



AI PLAYBOOK

A FOUNDATION FOR EVERYONE



STUDIOS



GROWTH
Performance

Written by Justin Barnes and Jake Reid

EXECUTIVE SUMMARY

Artificial intelligence is rapidly becoming the foundation for business strategy, healthcare delivery, and organizational performance. Yet for many leaders, the challenge lies not in recognizing the potential of AI, but in knowing where to begin and how to build responsibly.

Growth Performance, together with the **This Just In Radio Show**, has developed a practical Playbook that provides organizations with a clear framework for starting, scaling, and sustaining AI. The Playbook identifies ten guiding principles that can be applied across industries and organizational sizes. These principles emphasize strategy, governance, data integrity, and cultural readiness as the cornerstones of success.

Rather than chasing hype or one-off pilots, the Playbook encourages leaders to focus on measurable use cases, build trust through transparency, and prepare teams to adopt AI in ways that amplify their strengths. The result is a roadmap that helps organizations unlock value while maintaining accountability, equity, and sustainability.

INTRODUCTION

The rise of large language models (LLMs) and related technologies has accelerated AI's entry into the daily workflows of healthcare, business, and personal productivity. What was once experimental is now mainstream: AI is writing notes, summarizing records, flagging high-risk cases, and enabling communication at scale. For executives and decision-makers, the pressing question is no longer whether AI will matter, but how to deploy it effectively.

The Playbook outlined in this white paper responds to that need. Developed by **Growth Performance** and informed by the dialogues of the **This Just In Radio Show**, the Playbook distills insights from leading voices in healthcare, technology, and policy into a ten-principle framework. Each principle provides practical guidance for leaders who want to ensure AI strengthens rather than disrupts their organizations.

The mission is straightforward: build a sustainable foundation for AI adoption that enhances workflows, reduces friction, and improves experiences for both teams and the people they serve. These principles are designed to be actionable today, while also preparing organizations for the rapid evolution of AI in the years ahead.

THE 10 PRINCIPLES OF THE AI PLAYBOOK

Principle 1: AI as an Amplifier, Not a Substitute

Artificial intelligence magnifies what already works well. Well-designed workflows become stronger, but weak processes often break down faster. Leaders should avoid the assumption that AI is a “replacement” technology. Instead, it is an amplifier of good practices and a remover of friction.

As John Halamka, MD, President of Mayo Clinic Platform, recently said on the This Just In Radio Show, AI's role is not to replace clinicians but to replace inefficiency and burnout. Organizations that start with broken processes often end up scaling problems instead of solving them.

Principle 2: Making Room for AI

Budgets and operational capacity are finite. Before AI can deliver meaningful value, organizations must create space for investment by modernizing operations. Too many pilots stall because fundamentals such as clean data and aligned workflows are not in place.

This means reviewing existing processes, consolidating inefficiencies, and freeing up time and resources. Without this foundation, AI will remain stuck in pilot mode, or with very little return-on-investment, rather than driving organizational transformation.

“AI DOESN'T REPLACE CLINICIANS. IT REPLACES FRICTION, INEFFICIENCY, AND BURNOUT.”

Principle 3: Guardrails and Governance

Adoption depends on trust. Without governance and validation, AI tools are often seen as “black boxes.” Halamka has compared purchasing an AI algorithm today to “buying a soup can without a label — you have no idea what is inside.”

Industry efforts like the Coalition for Health AI (CHAI) are advancing responsible development and oversight. Governance frameworks ensure transparency, reduce bias, and accelerate adoption by showing clinicians and staff that AI can be trusted. Cutting the time from innovation to safe dissemination from months to hours is critical for impact.

Principle 4: Data Strategy

The foundation of any AI deployment is data. As the industry learned decades ago with databases and CRM systems, “garbage in, garbage out.” For AI, the stakes are higher.

Paul Cerrato, Senior Research Analyst at Mayo Clinic Platform, emphasizes the “data behind glass” approach. In this federated model, developers can build and test algorithms against data without ever removing it from secure containers. This ensures privacy, integrity, and compliance, while still enabling innovation.

The blueprint for a sound data strategy includes secure access, a platform approach, and industrialized implementation. Organizations that neglect data quality and privacy quickly find that AI outputs are unreliable.

Data Strategy Element	Description
Secure Access	Protect data with strict permissions
Federated Model	Keep “data behind glass”
Industrialization	Standardize validation + deployment

Principle 5: Starting Small

The temptation to go broad often leads to failure. Leaders should start with one small, measurable use case. Tony Nunes, a leader in digital health with AMD, summarized this well: “Don’t buy the Christmas dinner — buy the ham sandwich.”

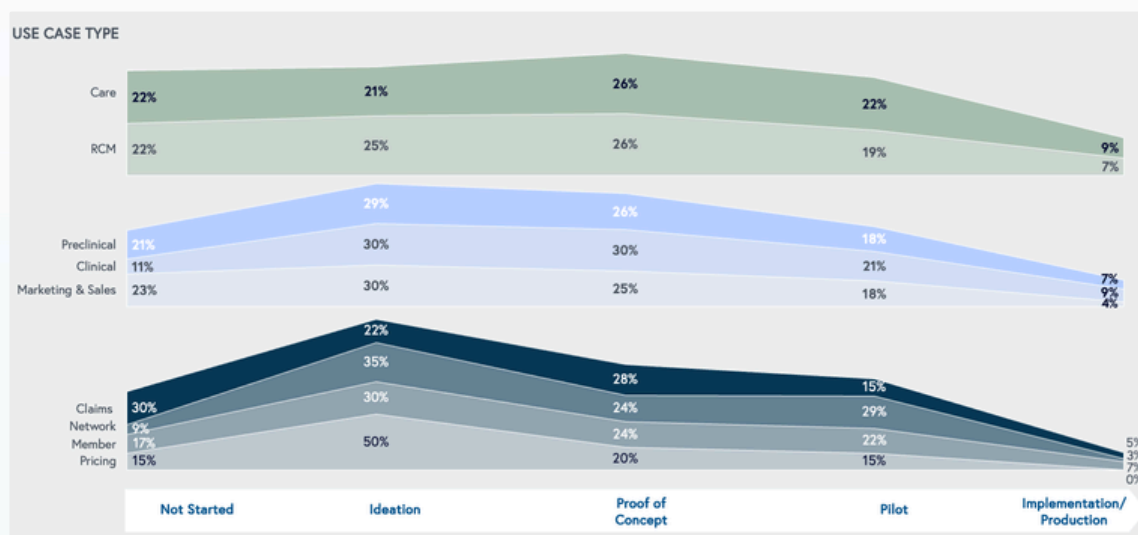
Practical entry points include ambient listening tools in one clinic, digital pathology pre-reads, or translation tools for patient communication. The goal is to prove value quickly, then build confidence across teams.

Principle 6: Scaling AI

Scaling requires three pillars: strategy, infrastructure, and data integrity. Strategy ensures that every deployment aligns with business and clinical goals. Infrastructure provides the technical backbone to integrate AI into daily workflows. Data integrity guarantees that scaled outputs remain trustworthy.

Examples of scaling include the use of LLMs to streamline prior authorization, reducing approval times by analyzing dozens of pages of notes and labs in minutes. According to Bessemer Venture Partners’ Healthcare AI Adoption Index, most healthcare organizations are actively experimenting with AI, with a growing share moving from ideation into proof-of-concept and pilot stages — clear evidence that adoption is well underway across clinical, operational, and administrative use cases.

AI Adoption is Underway



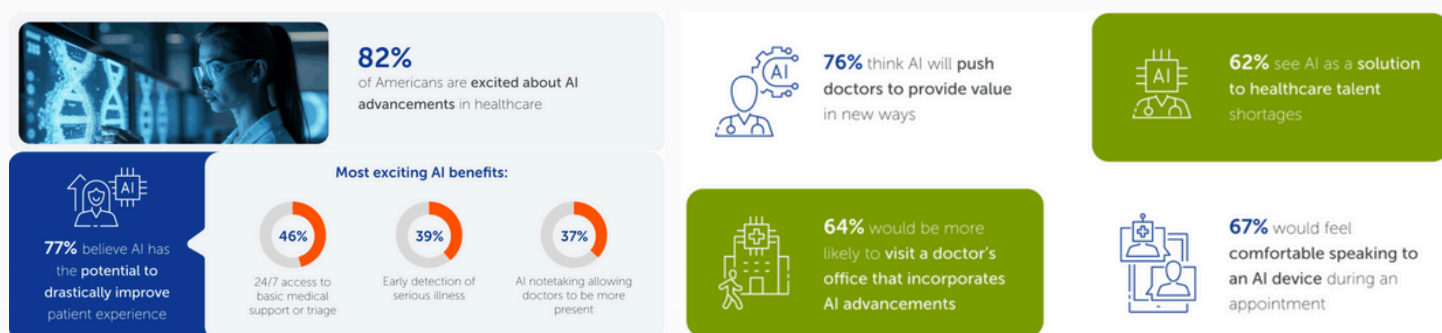
The Healthcare AI Adoption Index: <https://www.bvp.com/atlas/the-healthcare-ai-adoption-index#The-state-of-AI-adoption-today>

Principle 7: Personalization in Healthcare

Healthcare is inherently personal. The best AI personalization is invisible: patients do not notice the technology, they simply experience smoother care journeys, fewer errors, and clearer communication.

Examples include predictive analytics for chronic care, real-time patient monitoring, and digital pathology triage. In one example shared during industry discussions, AI flagged the most suspicious pathology slides first, reducing the review burden on pathologists and speeding diagnosis for patients.

LLMs are also enabling communication tailored to patients' needs, from translating jargon into plain English to providing empathetic responses in patient portals. A survey from Harmony Healthcare IT found that 82% of Americans are excited about AI advancements in healthcare and 77% believe AI can significantly improve the patient experience. These results reinforce that personalization is not just a technical opportunity but a patient expectation.



Embracing AI in Medicine: <https://www.harmonyhit.com/ai-healthcare-statistics-infographic/>

Principle 8: Helpful AI at the Bedside

One of the most powerful use cases today is ambient listening. Halamka shared the story of a physician who placed a stethoscope on a patient's chest and missed what the patient said during the exam. The AI ambient system captured it, ensuring the detail was not lost.

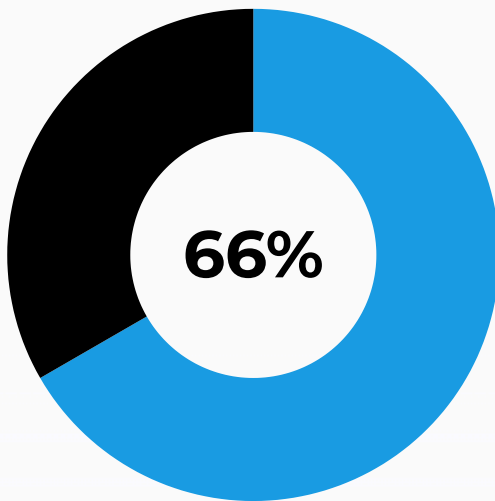
Documentation consumes roughly 25 percent of a clinician's workday. Studies at Kaiser Permanente¹ show that ambient AI can cut after-hours documentation time by 30%, while improving physician satisfaction. These systems allow clinicians to focus more on patients, restoring the connection often lost in the EHR era.

¹: <https://www.washingtonpost.com/opinions/2025/03/25/ambient-ai-health-care-artificial-intelligence/>

Principle 9: Practice-Level Wins

AI is not just for large systems. Smaller organizations can realize meaningful value with minimal disruption. Plug-and-play solutions such as patient outreach tools, automated documentation support, and predictive alerts are lowering barriers to entry.

Physician adoption of AI is accelerating at a remarkable pace. An American Medical Association survey found that two in three physicians reported using health AI tools in 2024, up from just 38 percent the year before. This 78 percent increase in a single year reflects the growing confidence clinicians have in applying AI to daily workflows.



Two in three physicians (66%) reported using health AI tools in 2024, up from 38% in 2023.

2 in 3 physicians are using health AI: <https://www.ama-assn.org/practice-management/digital-health/2-3-physicians-are-using-health-ai-78-2023>

Principle 10: The Adoption Playbook

Adoption is as much cultural as it is technical. Success comes when leaders create a safe environment for experimentation, reward teams for trying new approaches, and provide clear guardrails for responsible use.

The World Health Organization issued six safeguards for large language models in healthcare: establish guidelines for use, ensure diverse datasets, apply strong access controls, use explainable AI techniques, maintain transparency, and continuously monitor outcomes.

As Halamka and Cerrato both stress, hallucinations and errors are inherent risks. Trust is built through validation and iteration, not blind deployment. Organizations that provide staff with “AI sandboxes” or run AI hackathons have found that experimentation builds confidence and accelerates adoption.

RESOURCES

AI is not a passing trend. It is becoming the foundation of modern business and healthcare. The organizations that thrive will be those that adopt a framework for responsible, strategic, and scalable use.

The AI Playbook presented here provides ten guiding principles for starting small, scaling wisely, and sustaining adoption through governance, data integrity, and cultural readiness.

Growth Performance is committed to helping leaders and organizations navigate this transformation. By aligning strategy, investing in the right infrastructure, and empowering teams, organizations can ensure AI strengthens their mission, improves experiences, and creates sustainable value.

The **This Just In Radio Show** has become a trusted platform for showcasing the voices of leaders across healthcare, technology, and policy. By highlighting diverse perspectives, the program helps ensure that conversations about AI adoption reflect the full spectrum of clinical, operational, and strategic insight.



WATCH NOW