

How an AI-Forward Healthcare Technology Firm Got REAL About AI Governance and Accelerated Innovation



Client Snapshot

Bitscopic is a fast-moving founder-led healthcare technology company that delivers decision-ready data for some of the largest and most complex clinical teams in the federal government. Making massive amounts of information useful to clinicians on the front lines requires the company to skillfully and quickly adopt AI, both internally and in its products.

But for Bitscopic, AI missteps in this heavily-regulated space carry serious consequences for clinicians, patients, and the company's hard-won reputation.

The Situation

As eager AI adopters, Bitscopic's founders strongly encouraged staff to explore AI's potential across every job function, from marketing and sales, to product development, to operations, and customer service. As they discovered valuable internal use cases and efficiencies, they also found a gap: **Their nascent AI governance function was missing some foundational elements, like complete risk definitions and decision owners, which could expose them to liability down the road when they considered more customer-facing applications.**

Rather than wait until these governance gaps became full-fledged crises, Bitscopic proactively engaged GroundSpring to help them better organize their efforts and prioritize their controls.

The Challenge

With about 40 employees, all of whom were motivated to try AI tools, individual projects multiplied rapidly within the company. While this adoption was a boon for learning, it also created confusion about who owned decision-making and documentation, what rules to follow, how to share experiment results, and what to do when questions arose. **The swirl from so many experiments made some begin to wonder how to organize and make sense of it all so that these early efforts could build toward real, informed outcomes that were also defensible to stakeholders.**

Bitscopic's Director of Data Science and Research stepped in to organize a new AI governance committee that could help bring order to their AI strategy, but soon found the task of getting started a job unto itself that was detracting from other work streams.



“My biggest concern was the amount of work required to condense the proliferation of AI use cases, and whether there was a possible structure to constrain the acceleration of the applications.”

- Director of Data Science & Research

GroundSpring's Approach: The REAL Diagnostic

When the Director reached out to GroundSpring, it was clear there was an opportunity for an expert outside perspective to quickly hone in on the most pressing AI governance gaps and outline a prioritized path toward greater maturity:

“My frame was that there is no system that I can use to snap in all of our use cases, but without being explicit or pushing any activism, it felt like you had a vision and confidence that the deliverables would be relatively obvious.” - Director of Data Science & Research

As Bitscopic explores opportunities to extend AI into customer-facing applications, the company recognized that stronger governance would be essential to evaluating those opportunities responsibly. **Establishing clearer risk definitions, decision ownership, and documentation standards would allow the organization to assess potential AI-enabled capabilities with greater confidence, while protecting clinical integrity, customer trust, and regulatory readiness.**

GroundSpring 'sprung' into action with a 3-week REAL Diagnostic that unearthed the true state of AI adoption across Bitscopic's functional areas, and developed a stakeholder-informed roadmap with starter documents for ongoing rollout post-engagement, all of which aligned with the NIST AI Risk Management Framework to create a documented, defensible governance approach.

Getting REAL with GroundSpring

GroundSpring believes that to be meaningful and effective, AI governance needs to be Rooted, Embedded, Actionable, and Legible (REAL). That's why I start every project talking with people touching AI, so that I get a nuanced understanding of where governance gaps truly hide, whether they're cultural, procedural, or something else.

At Bitscopic, I interviewed a lead from every department who walked us through exactly how they use AI, what their results have been, and what they find confusing or in conflict with their goals or values. **From there, I used my own custom-built AI tool to analyze transcripts to systematically create a use case inventory with a risk dashboard mapped to selected relevant standards like NIST AI RMF, ISO 42001, HIPAA, EU AI Act, and others.**

Building on this inventory, I further clarified risk tiers and policies in a revised AI governance policy where each risk tier mapped back to an actual case I observed during our interview process. **This mapping helped everyone understand in specific, real-life terms what each risk looked like in their company.**

To give the AI governance committee a boost, I tightened up their charter and walked them through how to best approach their leadership responsibilities.

I presented our final synthesis to Bitscopic founders, laying out an outcomes-driven, aligned action plan: Solidify, Develop, and Extend. **Knowing that AI governance is a holistic, shared responsibility, I proposed concrete quarterly steps for the governance committee, managers, and team members, so that everyone could confidently carry out their parts in making AI trustworthy.**

Results & Impact

Two months after working with GroundSpring, Bitscopic is racing ahead, responsibly.

Bitscopic identified a project name, timeline, and a clear direction for a fully owned, locked-down internal AI infrastructure, which deliberately aligns with their risk posture, as clarified during the engagement.

The organization now has a clear, shared understanding of its AI behaviors, accountabilities, and risk tolerances. **That clarity makes it much easier for staff to spot and act on AI opportunities.**

In fact, after seeing the evidence-based action plan, the founders were more (justifiably) confident in moving ahead with their AI ambitions:



“Putting those documents into the hands of the founders forced a massive acceleration on ‘visioneering’ our AI strategy.”

- Director of Data Science & Research

A Note from GroundSpring's Founder



As Principal AI Strategist and GroundSpring's Founder, I deeply value my relationships with people like the team at Bitscopic who entrust me with their mission-critical business decisions.

In addition to delivering quality work with integrity, I strive for an enjoyable working relationship. I'd be delighted to work with you too!

"I'd recommend Jill to anyone with a latent concern about what AI governance even can be. For a lot of founders, they don't yet see the problem clearly enough to even name it. Until they can see it, they won't act on it. If I ever talk to someone who feels overwhelmed by the consequences of mismanaging data security and use-case compliance, Jill is the only person I'd point them to."

- Bitscopic, Director of Data Science & Research

Want to know more about how GroundSpring can help your AI initiatives speed up safely? *Let's chat!*

If you're a founder or leader in a high-risk domain who knows your AI use cases have multiplied faster than your ability to explain them to a customer, a board, or a regulator, a **REAL Diagnostic** gives you that picture and a path forward in 2-3 weeks.

Contact me for a free 30-min. conversation to discuss your situation and how, like Bitscopic, you can quickly accelerate your roadmap with confidence and defensibility.

groundspring.ai/contact | 434.264.1819

