

Why Artera for Autonomous AI Agents

Virtual Agents Are Everywhere — Yet Not All Are Created Equal

Hi! What can I help you with?

AI Agents

Today's healthcare market is saturated with AI agent solutions, making vendor evaluation difficult for healthcare providers amidst similar claims and significant costs.

To simplify your evaluation, we've identified the top five factors that distinguish Artera's AI agents today. Whether you're new to AI agents or well into your research for a partner, we hope this distillation proves valuable.

>80%

of health system respondents said they didn't have the resources to identify, select and implement AI solutions at their organization — according to a recent HFMA survey of 233 health systems.¹

Understanding Artera's AI Agents: 5 Key Differentiators

#1 Cost Effective Industry-Leading LLM vs Expensive Propriety Model

The LLM landscape is rapidly changing, with leaders like AWS, Google, OpenAI, Anthropic, and Meta delivering new advancements daily. Developing and deploying a competitive LLM demands substantial capital and human resources, a capacity primarily held by these industry titans pushing AI innovation forward.

Artera uses the industry-leading LLMs, state-of-the-art agent management frameworks, enriching the LLM with our own healthcare-specific knowledge from more than a decade of supporting healthcare providers. By enriching industry-leading LLMs instead of building them from scratch, we keep Artera's AI agents at the forefront of innovation. This strategy allows us to deliver the latest AI advancements to our customers efficiently and cost-effectively.

A DEEPER LOOK: THE COST OF DEVELOPING AND DEPLOYING A LLM

The cost to train GPT-4 is estimated to be over [\\$100 million](#)², according to Sam Altman, CEO, OpenAI. It's also estimated that the training consumed 50 gigawatt-hours of energy, enough to power San Francisco for three days, according to [MIT Technology Review](#).

"With platforms like OpenAI and Anthropic, there is no need to build your own LLM – those solutions make it possible to build on top of them, now called AI Engineering, enabling users to build AI-based products without extensive in-house expertise or infrastructure. This has created faster acceleration across the entire agentic space. Rather than building a model from scratch, we can scale our AI technology faster and more efficiently by building on top of their models."

Ashu Agte, Chief Technology Officer, Artera

¹ Healthcare Financial Management Association, "Health System Readiness For Artificial Intelligence," August 2025
² Wired, "OpenAI's CEO Says the Age of Giant AI Models Is Already Over" April 17, 2023.



#2 Hierarchical Model Delivers Scalability and Extensibility

Artera's approach to building agents — which follows a four step framework — is designed to progressively enhance an agent's capabilities and focus.

Artera's AI agents form a hierarchy of concepts with an inheritance model for each of the agents. Each level and individual agent within the hierarchy can be developed, tested and refined independently. This modularity makes it easier to maintain the agents over time because when new capabilities are needed, providers can add new specialist agents or new supervisory levels.

AN ARTERA HEALTHCARE PARENT AGENT — includes the latest AI innovations deployed by industry-leading LLMs and is enriched with unique healthcare expertise. This powerful combination enables your teams to stay at the forefront of AI innovation, while also leveraging the rich healthcare expertise of Artera.

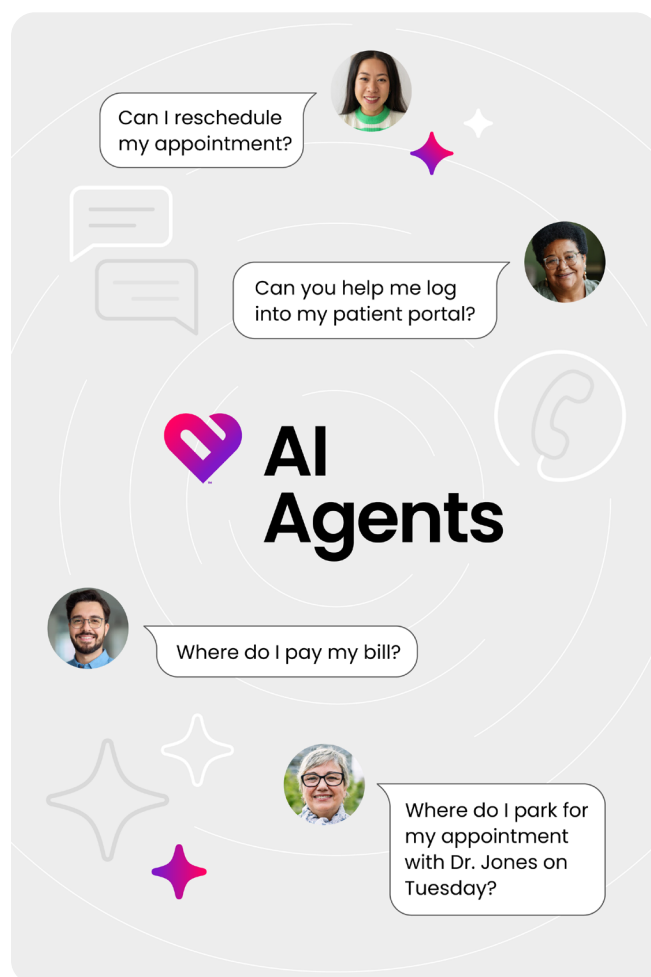
The AI agents hierarchy starts with the base agent (step one, described above), from there the following agents are built on top:

- **Artera Healthcare Parent Agent:** To add more purpose to the base agent, Artera adds additional healthcare-specific knowledge to the base LLM agent including additional prompts, instructions, and guardrails. For example, we make sure the base agent only allows conversations with patients that are healthcare related.

Building in robust guardrails helps ensure its "child agents" behave appropriately in healthcare settings. This is critical because we know that when AI agents engage with your patients, they are often at their most vulnerable moments. easier to maintain the agents over time because when new capabilities are needed, providers can add new specialist agents or new supervisory levels.

- **Use-Case Agents** (groups of agents that are highly specialized for specific workflows): These agents inherit the properties of the Healthcare Parent Agent, and add prompts, scripts, and API integrations. As a result, this will turn into a use-case agent (e.g. Appointment Cancellation Agent, Appointment Rescheduling Agent, Bill Payment Agent, etc.). This specialization allows each agent to use the most appropriate models, tools, and prompt strategies for its particular specialty, leading to higher quality and more accurate results than a generalist approach.
- **Customer-Specific Agents:**
Next a customer agent is built — which inherits the "Use-Case Specific Agent" skills and adds in the healthcare provider's knowledge base and customizations to fit their brand. Building this agent is the last mile integration, and this version of the agent is what will be deployed by a healthcare provider.

This hierarchical and modular nature approach is designed to deliver AI agents that can address complex healthcare workflows which leverage the strengths of specialized agents and are organized in a structured manner, much like a well-organized human team.





#3 Configured by Specialized AI/ML Engineers

While today's AI agent configuration is remarkably quick and easy — with platforms like AWS enabling agent builds in minutes — this straightforward initial setup doesn't guarantee a high-performing agent for a healthcare system. In short: rapid configuration doesn't equate to real value.

Strong knowledge of effective prompt building is critical to deploying an effective AI agent for a healthcare provider.

Artera has a decade of experience supporting healthcare providers with patient communications use cases. In turn, Artera's AI agents are built and configured by Artera's team of highly specialized AI and ML engineers with a deep understanding of the healthcare domain.

This team ensures Artera's base agents are configured with expert-crafted prompts, which is crucial for the precise and correct performance of child agents. Don't underestimate the important and cascading impact strong parent agent configuration can have across your fleet of child AI agents.

"It's deceptively easy to build an AI agent, but very complex to build accurately and reliably."

Keith Dutton, VP of Engineering Foundations, Artera

#4 Rich Integration with Leading EHRs

For a healthcare provider to automate workflows, an AI agent needs more than core capabilities. Deep integration with your EHR — enabling the reading and writing of patient information — is another way an AI agent delivers real value in workflow automation.

Artera has proven integrations with leading EHR systems. We know the inner-workings of EHR integrations and have been navigating them for our core communications platform — Artera Harmony — for years. AI agent EHR integration is no different.

Additionally, most healthcare providers have multiple systems integrated — such a scheduling tool, a survey vendor, an intake vendor and many more. Multi-vendor interaction for an AI agent is highly complex. Not all agentic use cases can be tackled by just EHR integration, and Artera's architecture allows agents to connect multiple vendors at the healthcare system to complete a complex workflow.

ANATOMY OF AN AGENT





#5 Security at Their Core

At Artera, security isn't an afterthought — it's the foundation. Our best-in-class InfoSec approach keeps AI safe, compliant and built for healthcare. Our AI agents meet top industry standards — SOC 2 Type 2, HITRUST Certified, and HIPAA compliant. Plus, we don't use PHI/PII in training models.

When it comes to choosing a partner for your AI agents, trust the company that has proven for a decade that security comes first.

Trust and security are the foundation of AI in healthcare. Artera implements industry-leading security measures, including encryption, role-based access controls and secure AI development. With continuous threat monitoring and a rigorous incident response program, we ensure data stays protected at every level. Security isn't a checkbox — it's our commitment."

Darin Moore, Technical Operations, Artera

Backed by 10+ Years of Patient Engagement Expertise



Over the past ten years, we've earned the trust of **1,000+** provider organizations to engage more than **100 million** patients annually. We believe autonomous AI agents are the next evolution of patient/provider communications — and we're proud to be at the forefront of this change.

If you are interested in learning more, please visit www.artera.io

SCALE AI AT YOUR PACE

Autonomous AI agents are just one of Artera's virtual agent offerings, in addition to Co-Pilot Agents and Flows Agents. To explore our full suite of virtual agents, visit artera.io/ai-in-healthcare-communications/.



About Artera

Artera, a SaaS leader in digital health, transforms patient experience with AI-powered virtual agents (voice and text) for every step of the patient journey. Trusted by 1,000+ provider organizations — including specialty groups, FQHCs, large IDNs and federal agencies — engaging 100 million patients annually. Artera's virtual agents support front desk staff to improve patient access including self-scheduling, intake, forms, billing and more. Whether augmenting a team or unleashing a fully autonomous digital workforce, Artera offers multiple virtual agent options to meet healthcare organizations where they are in their AI journey. Artera helps support 2B communications in 109 languages across voice, text and web. A decade of healthcare expertise, powered by AI.

For more information, visit www.artera.io.

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