



Creative Uses of AI That Have Nothing To Do With Charting

Practical ways to save time, improve operations,
and strengthen communication in an
independent pediatric practice.



Presented by Erin Auer
erin@pcc.com



Every Practice Has a Wish List.

"I wish someone would rewrite our handbook."

"I wish someone would update the website."

"I wish we could finally write that newsletter."

"I wish someone would compare these contracts."



Your Practice Assistant

Marketing & Communications

Drafts newsletters, social posts, patient letters, and website copy. Keeps your voice consistent without burning you out. Your marketing intern, always available.

HR & Operations

Writes job descriptions, onboarding checklists, handbook sections, and interview questions. Your HR coordinator who never calls in sick.

Editor & Analyst

Summarizes contracts, reviews reports, rewrites confusing policies, and compares options. Your analyst and editor rolled into one.



What AI Does Well

AI thrives on language tasks — the ones that pile up on your desk and never quite get done. These are the skills your practice can put to work starting today, no tech background required.

Create & Clarify

Drafting documents, emails, and letters from scratch. Brainstorming ideas, names, and approaches. Rewriting dense or confusing content into plain language. Turning a rough outline into a polished first draft.

Organize & Analyze

Summarizing long documents into key points. Comparing options, contracts, or policies side by side. Organizing scattered notes into structured formats. Turning chaos into clarity

The Safety Fence

Keep It Out

Not charting. Not diagnosis. Not patient-specific advice. No PHI. No unsupervised patient communication. These boundaries protect your patients and your practice.

The Simple Rule

If you wouldn't email it, screenshot it, or post it online — don't put it into AI. That one question helps keeps your practice safe.

What's Welcome

Templates, policies, job descriptions, marketing copy, training scripts, general research, and internal workflows. AI thrives on anything that doesn't touch a patient record.

Garbage In, Garbage Out

“Write a newsletter”

Weak, generic newsletter.

“Write a newsletter from a pediatrician to an audience of young families, highlighting the importance of well visits for preventative care, and mention that flu shots will be available starting in September.”

Much better.

Prepare the Soil

Before AI can write in your voice, it needs to know who you are. Give it your values, your tone, your audience — and what you never want it to say.

Teach it your banned phrases. Share examples of writing you love. Tell it your goals. The more context you plant, the better the harvest.

Think of this as building a Practice Style Guide — a living document that trains AI to sound like you, not like everyone else.

Values · Tone · Audience · Banned Phrases · Examples · Goals



Plant This Prompt

Practice Style Guide

Before AI can write like you, it needs to know who you are. Paste this prompt into your AI tool and fill in the bracketed sections. Save your completed version — this becomes your reusable practice voice seed.

The Prompt 🌱

"I want you to learn the voice of our practice. Our values are [e.g., warmth, clarity, trust]. Our tone is [e.g., friendly but professional, never clinical or cold]. Our audience is [e.g., families with young children, adults 40–65]. We never use these phrases: [e.g., 'per our policy,' 'as per,' 'utilize']. Here is an example of writing we love: [paste a sample]. Our goal in every communication is to make patients feel [e.g., seen, informed, cared for]. Please use this guide whenever you write for us."

Fill In Your Details 🌱

Values: What does your practice stand for?
Tone: How do you want to sound?
Audience: Who are you speaking to?
Banned phrases: What sounds wrong for you?
Example: Paste one piece of writing you love.
Goal: How should patients feel after reading?
💡 Tip: Save this completed prompt in a notes app or doc — it's your reusable voice seed for every future AI task.



Here's What Grew

Why This Works

AI matched your tone guide exactly — warm, jargon-free, and patient-centered. Every future draft now starts from the same voice. Consistent. On-brand. Yours.

Practice Voice Guide

"At Willowbrook Family Medicine, we believe healthcare should feel warm, unhurried, and clear. We speak to patients like neighbors — not cases. We avoid jargon, lead with empathy, and always close with next steps. Our tone is calm, confident, and kind."

Sample Welcome Email

"Welcome to our practice! We're so glad you chose us for your care. Before your first visit, here's what to expect: a relaxed 45-minute conversation, no rushing, and a care plan you actually understand. We can't wait to meet you."

Strengthen Your Roots

Handbooks & Policies

Use AI to rewrite outdated handbooks, draft HR policies, create onboarding guides, and build accountability charts that actually reflect how your practice runs today.

Job Descriptions

Generate clear, role-specific job descriptions and interview question sets. AI helps you define expectations, reduce ambiguity, and attract the right people to your team.

Surveys & Scripts

Draft staff surveys, performance scripts, difficult conversation frameworks, and onboarding checklists — the internal tools that keep your team aligned and your roots strong.

Strong internal systems are the root system of every thriving practice. Let AI help you build them.





Plant This Prompt

Handbook Review

Review the following section of our employee handbook and suggest improvements for clarity, tone, and completeness. Flag anything that may be outdated, inconsistent, or missing. Rewrite any sections that are confusing. Keep the voice warm but professional. Our team includes front desk, clinical, and billing staff.



The Prompt

"Here is a section of our staff handbook: [paste text]. Please review it for clarity, tone, and gaps. Suggest specific rewrites where needed. Flag anything that seems outdated or legally vague. Keep the voice warm, clear, and professional."



Safety Note

Internal use only. Do not include patient names, specific staff incidents, or identifying details. Use AI to improve language and structure — have your attorney or HR professional review any final policy changes before distribution.



Here's What Grew

AI identified:

- ✓ PTO policy is ambiguous
- ✓ No expectations for text messaging during work hours
- ✓ Discipline section sounds punitive instead of supportive
- ✓ Missing onboarding checklist reference
- ✓ Inconsistent terminology ("provider" vs "clinician")

Suggested rewrite

"Employees should notify their supervisor as soon as possible if illness or emergency prevents reporting to work..."

Show Up Consistently

The goal isn't to post more. It's to make consistency easier — so your practice stays visible without burning you out.

Most practices don't have a content problem. They have a time and bandwidth problem. AI helps you solve that — not by writing everything for you, but by removing the blank-page paralysis that stops you from starting.

Consistency builds trust. Trust builds relationships. Relationships fill schedules. One thoughtful post per week, planned in advance, is worth more than ten rushed ones that never happen.



Plant This Prompt Simple Marketing Calendar

**You don't need to post more. You need to post consistently.
Use this prompt to build a low-effort 30-day content plan
that sounds like your practice.**

The Prompt

"Act as a social media strategist for an independent medical practice. Create a 30-day content calendar for [platform]. We post [frequency] times per week. Our tone is [warm/professional/educational]. Our audience is [patients/families/community]. Include post topics, suggested captions, and best day to post. Avoid clinical claims. Keep it simple enough that a front desk team member can post it."

Tend With Care

Review all captions before posting. Do not include patient names, case details, or PHI. Add your logo or branded hashtag. Repurpose what works — AI can help you remix top posts into new ones next month.



Plant This Prompt

Simple Marketing Calendar – PCC!

Let's make a simple 30 day content calendar for Facebook and LinkedIn. We post 3 times per week. Our audience is independent pediatricians and their practice managers, clinical staff, and billing staff. Our tone is warm and professional, but familiar. Include post topics and best day to post. Avoid clinical claims. Practice management and billing best practices are ok to include.

By Laver
Hd: est. 2015



Here's What Grew 🌻

Week 1 – Introduce

Since we know PCC's voice, I'd also bias this toward **building trust**, not selling software. Roughly 70% of the posts should simply be valuable to independent pediatric practices, 20% should highlight PCC expertise or community, and only about 10% should directly mention a PCC product.

Week	Day	Topic	Why it works
1	Tuesday	What Makes an Independent Pediatric Practice Different? Highlight the freedom to build the practice you believe in.	Reinforces PCC mission without selling.
1	Thursday	Practice Tip: One small front-desk workflow improvement that saves staff time.	Useful, broadly applicable.
1	Tuesday (LinkedIn)	Behind the Scenes: How PCC teams work with pediatricians to remove obstacles—not add them.	Humanizes PCC.
2	Tuesday	Practice Management: Three questions to ask before changing any office workflow.	Leadership content performs well.
2	Thursday	Billing Best Practice: Common causes of delayed payments that have nothing to do with coding accuracy.	Educational without clinical claims.
2	Tuesday (LinkedIn)	Podcast Spotlight: One practical takeaway from a <i>Charting the Future</i> episode.	Reuses existing content.

Week 2 – Educate



Here's What Grew

3	Tuesday	Leadership: What makes employees feel supported during change?	Ties into your Change Readiness work.
3	Thursday	Community Highlight: Share a Users' Conference memory, client quote, or photo.	Builds community.
3	Tuesday (LinkedIn)	PCC Scribe: Focus on returning attention to the patient—not documentation features.	Product with benefit-first framing.
4	Tuesday	Independent Practice Spotlight: Celebrate something independent pediatricians accomplish every day.	Encouraging and mission-driven.
<i>Week 2 — Educate</i>			
4	Thursday	Business Tip: One KPI every practice owner should review monthly (collections, no-shows, etc.).	Helpful, not promotional.
4	Tuesday (LinkedIn)	Ask the Community: "What's one operational challenge you wish you could solve this month?"	Encourages engagement and future content ideas.

Here's What Grew

Content Mix

- 40% Practice management & leadership
- 25% Billing and operational efficiency
- 20% PCC community and culture
- 10% Thought leadership (independence, leadership, change)
- 5% Product education

That balance feels very PCC. It demonstrates expertise without turning every post into an advertisement.

One suggestion I'd make based on everything we've built together is to add a recurring series. Recurring content reduces the effort of coming up with new ideas and gives followers something familiar to expect. For example:

- **Tip Tuesday** — Practical operational or billing advice.
- **Community Thursday** — Client stories, conference moments, podcast highlights, or independent practice spotlights.
- **Leadership Friday** — A brief insight on culture, change, or practice ownership.

That's much easier to sustain over time than inventing three unrelated posts every week, and it reinforces PCC as a trusted advisor rather than just a software company.

Patient Communication Made Clearer

Welcome Letters

Draft warm, clear welcome letters that reflect your practice voice — introducing your team, setting expectations, and making new patients feel at home before their first visit.

Policy Changes

Turn dense policy updates into plain-English letters patients actually read. AI helps you rewrite financial policies, office procedures, and consent forms with clarity and warmth.

Scripts & Forms

Create reminder scripts, phone scripts, and plain-language intake forms. Reduce front-desk friction and help patients arrive prepared, informed, and confident.

If you wouldn't post it online or email it to a patient, don't put it into AI. Use AI for templates and tone — always personalize and review before sending.

Think Like an Analyst

A Word of Care

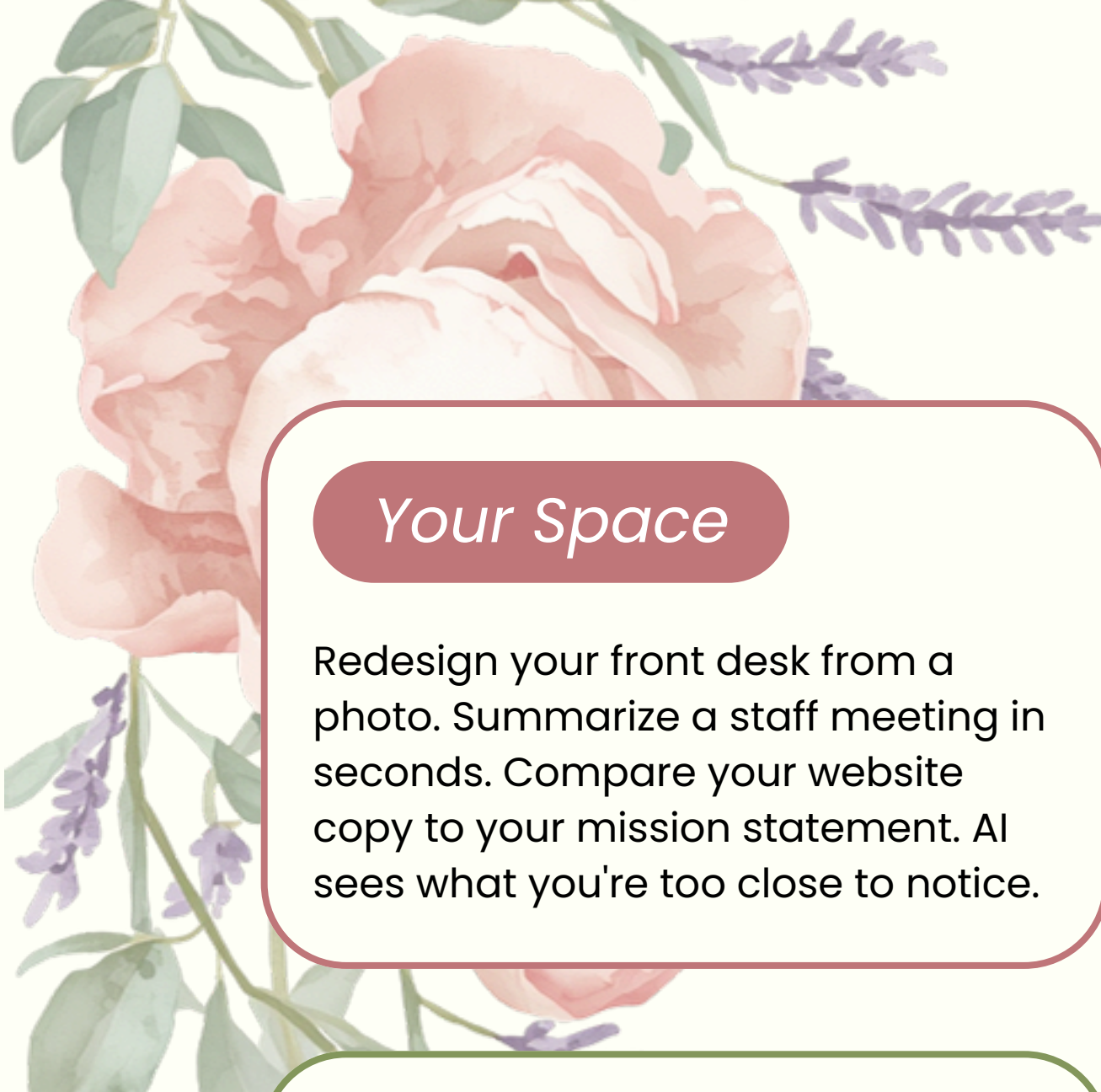
AI is not your attorney, CPA, biller, or consultant. Use it to identify smarter questions — then bring those questions to the right expert.

Summarize

Ask AI to pull out key terms from payer contracts — rates, timelines, exclusions — and present them side by side in plain language.

Compare & Model

Compare contract terms across payers. Model what-if scenarios on productivity reports. Ask better questions before your next negotiation.



Your Space

Redesign your front desk from a photo. Summarize a staff meeting in seconds. Compare your website copy to your mission statement. AI sees what you're too close to notice.

Your Team

Review a resume. Build a staff scorecard. Draft a difficult letter. Refine your mission, vision, and values. Create onboarding scripts. AI helps you lead with clarity and care.



Unexpected Uses of AI

None of these are charting. None require special tools. All of them are things your practice actually needs — and AI can help you start today.

Your Voice

Write the email you've been avoiding. Respond to a negative review. Reframe a hard conversation. Draft a policy in plain English. AI helps you say the hard things with grace.

Start Tomorrow

One Policy

Rewrite one outdated policy. Pick the one your team asks about most. Hand it to AI with your voice guide and let it give you a clean first draft.

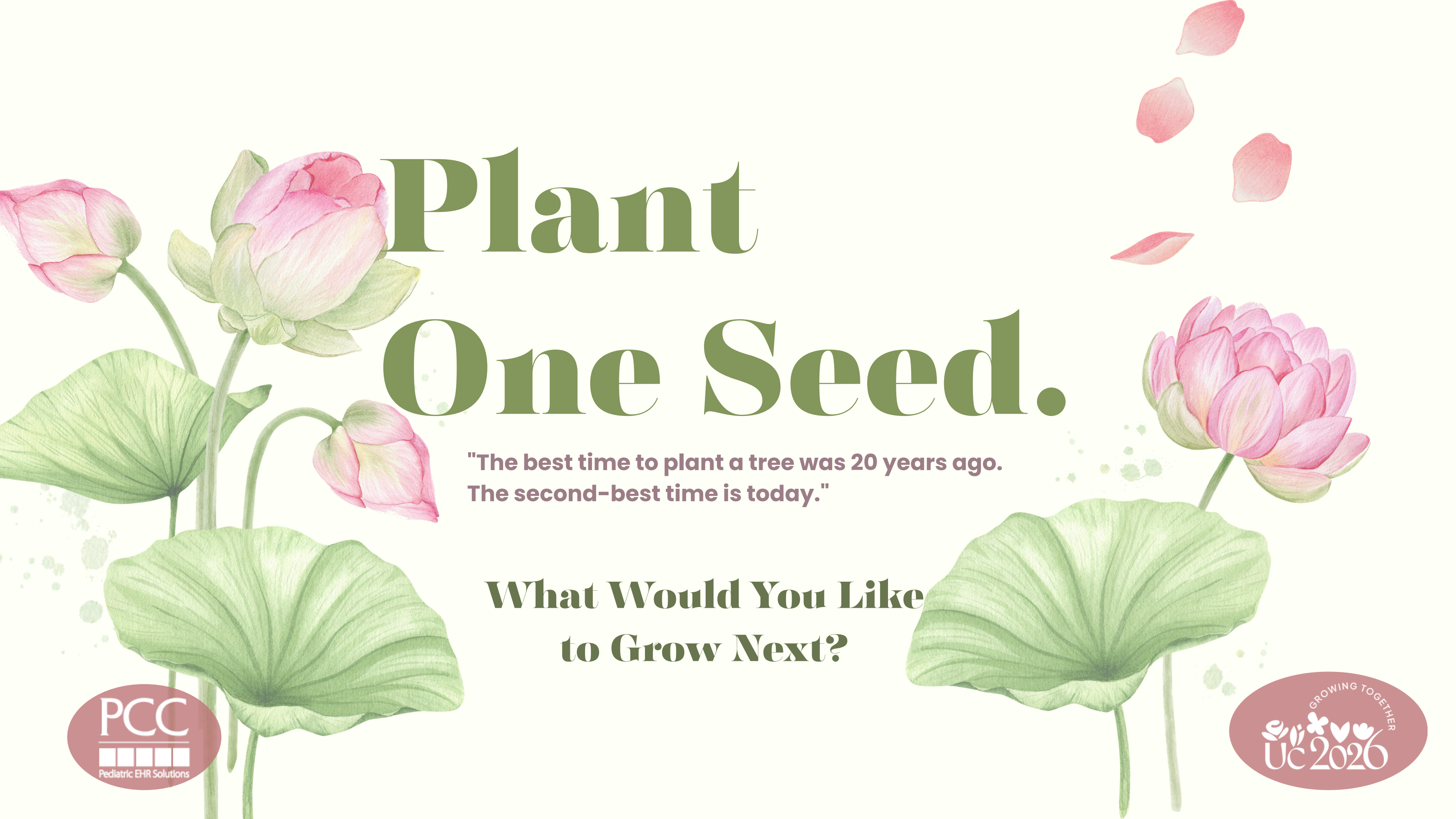
One Email

Draft one family communication — a welcome letter, a financial policy update, or a plain-English form. Clear writing builds trust before the first appointment.

One Job Post

Write one job description or create one social calendar. Summarize one payer contract. Don't try twenty things. Plant one seed and watch it grow.

AI isn't another thing on your to-do list. It's someone to help with it. Pick one task. Write one prompt.



Plant One Seed.

"The best time to plant a tree was 20 years ago.
The second-best time is today."

**What Would You Like
to Grow Next?**

