

261 Staff, 6 weeks, 500+ AI Assistants:

*How URochester Medicine Activated
Frontline Staff as AI Builders*

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University
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The Qualified Health platform: AI built for healthcare



Infrastructure for Deployment, Evaluation, and Governance



Qualified Chat

Virtual assistant for every
staff member



Assistants

Conversational assistants based
on your institutional data



**End-to-End
Workflows**

Ready-to-launch solutions
for immediate ROI



Strategic Partner

From AI prioritization to workforce education

About University of Rochester Medicine

8

Hospitals across the Finger Lakes and Southern Tier

897

Beds at flagship Strong Memorial, a Level I trauma and burn center

32,000+

Faculty and staff, including affiliates

\$6B

Annual revenue across the Medical Center



Patient Care

- Golisano Children's Hospital, Wilmot Cancer Institute, and the Flaum Eye Institute
- Upstate New York's only cardiac and liver transplant programs
- Nine urgent care centers, home care, long-term care, and a broad primary care network



Research

- ~\$286M in external research funding in FY2025
- Top-20 NIH rankings in musculoskeletal research, ophthalmology, public health, and surgery
- Wilmot Cancer Institute ranks among the top 4% of U.S. cancer centers



Education

- School of Medicine and Dentistry, School of Nursing, and Eastman Institute for Oral Health
- ~400 medical students and 900 residents and fellows
- Roughly 2,050 faculty members across the schools



Enterprise AI Capability Building



From New Users Beginning Their AI Journey

who are learning what AI tools can do and how to use them effectively

★ *Role-specific training programs, self-service resources and guides, learning by doing with safety nets*



To Competent Practitioners

who use AI confidently in their daily work and solve problems independently

★ *Advanced training and specialized skills; community of practice with peers; ongoing learning as AI tools evolve*



To AI Problem-Solvers

who can identify new opportunities for AI in their work, use AI tools effectively and help their peers do the same

★ *Champion network and community leadership; recognition and support for teaching role; platform to share innovations*



A private sandbox, weekly live training, and a
clear path to submit — so people learned by
building, not just watching.

How the Challenge Worked

How it works



Build in a private sandbox



Learn through weekly training sessions + office hours, Teams collaboration, 1:1s



Submit your work for governance review



Jan 19	●	Recruitment launches, open registration
Feb 6	●	Registration closes
Feb 9	●	Week 1 Assistant Builder basics
Feb 16	●	Week 2 Writing effective prompts
Feb 23	●	Week 3 Working with context / custom knowledge sources
Mar 2	●	Week 4 Testing and iteration
Mar 9	●	Week 5 Sharing what you've built
Mar 16	●	Week 6 Wrap-up
Mar 20	●	Submissions due
Mar 25	●	Trailblazers announced, governance process begins





From 500+ draft assistants to 46 submissions —
and eight Trailblazers spanning clinical,
research, and administrative work.

What People Built

AI Assistants Challenge: By The Numbers



526 participants
registered

223 (42%) clinical

118 (22%) admin

113 (21%) IT

46 (9%) research

26 (5%) education



350 attended live
training

200+ training
video views

271 engaged on
Teams

19 one-on-one
consults



261 built
something

500+ draft
assistants

15 early win
submissions

46 trailblazer
submissions

Meet the Trailblazers: Community-Built AI Assistants



GERMI: Guided Evaluation of Resistance & Microbial Interventions

Alexandra Yamshchikov + Antimicrobial Stewardship team
Evidence-based answers on infections, antibiotics, and resistance, drawn from URM guidelines and antibiograms.



E/M Coding Companion

Christina Cellini, Associate Professor of Surgery
Helps physicians and APPs capture the optimal E/M coding level in real time, improving accuracy and reimbursement.



DBP New Patient Records Review & Visit Prep

Lynn Cole + team, Developmental & Behavioral Pediatrics
Reviews outside records from caregivers, educators, and providers to prepare for new patient evaluations.



Contract Review

Marty Swanton, Contract & Vendor Management Office
Analyzes legal and business clauses and suggests more favorable language to speed contract redlines.



MyUR Skills Coach

Eran Hanlon, Chris Deeter & Corrye Van Caeseele-Cook, Learning & Development
Supports professional growth through skill development, team-building guidance, and real-life scenario practice.



URochester Systematic Literature Review Assistant

Yonjong Choi (UR CTSI) with River Campus Libraries
Guides researchers through building a search strategy, analyzing results, and preparing findings for publication.



Research Project Coach

Paul D. Allen, Research Program Manager, Otolaryngology
Helps ENT faculty, residents, and students brainstorm, refine, and document research plans with feasibility checks.



NYS HCRA Payor Validation

Kathy Mineweaser, IT Business Analyst
Determines payor elector status on the NYSDOH HCRA list, streamlining a complex coding and reporting process.





Participants told us what worked, what got in the way, and what shifted in how they approach AI.

What We Learned

Community Impact

“The AI Assistant Challenge gave people the tools to put their expertise to work in new and innovative ways. What came back exceeded what any of us anticipated.”

Gregg Nicandri, MD

Chief Digital & Innovation Officer, University of Rochester Medicine

“What’s different at URochester is the community that’s forming around it — people who are curious, serious, and already thinking about how to best integrate AI into both complex and simple-yet-repetitive workflows.”

Justin Norden, MD, MBA

CEO, Qualified Health



What Builders Discovered

Confidence, not just capability

 I almost didn't sign up because I wasn't sure I could build an AI assistant. I'm incredibly proud of what I developed.

 [I was surprised by] how easy it was. I really thought you needed an IT type degree to perform a simple AI request and it didn't take long at all.

From spectators to participants

 Even though I took an online course in Generative AI, I still underestimated how powerful LLMs are in both prompt generation and text analysis. It would be relatively easy to teach others how to harness these tools, which can have a tremendous impact on their workday.

The weight of responsibility

 We are humbled by the rigorous testing that is required.

 This project showed me that assistants used in protocol-driven research need both good prompting and thoughtful workflow design to be trustworthy.

 I learned that [...] in healthcare analytics, a narrow assistant with clear business rules can be much more trustworthy than a broad assistant that sounds capable.

Participant Evaluation Survey

4.48 / 5

Average overall experience rating

8.47 / 10

Likelihood to recommend Assistant Builder to a colleague

What helped most:

Live training (26), recorded videos (21), training docs (19), and the Teams community (16)

The biggest barrier:

Finding time: named by 13 respondents, more than any other obstacle.

Put the tools in domain experts' hands.

The strongest assistants came from clinicians, researchers, and administrators solving their own problems.

Structure lowers the barrier.

A sandbox, weekly training, and a real deadline turned curiosity into finished work.

Protect people's time.

“Finding time” was the single biggest obstacle — build the effort into work, not on top of it.

Community compounds learning.

A shared channel sparked cross-department collaboration.

Confidence is the real unlock.

Many almost didn't sign up; hands-on building changed how they see themselves and AI.

Where We're Headed



Governance as the enabler. The eight Trailblazer teams are working through review and publishing pathways that let vetted assistants be shared safely: the groundwork any system needs to scale.



Open access, on demand. Assistant Builder is now available to all University of Rochester Medicine faculty and staff via opt-in request.



Safe sharing. By default, all builders can share with up to 10 users. For assistants with a wider audience, we have introduced a fast-track publishing review process and are developing pathways for more complex assistants.

Thanks!

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