A learning journey into the world of AI

AOK PLUS is a provider of statutory health insurance and a long-term care insurance fund for Saxony and Thuringia. In its more than 130 branches, it looks after over 3.4 million insured persons with around 7,000 employees.

As an innovative and forward-looking company, AOK PLUS is prioritising the use of artificial intelligence (AI) throughout its entire business model in order to achieve continuous improvements for its employees and policyholders. The health insurer aims to develop a holistic AI strategy that goes beyond the use of fragmented individual solutions. In doing so, it is relying on Computacenter's advice and support.

Travelling educates: An interactive learning journey

Computacenter developed an interactive learning journey for the customer's top management consisting of a total of seven modules, which were run through in a mixture of short virtual impulses and face-to-face workshops. After an introduction to AI terminology and basics, the participants learnt about AI technology and familiarised themselves with its opportunities, risks and effects as well as the associated regulatory framework.

Another module provided an overview of various AI tools as well as industry-specific and general use cases. Participants were also able to gain their first practical experience in a test environment under the guidance of Computacenter experts. After the topic of AI implementation, including change management, governance and actual/target comparison, the journey ended with an outlook on the future of AI at AOK PLUS and the identification of possible sub-projects.

Preparation and travel companion

Computacenter provided the following services in a mixture of coaching and consulting:

- Learning support and project coordination as well as conception of the personalised learning offer and learning content.

- Setting up an interactive learning platform (teams, Kanban board) and creating supplementary learning materials.

- Moderation of the learning modules and guidance of exercises and experiments.

- Location determination and maturity analysis as well as development of innovation potential by mapping AI tools and potential along the customer's value chain.

- Initiation of sub-projects for AI implementation and development.

Key project deliverables

- Development of an interactive learning journey consisting of seven modules.

- Teaching the basics of AI to build a common understanding.

- Familiarisation with the opportunities, risks and effects of AI, including its regulation.

- Overview of various AI tools and use cases combined with practical experience.

- Introduction to AI implementation, identification of initial sub-projects and derivation of the foundations for n overall AI strategy.

Breadth of engagement

Services　　Professional Services

Solution Areas　　Workplace
　　　　　　　　AI Strategy

Learn more about **what we do**　　>

Why Computacenter?

- The Computacenter consultants have extensive experience in the field of AI and are familiar with a wide range of use cases in addition to the current AI tools, so that we were able to offer AOK PLUS the best possible advice and support to AOK PLUS.

- Thanks to our long-standing cooperation with AOK PLUS and other health insurance companies, we have in-depth knowledge of the industry and customers, on the basis of which we have developed a customised and needs-based learning offer for our customers.

- The modular structure of the Learning Journey took into account the time challenges of the target group. This meant that the client's entire top management was able to take advantage of the learning programme.

- Even beyond the successful Learning Journey, we can continue to accompany AOK PLUS on its journey into the world of AI, because our comprehensive AI expertise combined with Computacenter's industry-leading overall portfolio enables us to provide our customers with an end-to-end solution - from AI strategy to AI implementation and from the workplace to integrated security.

Value delivered

- **Basic knowledge building**: As part of the Learning Journey, the AOK PLUS participants gained a common understanding of AI and familiarised themselves with the basics and functions of the new technology.

- **AI opportunities and risks**: By communicating the relevance of AI for the competitiveness of their own organisation, it was also possible to convey the associated opportunities and risks to the customer.

- **AI tools in theory and practice**: The participants not only received an overview of various AI tools and their areas of application, but were also able to gain their first practical experience.

- **AI use cases**: AOK PLUS was able to derive application scenarios for its own organisation and customer products from industry-specific and general use cases.

- **AI maturity assessment**: In one of the learning modules, the customer was able to analyse the various organisational, technical and procedural dependencies in the use of AI and carry out a maturity assessment.

- **Support with strategy development**: The foundations for an overarching AI strategy were derived from the networking of various internal (pilot) projects on the topic of AI with the support of Computacenter.

- **Recommendations for action**: Computacenter's recommendations for action will help AOK PLUS to further advance the use of AI and strategy development.

The modular structure, the quality of the content and the professional implementation of the learning journey were certainly impressive. With Computacenter's support, we have come a big step closer to our goal of developing an overarching AI strategy."

Anna-Maria Sperber
Senior Consultant Future of Work and Workplace AI
Computacenter