



Artificial Intelligence

(Privacy and Confidentiality)

Marli and Moe are leaders within the industry, with embracing innovation as key to providing exceptional care while respecting privacy and confidentiality.

We recognise the potential of artificial intelligence (AI) to enhance efficiency, personalise services, and improve outcomes for individuals with disabilities and their carers.

WHAT IS ARTIFICIAL INTELLIGENCE (AI)?

Artificial intelligence (AI) refers to the simulation of human intelligence in machines, enabling them to perform tasks that typically require human intelligence. These tasks include understanding natural language, recognising patterns, learning from experience, reasoning, and problem-solving. AI encompasses a broad range of techniques, algorithms, and technologies that enable machines to mimic cognitive functions associated with human minds.



PRIVACY AND CONFIDENTIALITY

Marli and Moe values mutual trust and places the client experience at its core. As a high-quality support provider all staff members are privy to personal, private, and confidential information relating to clients. How this information is managed is vital to establishing and maintaining a trusting relationship with the clients.

The management of client information can have significant legal ramifications. Breach of management responsibility may result in disciplinary action and may constitute a breach of privacy laws. All staff has a duty to protect the privacy of the clients' information.

Whilst utilising different types of AI at times, at Marli and Moe we keep your privacy and confidentiality in the forefront of our minds. For example, if we utilise any form of AI, we ensure that all information is de-identified so that *your personal details are not included*.

SOME WAYS WE MAY USE AI WITHIN MARLI AND MOE

Here's how we harness the power of AI while upholding ethical standards and remaining at the forefront of innovation:

- **Intelligent Resource Allocation:** With AI-driven predictive analytics, Marli and Moe can optimise resource allocation based on anticipated demand and individual requirements. By forecasting service needs and trends, we can efficiently allocate staff and resources to areas with the greatest need, ensuring timely and effective support for all clients.



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- **Enhanced Communication and Accessibility:** AI-enabled chatbots can provide instant support and information to clients and carers, enhancing accessibility and reducing response times. You may notice on our website that we have a chatbox which provides instant virtual assistance!
- **Continuous Improvement through Feedback:** AI-powered sentiment analysis tools can analyse feedback from clients and carers to identify areas for improvement and measure satisfaction levels. By gaining insights into client experiences and preferences, Marli and Moe can continuously refine our services to better meet the evolving needs of the community.

HOW MAY THE NATIONAL DISABILITY INSURANCE SCHEME (NDIS) USE AI?

NDIS have been exploring the potential applications of artificial intelligence (AI) to improve its services and support delivery for people with disabilities.

Here are some ways in which NDIS could utilise Artificial Intelligence when supporting participants:

- **Assessment and Planning:** AI algorithms could analyse data from assessments and individual plans to identify patterns and trends, helping to streamline the planning process and tailor supports more effectively to each participant's needs.
- **Fraud Detection:** AI algorithms could be used to analyse claims data and identify suspicious patterns or anomalies that may indicate fraud or misuse of funds, helping the NDIS to protect its financial integrity and ensure that funding is used appropriately.
- **Natural Language Processing:** AI-powered natural language processing (NLP) technology could be used to analyse participant feedback, complaints, and inquiries, helping the NDIS to identify areas for improvement, address concerns, and enhance the overall participant experience.
- **Accessibility:** AI-driven accessibility tools could help the NDIS improve the accessibility of its services and communications for people with disabilities, including those with sensory impairments or cognitive disabilities.



FOR MORE INFORMATION,
CONTACT US ON:

Email: info@marliandmoe.com.au
Phone number: 1300 797 454
Website: www.marliandmoe.com.au