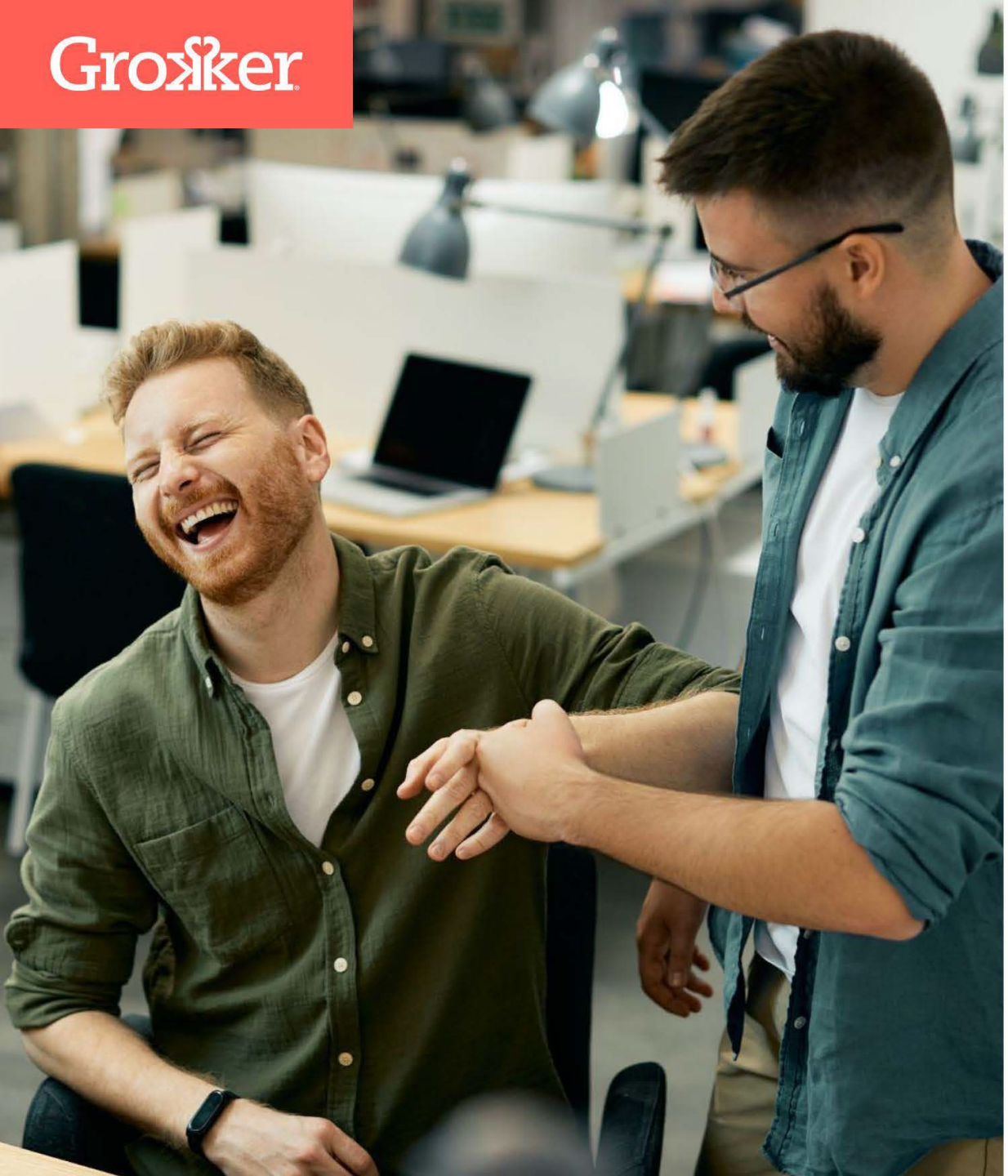
All lines will be muted

Please submit all questions using the “Q&A” dialog box

Email Diane Engel at dengel@nebgh.org with any issues during this webinar

A recording of the webinar and a PDF of the presentation will be shared.





Today's agenda

- Real-world AI use case in benefits and employee experience
- How to integrate AI with what you already have
- What metrics matter to prove impact

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Do not edit
How to change the design

How many point solutions are currently included in your benefits portfolio?

ⓘ The Slido app must be installed on every computer you're presenting from

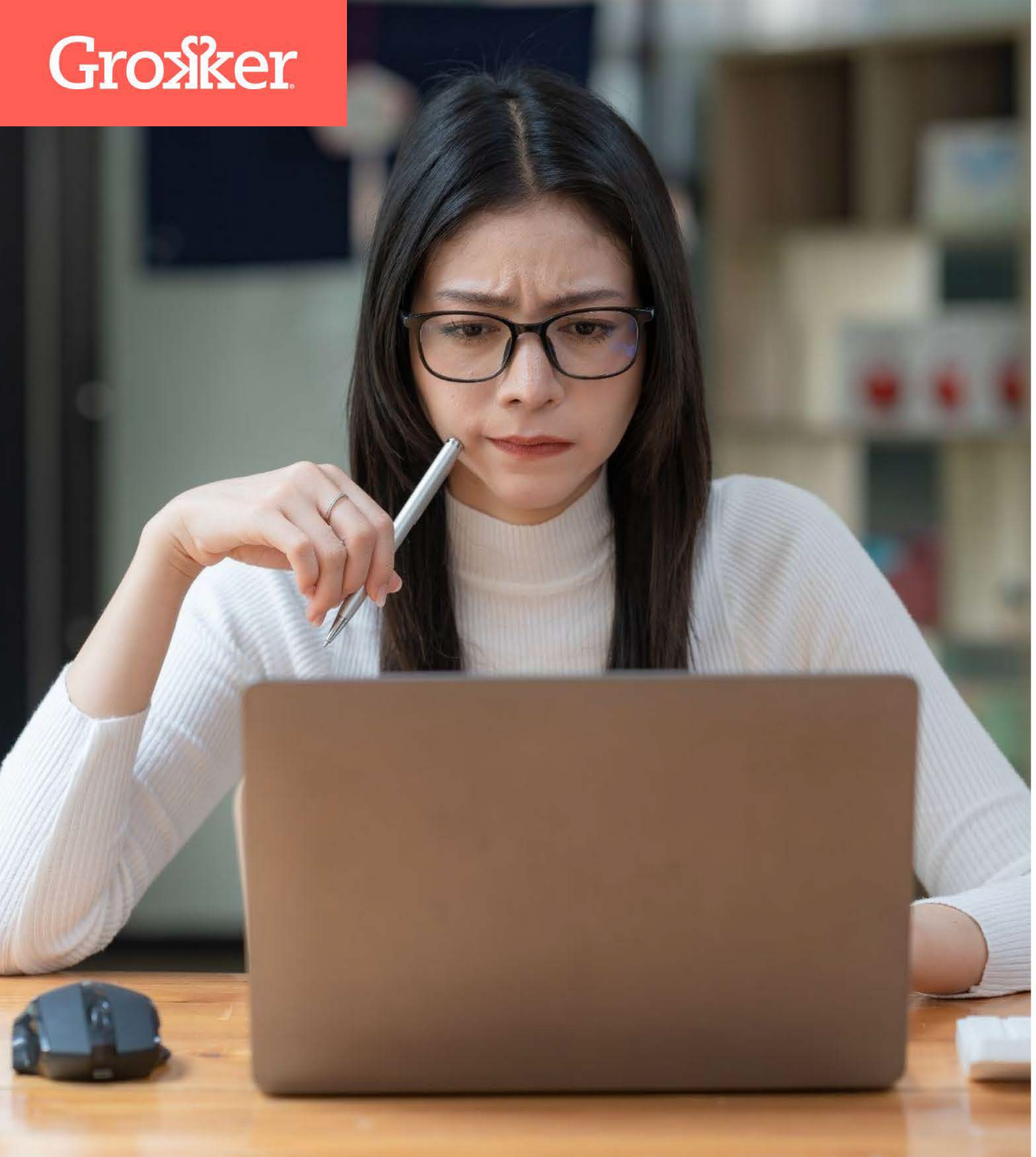
slido

Do not edit
How to change the design

What percentage of your employees do you believe are aware of all the benefits available to them?

ⓘ The Slido app must be installed on every computer you're presenting from

slido



The problem isn't the benefit — it's the experience

80% of employees don't read the benefits materials you send.

50% of U.S. employees are unaware of their employer's health and wellness programs

60% say that don't have time to participate in them

Source: Integrated Benefits Institute Survey 2024, Grokker Innovation Labs & HR Study 2024

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AI tackles 3 big problems created by traditional benefits navigation

- Creates a truly bespoke experience
- Reduces HR burden
- Delivers clear ROI

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4 Key Hurdles to AI Implementation

1. Fear of IT & organizational hurdles

2. Privacy & HIPAA Compliance

3. Open vs. Closed Systems

4. Proving Cost & ROI

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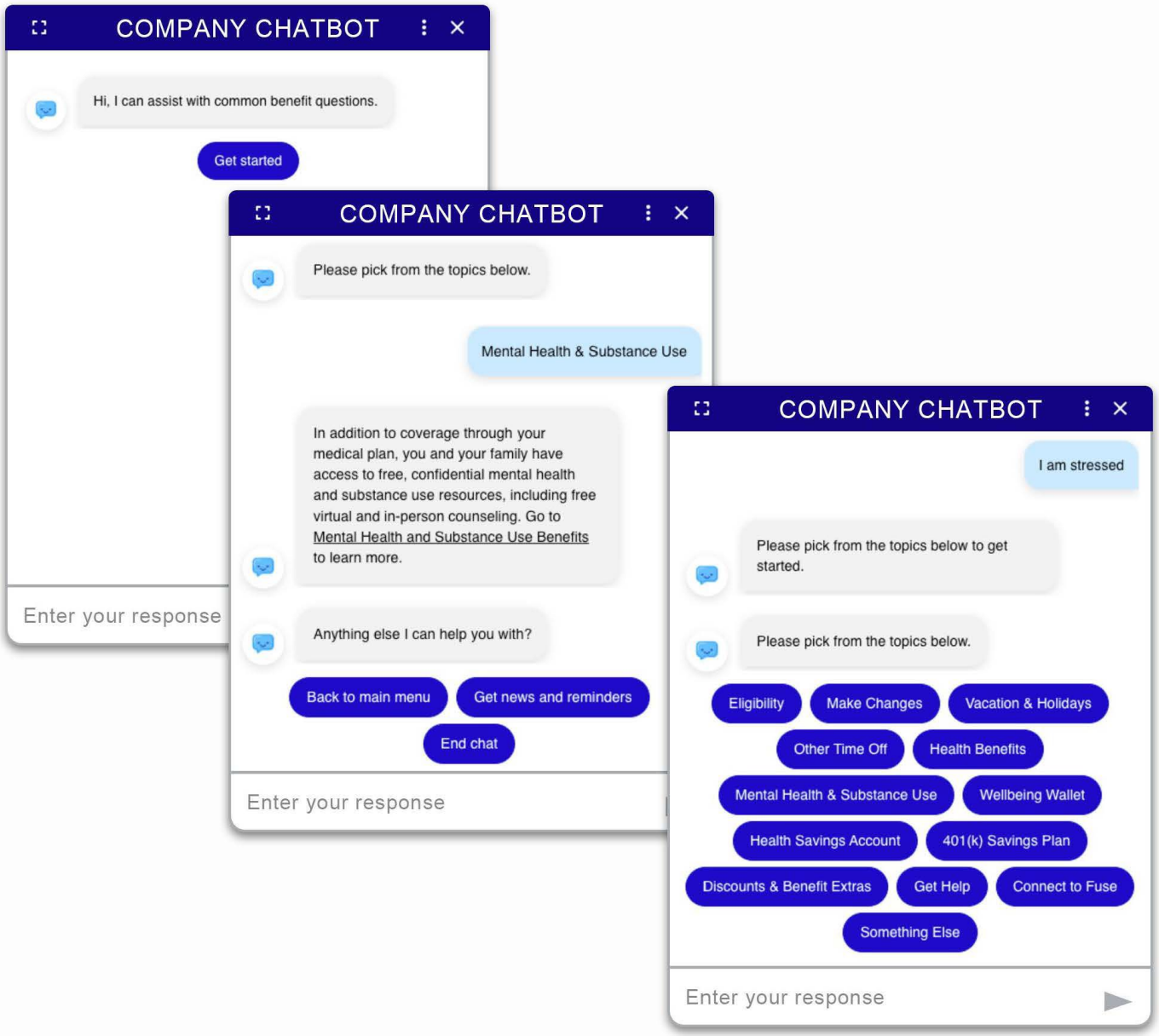
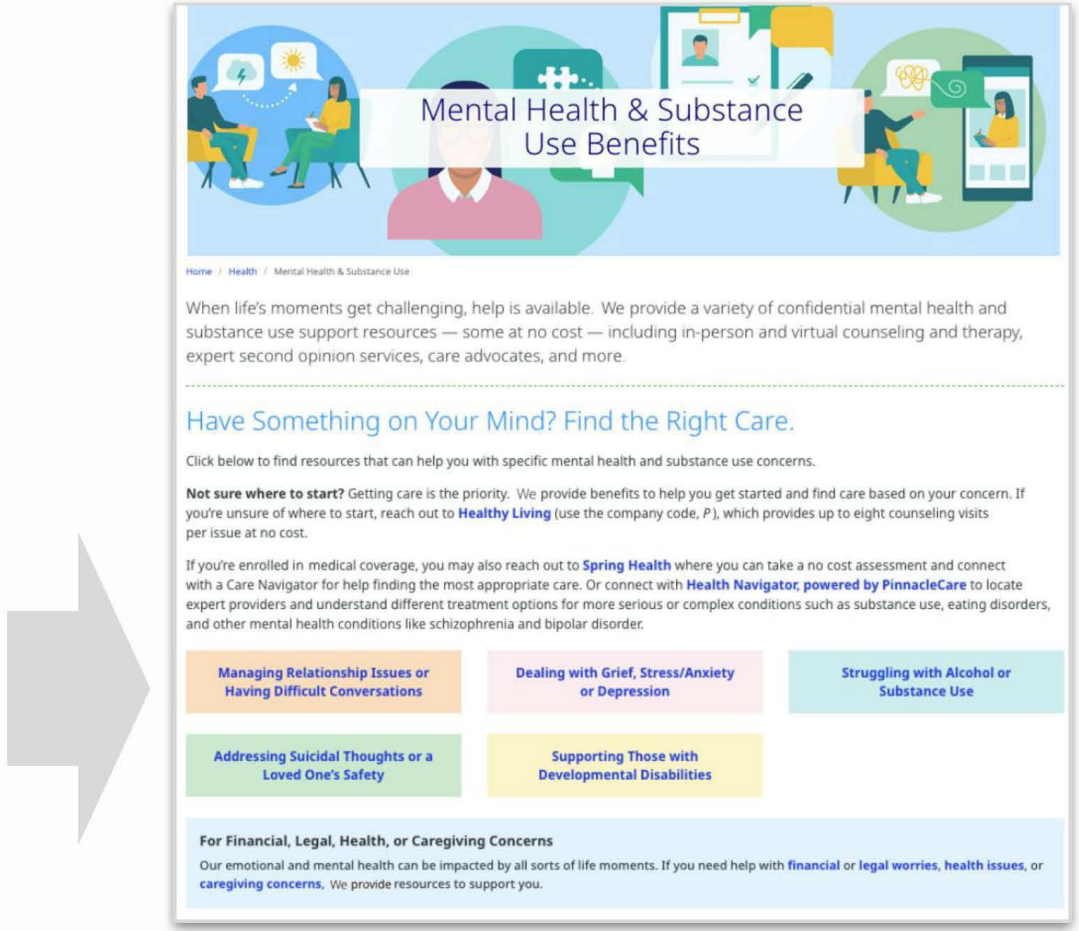
Why Chatbots Don't Work





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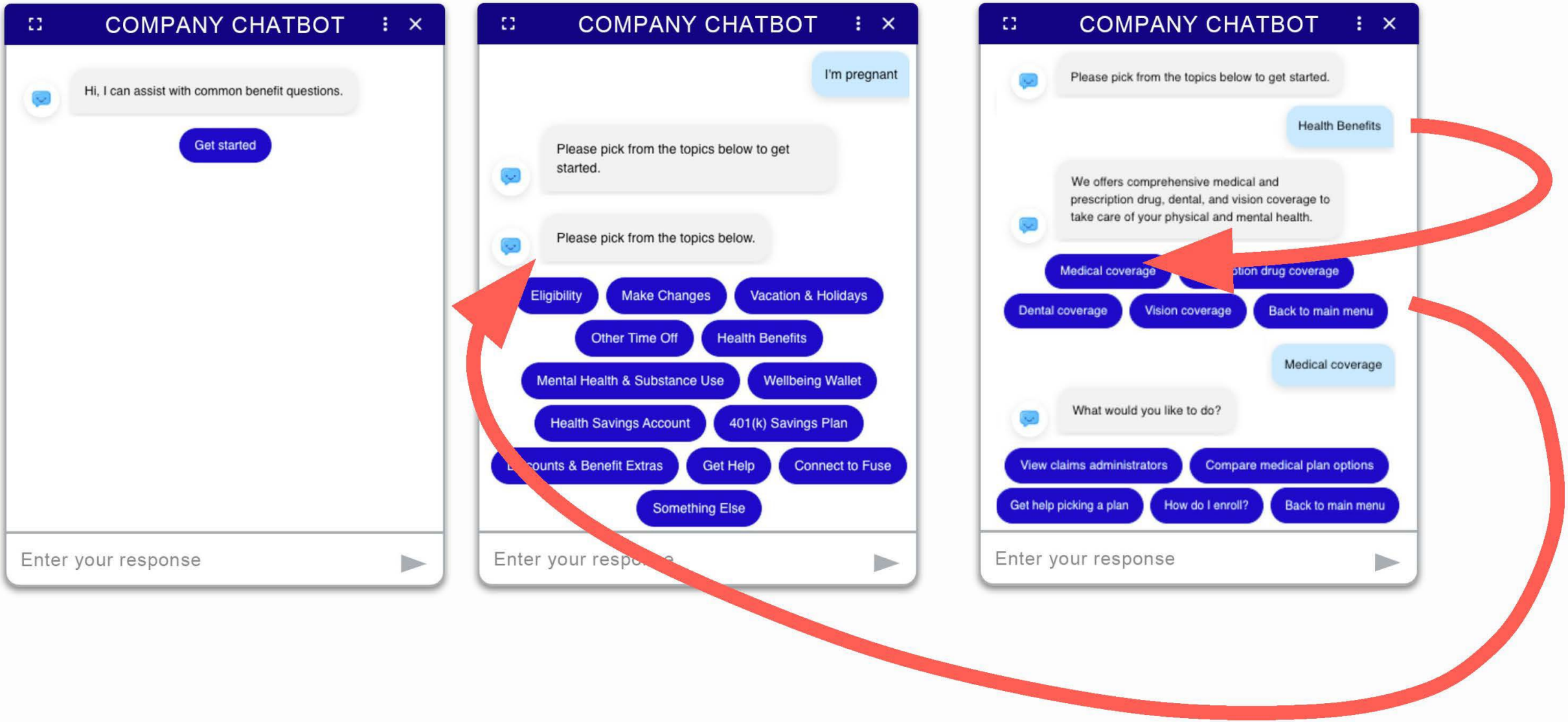
Why Chatbots Don't Work - Another Example
I'm pregnant



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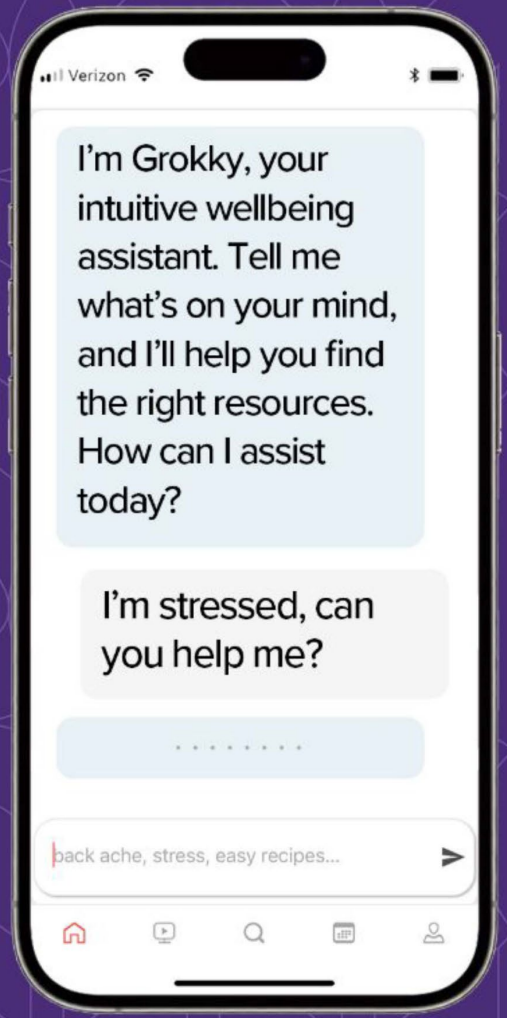
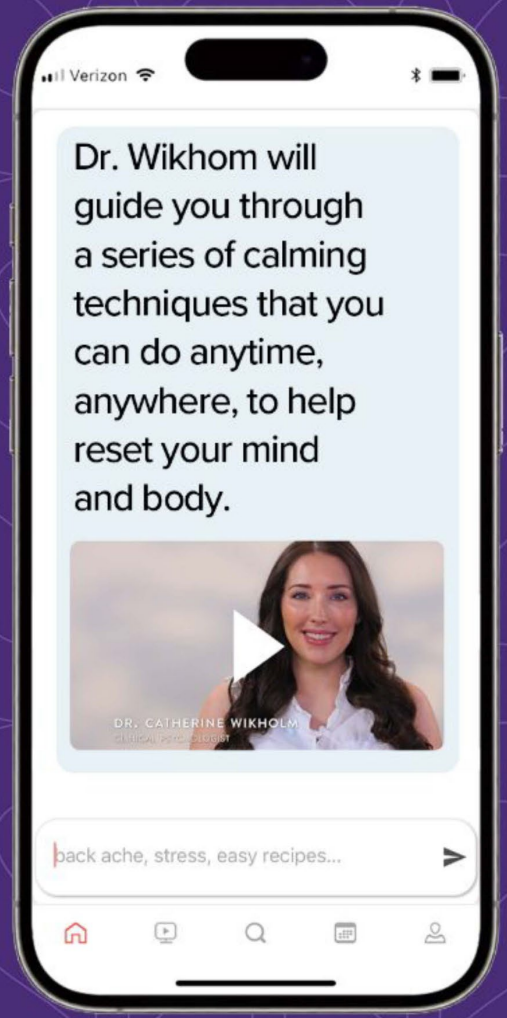
Member experience with GrokkyAi

1 Ask a question in your own words:



2 Grokky responds with instant answers:

3 Visually immersive content:



4 Federated mapped benefits:

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Reporting dashboard

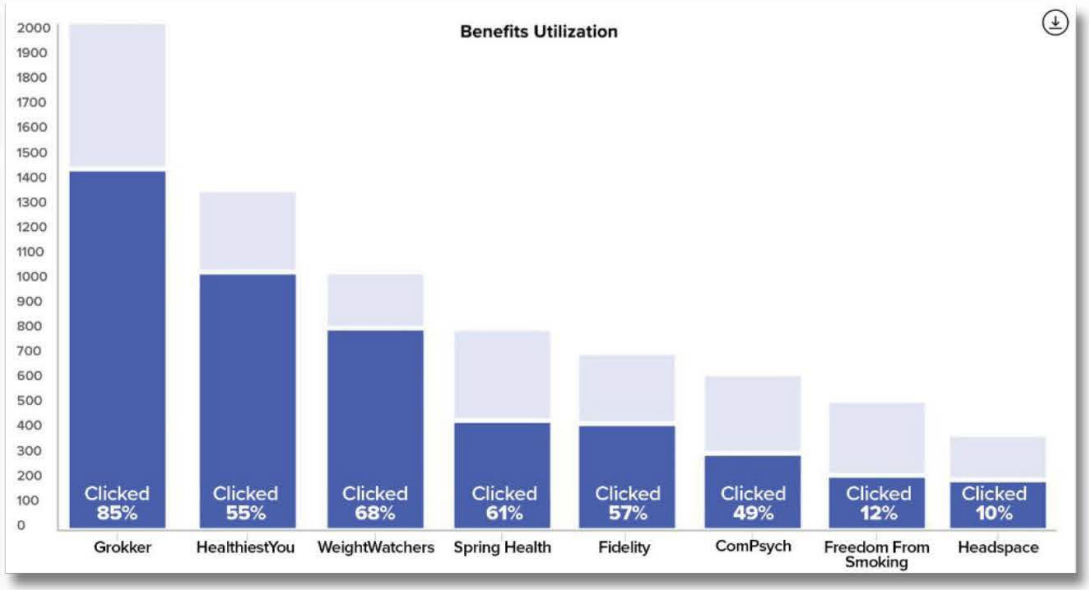
Last 30 days

3,870
Unique Members

35.6%
Returning Members

Keywords

Weight	58 (12.6%)
Pain	53 (11.5%)
Cholesterol	44 (9.6%)
Stress	33 (7.2%)
Ache	24 (5.2%)
Sleep	19 (4.1%)
Stretching	11 (2.4%)
Abs	11 (2.4%)
Prescription	6 (1.3%)
Waves	5 (1.1%)
Cancer	4 (0.9%)
Insurance	4
Back	4
Yoga	4
Arthritis	4
Management	4
Lifting	3
Knee	3
Health	3
Telehealth	3
Appointment	3
Dieting	3



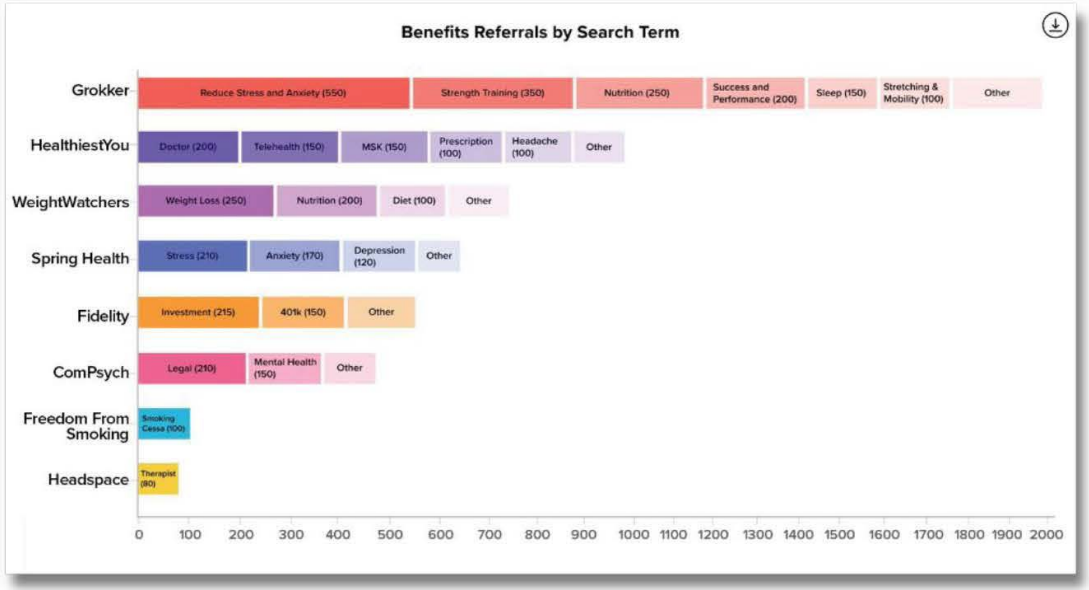
$25,648
Total Savings
($15,343 Grokker Deflections + $10,305 HR hours saved)

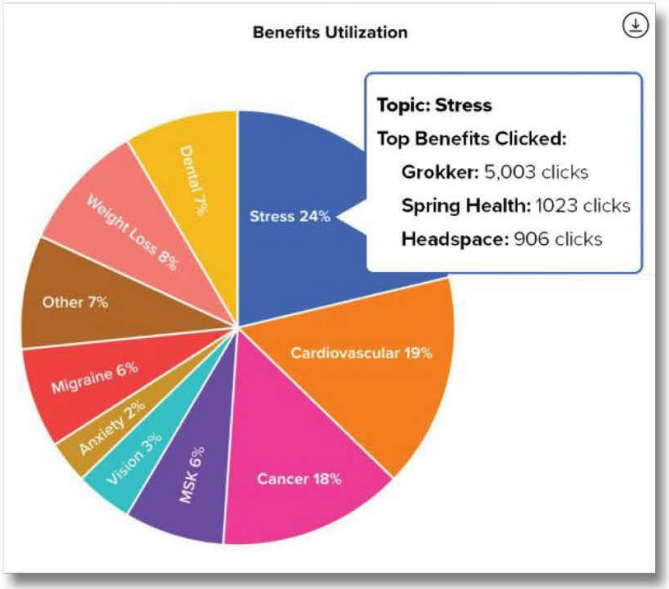
82% Positive Feedback

18% Negative Feedback

73% Mobile Users

27% Web Users





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Real-World Impact

CASE STUDY
10,000 Employee Company

THE CHALLENGE:
- HR overburdened with triage tasks
- Lost productivity from employees searching for answers,
- Underutilization of wellness programs

THE SOLUTION:
GrokkyAi, a conversational benefits agent deployed
- Available 24/7
- Multiple languages
- 60 day implementation

GrokkyAi In Action

- **10,000 health-related** employee questions answered
- Average response time **<18 seconds**
- **83%** relevancy (efficacy) rating
- **52% clicked to intervention, 36% follow-up question rate**

Data: November 2024 - April 2025 (6 months)

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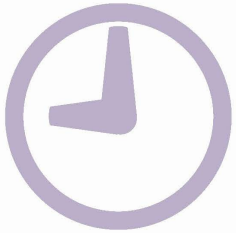
GrokkyAi value impact • 10,000 Employees

HR EFFICIENCY PLUS EMPLOYEE PRODUCTIVITY GAINS

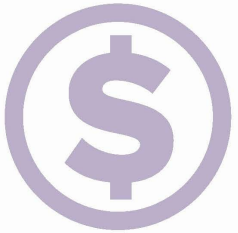
Monthly Benefit Questions

1,700



Total Time Spent (HR & Employee):

20,000 hrs



Hourly Rate (HR & Employee):

$50 hr

ANNUAL SAVINGS IMPACT (cost + productivity)

Annual Savings **$1M**

Dates: November 2024 - April 2025: 10,000 questions asked. 5,000 hours of HR Time + 5,000 hours of Employee Time over 6 months. 20K HR & Employee Hrs yearly. Estimated average HR 30 minutes/question, Employees avoided searching or waiting for answers = 30 minutes. Hourly HR & employee rate: $50 p/hour

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Your framework evaluating AI for HR benefits

What problem are you solving	What Can AI Change?	What Can You Measure?	What Does Success Look Like?
Clearly define the pain point or gap in your current benefits.	**Define the expected impact AI could have on the problem.**	**Identify the KPIs to track both direct and indirect impact.**	**Define what a win looks like and how you'll know it's working.**
• Are you seeing increased claims or costs in a specific category? • Do employees struggle to navigate their benefits or get timely support? • Are engagement or satisfaction levels (NPS, CSAT) low? • Are point solutions under utilized?	• Can it improve the speed and personalization of benefit guidance? • Can it drive smarter triage • Can it reduce your team's administrative load? • Can it nudge members to act?	•Engagement: % increase in solution utilization? •Service: reduction in benefits team inquiries or support tickets •Experience: change in NPS/CSAT scores •Cost: impact on claims or unnecessary utilization Timeliness: % of questions answered within seconds or first touch	• Higher engagement in underused solutions • Better employee experience • Fewer manual tasks for the benefits team • Clear ROI

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Thank you!
Q&A

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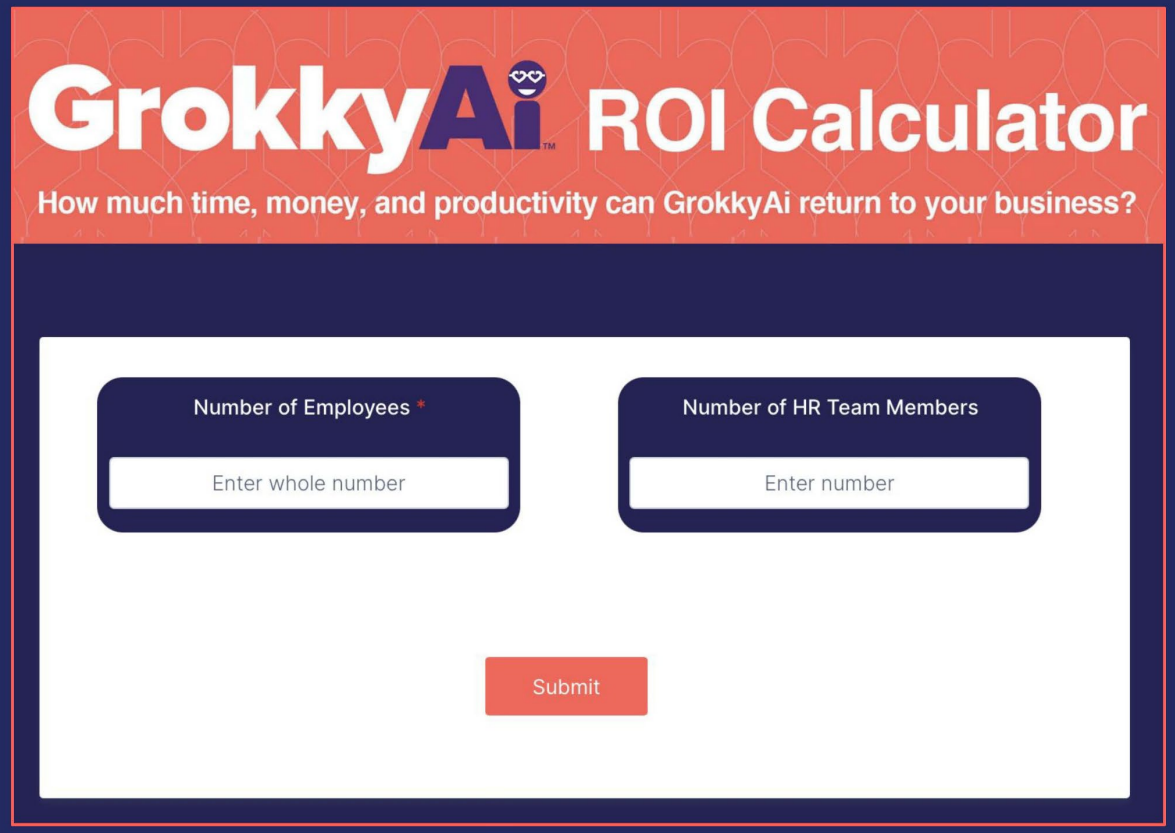

Calculate savings
grokker.com/ROIcalculator

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Questions?

Upcoming NEBGH events:

- **August 26 –** The Real Rx Problem – and What HR Can Do About It
- **September 8–** Mondays with Dr. Mark & Dr. Michael
- **September 9 -** Beyond the Headlines: What Employers Need to Know About Vaccines This Fall
- **September 18 –** 2025 Pharmacy Benefits Conference
- **November 13 –** The Cancer Care Continuum: Supporting Employees Throughout the Cancer Journey

Subscribe and listen to NEBGH's Podcast

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APPENDIX

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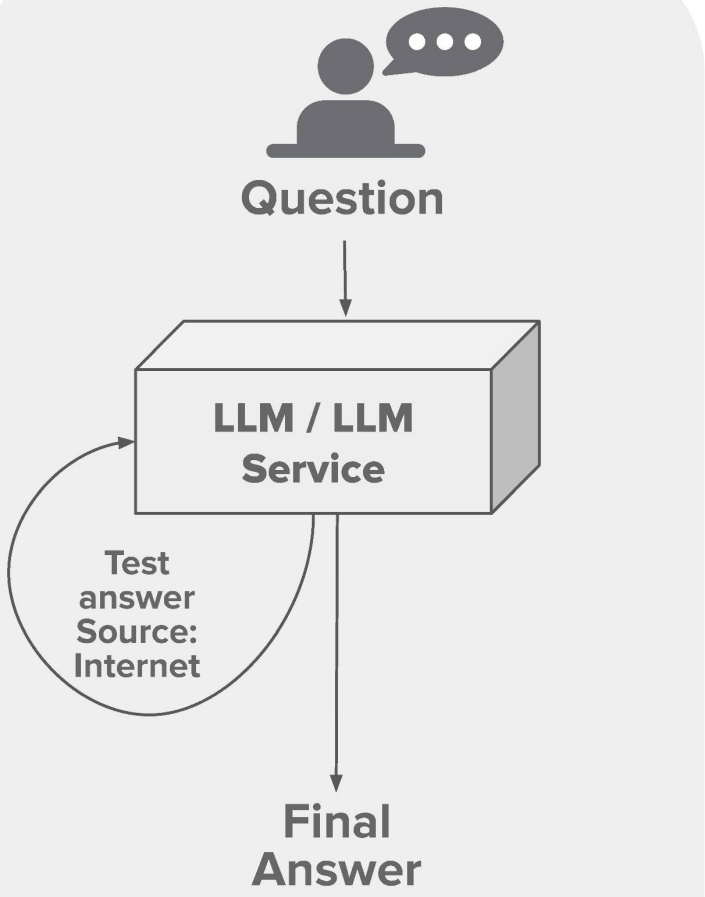
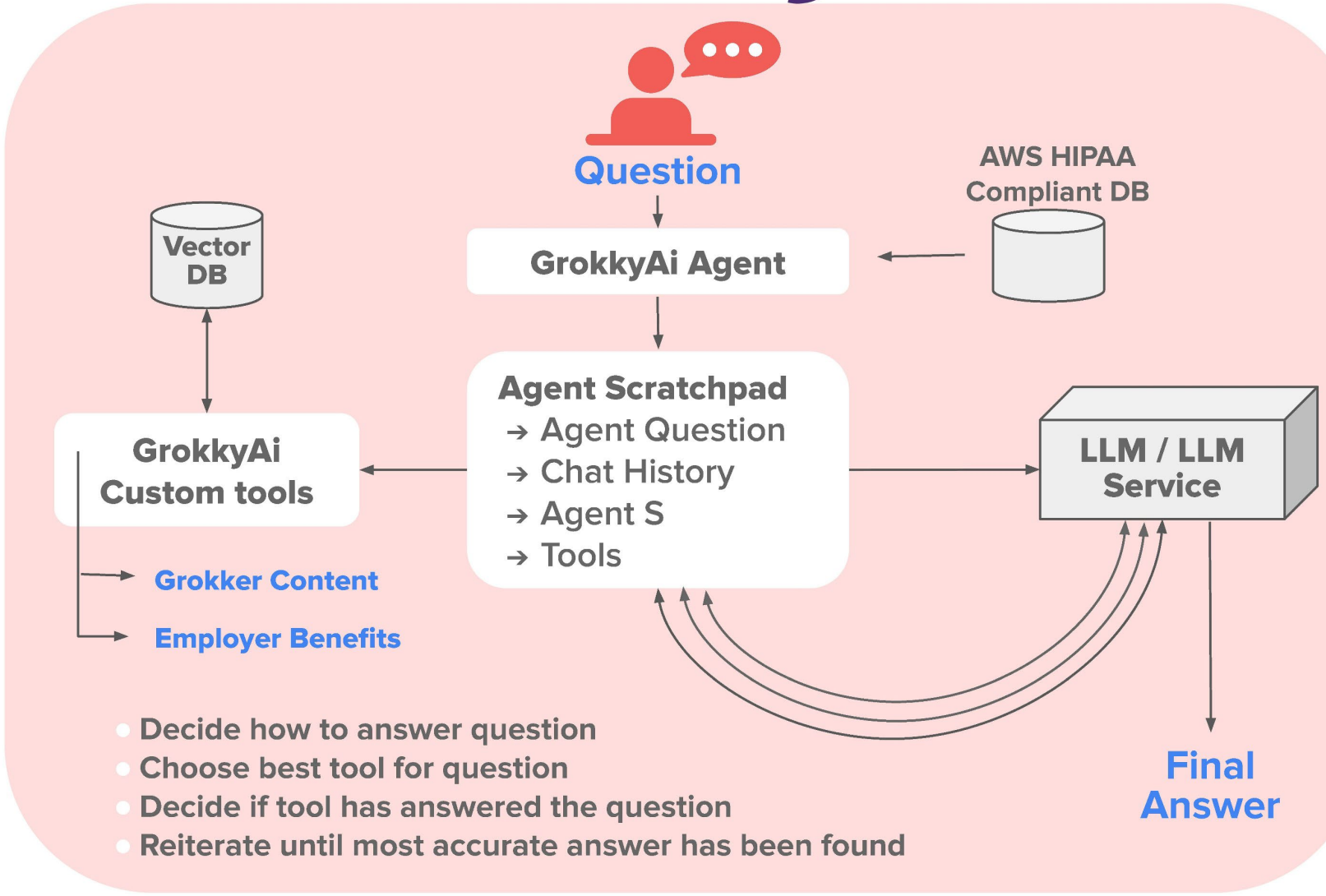
General LLM



GrokkyAi™



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Why GrokkyAi

	Generalist AI (e.g., ChatGPT, Gemini, Copilot)	GrokkyAi (Specialized AI)
Primary Goal	General platform for specialists to build on	Benefits specialist
Business Model	PaaS - engine for developers	SaaS - benefits solutions for employers
Data Source	Internet	Proprietary, private, curated, sensitive client data (strict segregation)
Core Logic	Raw general intelligence	Purpose-built, health and benefits specific intelligence
HIPAA Compliance	No BAA, inherent data handling practices that don't align with HIPAA's strict requirements for PHI	Application-level HIPAA compliance & liability
Security	Platform security; often uses inputs for model training	Application-level security for sensitive data; no client data training
Strengths	Breadth & compute power that enables diverse vertical specialized AIs	Depth, specialized knowledge, proprietary content, and ability to customize for each individual client

Why use GrokkyAi vs general LLM?

GrokkyAi™

- Integrates with private data (benefits plans, eligibility files)
- Provides purpose-built solutions (cost-effective care guidance, Grokker's content)
- Commits to HIPAA compliance & liability
- Trusted, vertical solution for benefits utilization challenges
- Offers clear return on investment

How We Receive Data Securely

We employ industry-standard best practices for receiving your data securely:

- **Secure Transmission Channels:** You can provide data to us through two secure methods:
  - **API Integration:** Our Application Programming Interface (API) integrations are designed with security at their core, ensuring a protected connection between your systems and ours.
  - **Secure File Transfer Protocol (SFTP):** For file-based data exchange, we utilize SFTP, a protocol that encrypts data during transfer, preventing unauthorized access.
- **End-to-End Encryption:** All data is encrypted while in transit to our services and remains encrypted when stored (at rest). This means your information is unreadable to unauthorized parties, whether it's moving or stationary.
- **HIPAA-Compliant Practices:** Our operations adhere to stringent HIPAA policies, underscoring our commitment to handling all data, particularly sensitive information, with the highest level of security and confidentiality, respecting user privacy at all times.

How We Store Data Securely

Once received, your data is stored and managed within a highly secure environment:

- **Encrypted & Isolated Storage:** Data is housed in an encrypted, limited-access data silo. This silo resides within Grokker's virtual private cloud (VPC) ecosystem, providing a secure and isolated environment for your information.
- **Strict Access Control:** Access to this sensitive data is strictly limited. Only members of our AI team who have undergone thorough vetting and hold the highest security privileges are authorized to access this information, and only on a need-to-know basis.
- **Comprehensive Security Protocols** (Guided by HIPAA Standards): Our commitment to data security, as outlined by our HIPAA policies, includes:
  - **Rigorous Team Member Training:** All relevant team members receive comprehensive training on securing both digital and physical environments, including devices and workspaces.
  - **Proactive Vulnerability Management:** We conduct automated vulnerability assessments to identify and address potential security weaknesses proactively.
  - **Continuous Threat Modeling:** We regularly perform threat modeling exercises to anticipate and mitigate potential security risks, ensuring the ongoing integrity and safety of the data we maintain.

Data Privacy & Security

HIPAA Compliant: All interactions and data handling will be structured for HIPAA compliance.

Data Segregation: Each client's data is kept private, separate, and not mixed with other clients' data.

Data Storage: All data will be on US servers (in AWS virginia data centers)

No Data Sharing: User data is never shared with third parties.

Secure Data Handling: Employs encryption for data in transit and at rest, firewalls, and strict access controls.

Anonymized Reporting: Company reports are aggregated and do not expose individual employee interactions. We anonymize data whenever we do not need to identify it.

OpenAI is Not Training on your Data: The underlying LLM does not train on user inputs. We have a BAA with OpenAI that prohibits them from training on your data. Any GrokkyAI training improvements use anonymized data under supervision.

SOC2 Compliance: All of our data is on AWS which is SOC2 compliant.

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Unique, Differentiated Value

Personal

Proprietary

Agnostic + Flexible

Data + Insights

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