



OSF INNOVATION

## OSF HealthCare works with BEN to develop AI solution for primary care training

*Collaboration will explore use of AI assistants for training health care providers on patient assessments and supporting information collection for diagnoses*

### FOR IMMEDIATE RELEASE

**(PEORIA, Ill., JACKSON, WY/April 17, 2024)** – [Brand Engagement Network \(BEN\)](#), an emerging provider of personalized customer engagement AI, and [OSF HealthCare](#), an integrated health system caring for patients throughout Illinois and Michigan, today announced a letter of intent whereby BEN and OSF HealthCare will explore bringing BEN's AI assistants to certain healthcare providers' facilities to help enhance simulated training operations in the continuing education of medical professionals.

BEN and OSF HealthCare hope to address today's challenge where traditional chatbots have limited conversational skills and capacity, as well as a limited base knowledge of healthcare diagnoses and protocols. OSF HealthCare, which *Fortune* named one of the [Most Innovative Companies in 2023](#), employs almost 24,000 employees across 16 hospitals. The company's expansive team of health care providers saw 2.9 million patients in 2023 alone and possesses deep expertise in industry-leading patient care. Together, OSF HealthCare and BEN will explore developing AI assistants that provide a more dynamic, adaptive and thorough training experience for Advanced Practice Provider (APP) primary care fellowship participants.

"At OSF HealthCare, we're constantly seeking to improve the experience and outcomes for patients who visit our facilities across Illinois and Michigan," said Dr. John Vozenilek, Chief Medical Officer, Innovation and Digital Health at OSF HealthCare. "We believe BEN's proven AI technology will provide the kind of accurate, conversational training that historically could only be provided by one-on-one interactions and discussions. Ultimately, we believe this may enable OSF HealthCare to train more medical professionals on higher standards of patient care."

"We're excited to explore working with OSF HealthCare on piloting our AI technology in medical professional and continuing education settings," said BEN Chief Executive Officer, Michael Zacharski. "BEN's goal is to create rich and engaging customer experiences and empower organizations with new tools that can accelerate business productivity and efficiency with our AI technology."

For more information about BEN please visit: [www.beninc.ai](http://www.beninc.ai).



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**OSF HealthCare** is an integrated health system founded by The Sisters of the Third Order of St. Francis. Headquartered in Peoria, Illinois, OSF HealthCare has 16 hospitals – 10 acute care, five critical access, 1 transitional care - with 2,131 licensed beds throughout Illinois and Michigan. OSF employs nearly 24,000 Mission Partners across 150+ locations; has two colleges of nursing; operates OSF Home Care Services, an extensive network of home health and hospice services; owns Pointcore, Inc., comprised of health care-related businesses; OSF HealthCare Foundation, the philanthropic arm for the organization; and OSF Ventures, which provides investment capital for promising health care innovation startups. In 2020, OSF OnCall was established, a digital health operating unit, including a hospital-at-home. OSF OnCall delivers care and services when, where and how patients prefer to receive them. OSF HealthCare has been recognized by Fortune as one of the most innovative companies in the country. More at [osfhealthcare.org/](https://osfhealthcare.org/).

**OSF Innovation** is a collaborative network of different disciplines that designs bold, strategic solutions to advance the future of health care. Learn more at [osfinnovation.org](https://osfinnovation.org).

**BEN (Brand Engagement Network)** is a leading provider of conversational AI technology and human-like AI avatars headquartered in Jackson, WY. BEN delivers highly personalized, multi-modal (text, voice, and vision) AI engagement, with a focus on industries where there is a massive workforce gap and an opportunity to transform how consumers engage with networks, providers, and brands. The backbone of BEN's success is a rich portfolio of conversational AI applications that drive better customer experience, increased automation and operational efficiencies. Powered by a proprietary large language model developed based on years of research and development from leading experts in AI and advanced security methodologies, BEN seeks to partner with companies with complementary capabilities and networks to enable meaningful business outcomes. Additional information about BEN can be found at <https://beninc.ai/>

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