



Highmark Health's Responsible AI program
aligns AI use with its mission:

**To create a remarkable health experience,
freeing people to be their best.**

Satisfying Experiences

Better Health Outcomes

Affordability

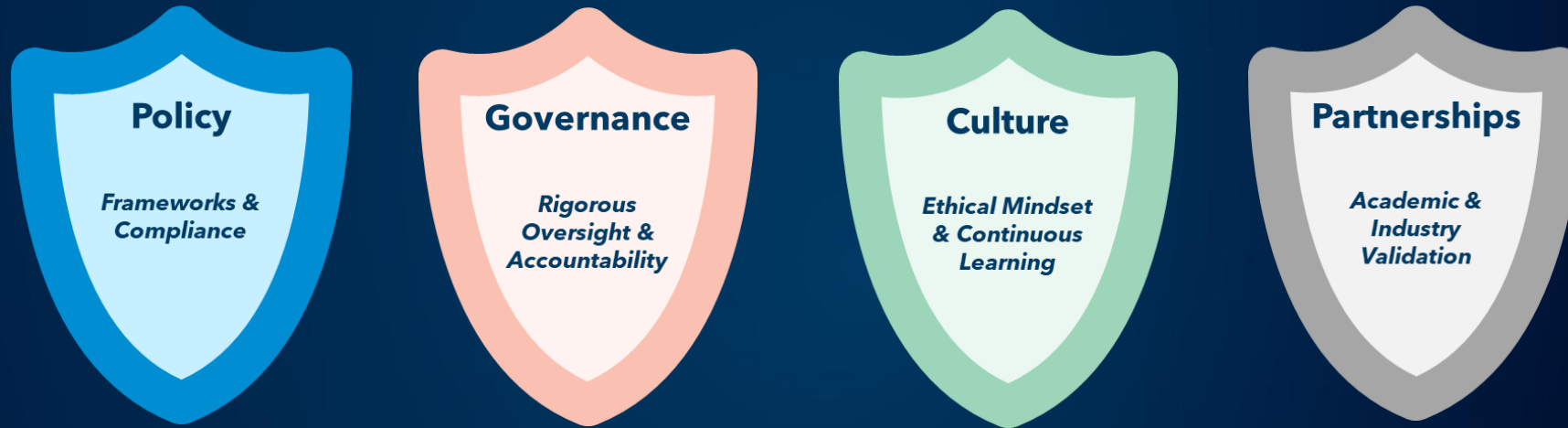
Using technology like AI to innovate
will help us deliver on that promise.

**Reimagining our Contact
Center**

**Removing Administrative
Burden for Clinicians**

**Broad Productivity for our
Team Members**

Pioneering responsible AI through ethical, governed innovation.



Regulatory Support Needed

- ❖ Consistency (definitions, focus areas)
- ❖ Regulating use, not tools
- ❖ Avoiding deterministic workflows
- ❖ Consider the various roles: GenAI/Agentic AI developers, deployers, and distributors