

# From Curiosity to Culture

How we brought AI innovation to Elucid, and are getting the whole team to adopt it

Amy Kruglak | People Operations | May 14, 2026

# Who We Are

Elucid is on a mission to **predict and prevent heart attacks and strokes**, delivering personalized care by using AI to analyze cardiac CT images.

Software as a Medical Device | AI-powered cardiovascular imaging

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*A small, fast-growing team, and where I come in.*



**130 employees today**

Engineers, clinicians, commercial, ops, all working alongside AI.



**I joined at ~40**

First HR hire, fall 2022. We've more than tripled since.



**AI is core, not optional**

Our product is AI. Our culture has to live it too.

elucid™

# The Challenge

The conversation that started everything.

*"We're an AI-based company, and we're not using AI."*

*"People don't know what to do with it. We need much higher adoption, not just our engineers."*

Elucid CTO | Early October 2025

# The Insight

This wasn't a tech rollout. It was a behavior change.

# 3

## barriers in the way:

**No time** — heads-down, AI felt like a side project

**Intimidation** — adoption stuck in engineering, everyone else felt left out

**Permission to play** — people needed room to experiment without it feeling like a side hustle they had to justify

# Alien Intelligence

Powerful, actively changing how we work, and we don't fully understand it yet

*Every powerful new tool starts unfamiliar.*

**And we get to learn it.**

*Each of these started overwhelming, then became second nature.  
AI is no different. And we're early.*

## The iPhone

*2007: felt strange.  
Now it's how we live.*

## Texting

*Once awkward typing  
on a phone. Now  
reflex.*

## The Internet

*Once a research tool.  
Now infrastructure.*

# HR + IT Partnership

IT makes it possible. HR makes it real.

*People learn best co-creating with others.*

## IT

- The tools and the rollout
- Choosing what to deploy
- Compliance, security, integration
- Note: PHI in our systems meant moving deliberately. We needed to be extra cautious and ensure proper agreements in place.

## HR

- The humans and the learning journey
- Inviting people to create, not just consume
- Helping the team distill what's overwhelming

# Step 1: Set context at Company All Hands

Things are moving very fast

MIT

**95% of generative AI pilots at companies are failing**

BAIN & COMPANY

**Will Agentic AI Disrupt SaaS?**

MEDIUM

**Eric Schmidt: The AI Revolution is Underhyped**

BUSINESS & SOCIETY

**AI Won't Replace Humans. But Humans With AI Will Replace Humans Without AI**

STANFORD / WSJ

**Companies Are Being Torn Apart by AI "Workslop"**

IT BUSINESS EDGE

**This CEO laid off nearly 80% of his staff for refusing to adopt AI**

# Step 2: Two Lunch & Learns

October, November 2025 • Open to the whole company

*Before asking anyone to do something new, we made space to understand it.  
Low stakes, no pressure, just learning.*



## Session 1

### “AI Tooling in Action”

*Tools, Prompts, and Agents*

- Practical tools: ChatGPT, Claude, Code Interpreter
- How to use them effectively and compliantly
- Building your own AI “agents” to automate workflows



## Session 2

### “Deep Learning at Elucid”

*For the tech-minded*

- Core concepts behind AI at Elucid and in MedTech
- Demystify the jargon, no CS degree required
- How these technologies are already shaping our industry

# Step 3: Play Day

November 3, 2025

NOV  
3

*3 hours.  
No deliverables.  
Just explore.*



## Everyone played

Work alone or with teammates, test, explore, build whatever caught your interest.

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## No one left out

Analyst team coverage arranged in advance so commercial cases were covered while we all participated.

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## 4pm share-back

The whole company came together to share what they built and learned. Peer-to-peer learning hit differently.

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## The signal was clear

“This is not a side project. This is the work.”

# What People Built

Three HR use cases that makes AI real for us

01



## Handbook → Searchable FAQ

Fed the employee handbook into Claude and had it generate a concise, searchable FAQ. Employees get instant answers.

*Time to value: immediate*

02



## Competitor Salary Intelligence

A weekly automated agent that gathers competitor job postings and the salaries they publish for comparable roles. Real market data, zero manual research.

*Runs every Monday, automatically*

03



## AI-Powered Sourcing Agent

Fed resumes of successful hires into Claude. Built an agent that sources candidates matching on skills, educational institution, and location.

*Faster, smarter recruiting*

elucid

# Step 4: Scale

Once the team had hands-on experience, we were ready to invest more formally.



## Claude Enterprise account

IT configured SSO, security controls, and usage policy. The right foundation for scale.



## Whole-company intro meeting

Presenting to the org, what Claude is, what it isn't, how to use it safely.



## IT office hours

Recurring drop-in sessions with team-specific use cases. Hands-on help from zero to productive.

# Key Takeaways

*What we learned getting our team to actually use AI.*

## 01 Behavior change > tech rollout

The tools were the easy part. Getting people to try them was the work.

## 02 HR creates permission

IT delivers the tools. HR makes it safe to learn, fail, and try again.

## 03 Make time to learn

Lunch & learns. Play days. Office hours. Without space, nothing changes.

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*Ship small. Learn fast. It's how we build software. It's how we built this.*

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# You don't need a big plan.

*Name the problem. Make space. Trust your team to surprise you.*

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- ✓ Oct 2025: CTO challenge → All-company context → Two Lunch & Learns
- ✓ Nov 3, 2025: Play day, 3 hours, whole company, real share-back
- ✓ April 2026: Claude Enterprise, whole-org intro + IT office hours with use cases