

HClactive Introduces Human Experience Engineering to Make Healthcare Simpler in the Age of AI

HClactive introduces Human Experience Engineering (HXE), using AI to reduce administrative complexity and make healthcare simpler to access and manage.

ELLCOTT CITY, MD, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- HClactive today introduced Human Experience Engineering (HXE), the discipline guiding how the company uses AI to reduce administrative friction and create healthcare experiences that are simpler, more understandable, and easier to access and manage.

Healthcare administration is extraordinarily complex. Behind routine interactions are layers of systems, processes, rules, decisions, audits, transactions, and manual work.

Too often, that complexity is passed on to the people trying to navigate healthcare—members, providers, employers, brokers, and administrators.

HClactive believes AI creates an opportunity to change that.

Rather than asking people to navigate more software, portals, workflows, and disconnected systems, AI can take on more of the administrative work behind healthcare—from processing and automation to auditing and coordination.

But automating the work is only part of the challenge.



HClactive Team



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As AI takes on more administrative complexity behind the scenes, healthcare organizations must also rethink how people interact with the systems around them. How should people access information? How should they understand what is happening? How should they make decisions, ask questions, manage benefits, and get things done?

That is the role of Human Experience Engineering.

HXE identifies the friction between people and healthcare administration and guides how technology and AI are designed around the human experience. Its purpose is not to remove people from healthcare, but to remove unnecessary complexity from their experience of it.

For HClactive, HXE is not a new direction. It formalizes an approach the company has followed throughout its product development: understand where administrative friction exists, determine what work technology can take on, and design a simpler way for people to interact with the result.

“Healthcare administration has become incredibly complex. AI gives us the opportunity to automate that complexity—the processing, auditing, coordination, and the backend administrative work—and make healthcare simpler for everyone. For TPAs and administrators, that means more time to focus on service, care, and the people they support. For members, it means healthcare that is easier to understand and access. That is what Human Experience Engineering is about: using technology to simplify the work so people can focus on what matters most—health.”

— Henry Cha, CEO of HClactive

HXE guides HClactive's approach to complex areas of healthcare administration, including eligibility, claims, compliance, benefits management, member engagement, and the operational work surrounding them.

Solutions including Agentic TPA, Insurance Dark Factory, and HealthSpace Agentic Studio reflect this approach: AI handles and coordinates more of the administrative work across systems while people interact with a simpler, more unified experience.

The goal is not AI for the sake of AI.

It is to use AI where it can have the greatest impact—taking on repetitive, complex, and administrative work—while creating a better way for people to understand, access, and manage healthcare.

As AI becomes increasingly capable of working across healthcare's administrative systems, HClactive believes the defining question will shift from simply “What can AI automate?” to “What should the human experience of healthcare become?”

Human Experience Engineering is HClactive's answer to that question.

HClactive Press

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