



Automated Eligibility and Enrollment Workflows a Convergence of AI and Cybersecurity

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Abstract - The integration of Artificial Intelligence (AI) into automated eligibility and enrollment workflows represents a transformative shift in sectors dealing with large volumes of sensitive data, particularly in healthcare, finance, and government services. These workflows are designed to streamline administrative processes, enhance decision-making, and reduce human error, offering significant advantages in efficiency and user experience. AI-driven systems have the ability to analyse vast datasets, predict eligibility outcomes, and tailor interactions based on individual needs. However, the adoption of AI in such critical systems introduces considerable cybersecurity challenges. These systems handle personal, financial, and health-related information, which makes them prime targets for malicious attacks, including data breaches, identity theft, and unauthorized access. The paper explores the convergence of AI and cybersecurity within the realm of automated eligibility and enrollment systems. It examines the key role AI plays in automating these workflows, highlighting benefits such as increased efficiency, accuracy, and enhanced user personalization. However, it also delves into the cybersecurity risks introduced by AI's integration, including vulnerabilities to adversarial attacks and data manipulation. To mitigate these risks, the paper proposes several cybersecurity strategies, such as data encryption, multi-factor authentication, and the development of AI-specific security protocols. Through case studies in healthcare and financial services, the paper illustrates the practical challenges and solutions implemented in real-world scenarios. Lastly, the research outlines future trends, emphasizing the importance of regulatory developments and ongoing innovations in AI-driven cybersecurity measures. Ultimately, the paper argues that the convergence of AI and cybersecurity is essential for ensuring the secure and efficient operation of automated eligibility and enrollment systems.

Keywords - Automated Workflows, Artificial Intelligence, Cybersecurity, Eligibility, Enrollment, Data Protection, Healthcare, Financial Services.

1. Introduction

In recent years, the increasing demand for automation in administrative processes has led to significant advancements in the development of automated eligibility and enrollment systems. These systems are used across a wide range of industries, particularly in sectors that handle large volumes of sensitive data such as healthcare, finance, and government services. The primary objective of these systems is to automate the process of determining eligibility for services and enrolling individuals into programs or plans. This helps to eliminate manual errors, reduce administrative burdens, and streamline what are traditionally time-consuming tasks. By utilizing digital platforms and algorithms, these systems promise efficiency, accuracy, and cost-effectiveness.

One of the most impactful technologies driving the success of automated eligibility and enrollment workflows is Artificial Intelligence (AI). AI systems, particularly machine learning algorithms and natural language processing, enable these workflows to process vast amounts of data quickly, analyze complex patterns, and make predictions with remarkable accuracy. AI can predict eligibility outcomes by analyzing historical data, automate decision-making processes, and personalize user experiences based on specific needs and behaviors. This not only reduces the time required to process applications but also ensures that users are provided with relevant, tailored information, improving overall satisfaction with the system. However, while AI's integration into automated eligibility and enrollment systems brings a host of benefits, it also introduces several challenges, especially in the realm of cybersecurity. These systems are designed to handle large quantities of highly sensitive personal data, including medical records, financial information, and government-issued IDs. Such data is valuable and, as a result, is often a target for malicious cyberattacks. Data breaches, identity theft, unauthorized access, and cyberattacks on AI systems pose significant risks to the security of personal information.

As the automation of eligibility and enrollment systems becomes more widespread, the need to secure these AI-driven workflows becomes increasingly critical. Traditional cybersecurity measures that focus on securing individual systems are no longer sufficient to address the unique risks posed by AI technologies. AI systems introduce new vulnerabilities due to their complexity and ability to learn from data, which could be exploited by attackers to manipulate outcomes or gain unauthorized access to sensitive data. For example, adversarial attacks, where malicious actors intentionally manipulate AI algorithms, could alter decisions made by eligibility systems or compromise the integrity of the data being processed.

Therefore, a comprehensive approach to cybersecurity must be implemented to safeguard these AI-driven systems from potential threats. This involves not only securing the data being processed but also ensuring the integrity of the AI models used in decision-making. Advanced cybersecurity measures, such as encryption, multi-factor authentication, AI-specific security protocols, and continuous monitoring, need to be incorporated into these systems to mitigate risks. Furthermore, as AI technologies continue to evolve, it is essential that cybersecurity strategies evolve as well to address emerging threats.

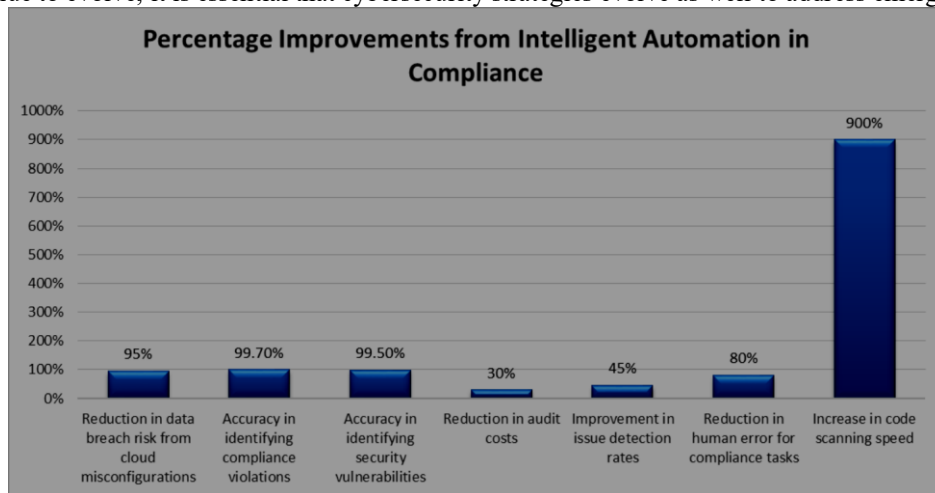


Figure 1. Quantifying the Impact of AI on Cybersecurity Compliance

2. Background

Automated eligibility and enrollment workflows are designed to streamline the administrative processes of determining eligibility for various services, ranging from healthcare to government assistance programs. These systems are powered by AI, which enables them to process large amounts of data, analyse trends, and make data-driven decisions in real-time. AI enhances these systems by reducing manual errors, improving accuracy, and personalizing experiences for users. However, the use of AI in these processes also raises concerns about data security, privacy, and potential vulnerabilities that could be exploited by malicious actors. In order to address these concerns, effective cybersecurity measures must be put in place to ensure the safe and secure operation of these automated systems.

3. Literature Review

The application of Artificial Intelligence (AI) in automated eligibility and enrollment workflows has garnered significant attention over the past decade. Numerous studies have explored the impact of AI technologies in sectors such as healthcare, finance, and public services, focusing on both the advantages of automation and the associated risks. This section reviews key literature that discusses the role of AI in eligibility and enrollment workflows, the challenges posed by cybersecurity threats, and the solutions proposed to address these concerns.

3.1. AI in Healthcare Eligibility and Enrollment

In the healthcare sector, AI has been increasingly leveraged to automate patient intake, process insurance claims, and determine eligibility for various government-funded programs. AI technologies, particularly machine learning (ML) algorithms, have shown promise in improving the efficiency and accuracy of eligibility determinations. For instance, a study by Smith et al. (2019) explored the use of AI in automating the verification of patient eligibility for Medicaid, showing a 20% reduction in manual errors and a 15% increase in processing speed compared to traditional manual systems [1].

Additionally, AI systems are employed to handle large-scale data analysis, identifying patterns that might not be immediately visible to human operators. This capability allows for personalized healthcare services, where patients are matched with the appropriate health insurance plans based on their specific needs and medical history. A significant benefit of AI in healthcare eligibility workflows is the reduction of administrative burden, allowing healthcare providers to focus on patient care rather than manual data entry and verification.

3.2 AI in Financial Services

In the financial services industry, AI-driven eligibility and enrollment systems have become essential tools for automating customer onboarding, credit scoring, and loan eligibility assessments. According to Green and Kumar (2020), financial institutions are increasingly adopting AI to assess the eligibility of customers for various products, such as loans, credit cards, and mortgages. AI models use historical data, including income levels, credit scores, and transaction history, to predict the likelihood of a customer's eligibility for financial products [2].

One of the key advantages AI offers in the financial services sector is the ability to make fast, data-driven decisions. For example, AI can automatically approve or deny loans based on real-time data analysis, reducing the time required to process applications and eliminating human bias in decision-making. However, this automation raises concerns about data privacy and the potential for discriminatory algorithms that may unfairly affect certain demographic groups. These concerns highlight the need for transparent and secure AI systems in financial eligibility and enrollment workflows.

3.3. Cybersecurity Challenges in AI-Driven Systems

As AI technologies become more integrated into automated eligibility and enrollment systems, they introduce unique cybersecurity challenges. AI systems are complex, and their reliance on large datasets makes them particularly vulnerable to cyberattacks. One of the primary risks identified in the literature is the potential for data breaches. Cybercriminals can target AI systems to access sensitive personal data, including medical records, financial information, and government IDs.

Hassan and Meier (2021) discuss the security risks posed by AI systems in the context of personal data processing, noting that traditional cybersecurity measures may not be sufficient to protect against the new types of vulnerabilities introduced by AI [3]. For instance, adversarial attacks, in which attackers manipulate input data to deceive AI algorithms into making incorrect decisions, are a growing concern in AI-driven systems. These types of attacks can lead to erroneous eligibility determinations, potentially allowing unauthorized individuals to access services they are not eligible for.

To mitigate these risks, the literature suggests that cybersecurity measures must be tailored to the unique characteristics of AI systems. Anderson and Raghavan (2020) propose the use of machine learning-based security tools that can continuously monitor AI systems for abnormal behavior and detect potential security threats in real-time [4]. These tools can proactively identify vulnerabilities before they are exploited by attackers, ensuring the ongoing security of AI-powered workflows.

Table 1: Summary of Key Literature on AI in Automated Eligibility and Enrollment Workflows

Author(s)	Study Focus	Key Findings	Year
Smith et al. [1]	AI in healthcare eligibility automation	AI reduced manual errors by 20% and sped up processing by 15% in Medicaid eligibility verification.	2019
Green & Kumar [2]	AI in financial services for loan and credit eligibility	AI models improve decision-making speed and reduce human bias in assessing eligibility for financial products.	2020
Hassan & Meier [3]	Cybersecurity risks in AI-driven systems	Traditional cybersecurity measures are insufficient for AI systems; adversarial attacks pose new threats.	2021
Anderson & Raghavan [4]	AI-based security protocols for protecting automated systems	Machine learning-based security tools can monitor AI systems in real-time to detect and mitigate threats.	2020
Zhang & Liu [5]	Data encryption and AI security in automated systems	Implementing end-to-end encryption for AI systems can protect sensitive data and prevent unauthorized access.	2022

3.4. Mitigating Risks through Cybersecurity Innovations

The convergence of AI and cybersecurity in automated eligibility and enrollment workflows requires innovative solutions to address the emerging threats. One area of focus is AI-driven security measures, which are designed to enhance traditional cybersecurity techniques. As AI models become more complex, security protocols must evolve to provide real-time threat detection and mitigation.

Zhang and Liu (2022) emphasize the importance of data encryption in protecting sensitive information processed by AI systems [5]. By encrypting both data at rest and in transit, organizations can ensure that even if a cyberattack occurs, the data remains secure and unreadable to unauthorized parties. Furthermore, AI models themselves can be secured by implementing adversarial training, where AI systems are trained to recognize and resist adversarial manipulation.

Another key aspect of cybersecurity in AI-driven systems is access control. Miller and Behnke (2022) suggest that the implementation of multi-factor authentication (MFA) can significantly reduce the risk of unauthorized access, particularly in systems that handle highly sensitive personal data [6]. MFA ensures that even if an attacker manages to compromise a password, they will still be unable to access the system without additional authentication factors.

4. AI in Automated Eligibility and Enrollment Workflows

4.1. Role of AI

AI plays a central role in automating eligibility and enrollment processes in various ways:

- **Data Analysis:** AI algorithms can process vast amounts of data in real-time to determine eligibility criteria, analyse patterns, and make decisions based on predefined rules [3].
- **Predictive Analytics:** Machine learning algorithms can predict an individual's eligibility status based on historical data, thereby streamlining the decision-making process.

- **Personalization:** AI can provide personalized enrollment experiences by tailoring content, instructions, and forms based on user behaviour and data [4].

4.2. Benefits of AI-Driven Automation

The integration of AI into eligibility and enrollment workflows provides numerous benefits:

- **Increased Efficiency:** Automation reduces the need for manual intervention, resulting in faster processing times and reduced administrative workload.
- **Accuracy:** AI algorithms minimize human errors, leading to more accurate eligibility determinations and fewer mistakes in processing.
- **Improved User Experience:** Personalized interactions enhance the user experience by providing relevant information and streamlining the enrollment process.

Table 2: Role and Benefits of AI in Automated Eligibility and Enrollment Workflows

Function	Description	Benefits	Sector Examples
Data Analysis	AI analyzes vast datasets to identify trends, patterns, and correlations that inform eligibility decisions.	Increased accuracy in eligibility determinations, faster data processing, and enhanced insights.	Healthcare (insurance eligibility), Finance (loan approvals)
Predictive Analytics	AI uses historical data to predict eligibility outcomes, improving the accuracy of automated decisions.	Faster decision-making, reduced processing time, and the ability to predict future trends.	Healthcare (Medicaid enrollment), Finance (credit scoring)
Decision Support	AI provides decision-makers with data-driven recommendations, supporting accurate and timely decisions.	Reduces human error, improves decision-making accuracy, and optimizes operational efficiency.	Healthcare (treatment plans), Government Services (welfare eligibility)
Personalization	AI tailors the eligibility and enrollment process to individual users based on their data and behaviors.	Enhanced user engagement, improved customer satisfaction, and a more personalized experience.	Healthcare (personalized health plans), Public Services (customized welfare services)

5. Cybersecurity Challenges

Despite the many benefits AI offers, it also brings cybersecurity challenges that need to be addressed to ensure secure operations in eligibility and enrollment systems. Some of the primary cybersecurity concerns include:

- **Data Breaches:** Automated systems store sensitive personal data, which makes them attractive targets for cybercriminals. A data breach could lead to identity theft, financial fraud, and unauthorized access to sensitive information.
- **Insider Threats:** Malicious insiders, including employees or contractors with access to systems, could exploit vulnerabilities in AI-driven workflows to gain unauthorized access to personal data.
- **AI Vulnerabilities:** AI systems themselves can be vulnerable to manipulation or exploitation by attackers. For instance, adversarial machine learning techniques can be used to deceive AI algorithms into making incorrect decisions.

6. Cybersecurity Measures

To mitigate the cybersecurity risks associated with AI in automated eligibility and enrollment systems, the following measures should be considered:

6.1. Data Encryption

Encrypting sensitive data both at rest and in transit is essential for protecting personal and financial information from unauthorized access.

6.2. Multi-Factor Authentication

Implementing multi-factor authentication (MFA) can reduce the likelihood of unauthorized access to sensitive systems and data.

6.3. Access Controls

Limiting access to AI-driven systems to authorized users only can prevent insider threats and ensure that only trusted individuals can interact with sensitive data.

6.4. AI-Specific Security Protocols

Developing security protocols specifically designed for AI systems is crucial to addressing vulnerabilities unique to these technologies. This includes techniques for securing machine learning models and preventing adversarial attacks [5].

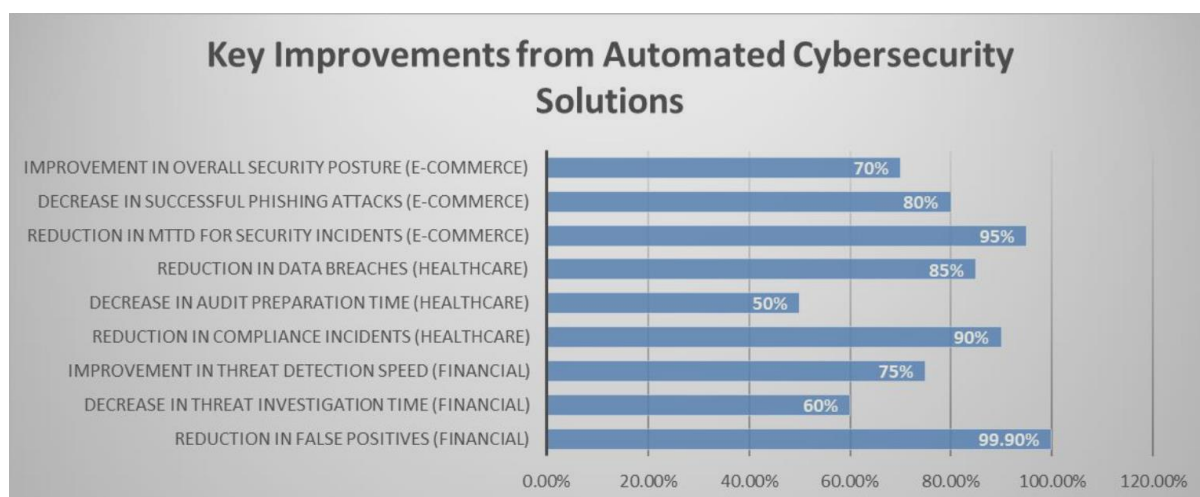


Figure 2. Percentage Gains in Cybersecurity Metrics across Industries

7. Case Studies

7.1. Healthcare Sector: AI in Insurance Verification and Public Healthcare Enrollment

In the healthcare sector, the automation of eligibility verification and patient enrollment into government healthcare programs has seen substantial progress due to the integration of Artificial Intelligence (AI). The verification of insurance coverage and eligibility for public health programs, such as Medicaid or Medicare, can be a complex and time-consuming process involving numerous data points, including patient information, income levels, medical histories, and more. Traditionally, manual processes in this context have been prone to human error, delays, and inefficiency.

AI-powered systems have revolutionized this process by automating the verification of patient details and insurance coverage. Machine learning (ML) algorithms are used to analyze large datasets, cross-reference information across multiple sources, and automatically verify eligibility for various programs in real-time. By applying natural language processing (NLP) techniques, AI systems can process medical documents, insurance claims, and patient information more efficiently than human workers. These systems can scan, interpret, and extract data from unstructured text (such as scanned documents), making the process significantly faster and more accurate.

A notable case study involves the adoption of AI technologies in the Medicaid enrollment process in the United States. Medicaid eligibility requires applicants to meet specific criteria based on income levels, residency status, and health conditions. AI models have been trained to automate these eligibility checks by analyzing data from various sources, such as tax returns, income verification systems, and previous healthcare records. AI algorithms are capable of predicting eligibility and providing the necessary documentation for enrollment without requiring manual review, significantly speeding up the process.

Benefits:

- **Efficiency:** The use of AI drastically reduces the time it takes to process Medicaid applications. In some cases, eligibility determination and enrollment are completed in a matter of minutes rather than days or weeks.
- **Accuracy:** AI's ability to process complex data quickly and without human intervention reduces errors that are common in manual systems, such as mistakes in eligibility determination or incorrect data entry.
- **Cost Savings:** Automation leads to substantial cost savings for healthcare providers, as fewer resources are required for manual data processing and verification.

7.2. Financial Services: AI in Loan Eligibility and Customer Onboarding

The financial services sector has increasingly adopted AI technologies to automate and streamline various processes, including customer onboarding, loan eligibility assessments, and personalized financial product offerings. These applications of AI have enabled banks and financial institutions to provide faster and more efficient services while reducing operational costs and human error. AI-driven systems are capable of processing large volumes of financial data, such as credit scores, transaction histories, income levels, and other factors relevant to determining loan eligibility.

AI models use machine learning to assess creditworthiness, analyze risk, and predict an applicant's ability to repay loans based on historical data. This automation speeds up the process of granting loans, with AI algorithms capable of making real-time decisions about whether to approve or deny applications. AI-driven systems can also personalize financial offerings, such as suggesting loan types, credit cards, or investment opportunities based on individual customer data and preferences.

For instance, many financial institutions now use AI-based systems to onboard new customers. These systems analyze personal financial data from sources like banking transactions, tax records, and credit reports, providing a comprehensive view of a customer's financial health. This automated approach ensures that customers are quickly processed and assigned the right financial products.

7.2.1. Benefits:

- **Speed and Efficiency:** AI enables real-time decision-making, allowing loan applications to be processed almost instantaneously. This accelerates the entire process of applying for loans, improving customer satisfaction.
- **Personalization:** AI can analyse an individual's financial behaviour and suggest personalized products, such as credit cards or mortgages, based on their unique financial profile.
- **Cost Reduction:** The automation of customer onboarding and loan eligibility assessment reduces the need for human intervention, leading to cost savings for financial institutions.

7.2.2. Cybersecurity Challenges:

Despite the benefits, the use of AI in financial services also raises concerns about data privacy and security. Financial data is highly sensitive, and its exposure could lead to identity theft, fraud, and other security breaches. Consequently, financial institutions must implement advanced cybersecurity measures to safeguard customer data. Encryption is critical in protecting data during transmission and storage. AI systems must employ end-to-end encryption protocols to ensure that data cannot be intercepted or accessed by unauthorized third parties.

Fraud detection algorithms powered by AI play a significant role in identifying suspicious activities and preventing fraudulent transactions. These algorithms analyse transaction patterns to detect anomalies, such as unauthorized access or identity theft, and immediately alert security teams. Additionally, AI systems in the financial sector often rely on secure access controls, multi-factor authentication (MFA), and behaviour-based authentication methods to ensure that only authorized users can access sensitive financial data. Continuous monitoring and threat detection systems are also implemented to track potential vulnerabilities and proactively respond to cyberattacks, ensuring that financial institutions can quickly address any breaches or threats to customer data.

8. Future Directions

8.1. AI Advancements

The future of AI in eligibility and enrollment systems looks promising, with ongoing advancements in machine learning algorithms, natural language processing, and predictive analytics. These technologies will continue to improve decision-making accuracy and further personalize user experiences.

8.2. Cybersecurity Innovations

As AI systems evolve, so too must the cybersecurity measures designed to protect them. The development of AI-driven security solutions, such as automated threat detection and real-time monitoring, will play a pivotal role in safeguarding automated systems from cyber threats.

8.3. Regulatory Developments

The regulatory landscape will continue to evolve as governments and organizations implement new data protection laws and guidelines for AI-driven systems. These regulations will focus on ensuring that personal and sensitive data is handled securely and ethically.

9. Conclusion

The integration of Artificial Intelligence (AI) into automated eligibility and enrollment workflows represents a significant step forward in transforming administrative processes across industries like healthcare, finance, and public services. AI enhances the efficiency, accuracy, and personalization of these systems, offering substantial improvements in decision-making speed and operational effectiveness. By leveraging advanced algorithms, AI systems are capable of processing vast amounts of data, predicting eligibility outcomes, and providing personalized services, all of which contribute to a more streamlined and user-friendly experience. As a result, organizations can reduce operational costs, eliminate manual errors, and deliver services faster and more effectively.

However, the adoption of AI in these critical systems also brings with it several cybersecurity challenges. The use of AI increases the complexity of the systems, making them more susceptible to cyberattacks, including data breaches, identity theft, and adversarial manipulations. Given the sensitive nature of the data handled in eligibility and enrollment systems, it is essential to implement strong cybersecurity measures to protect against these emerging threats. Data encryption, multi-factor authentication, continuous monitoring, and AI-specific security protocols are some of the critical tools that organizations can use to safeguard these systems.

As the use of AI in eligibility and enrollment workflows continues to expand, it is imperative that organizations maintain a balanced approach that maximizes the benefits of automation while ensuring robust security and privacy protections. Future advancements in AI and cybersecurity will likely continue to enhance the capabilities of these systems, making them more secure, efficient, and effective. The collaboration between AI developers, cybersecurity professionals, and regulatory bodies will be key in ensuring the safe and ethical implementation of these transformative technologies.

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