

CASE STUDY

How a U.S. Mental Health Provider is Using AI to Scale Proposal Writing

Overview

A national provider of mental health services needed a way to scale its proposal writing without growing its team. With limited internal resources and increasing demand, the team turned to AI to speed up content creation, simplify information retrieval, and maintain high-quality submissions.

Since adopting AutogenAI in July 2024, the organization has used the platform to streamline drafting and reduce time spent on manual tasks.

The Challenge

The organization's business development team faced several key challenges:

- **Overstretched Resources:** Proposal development was manual and slow, placing strain on an already stretched team.
- **Hard-to-Find Information and Content:** Valuable examples and case studies were difficult to locate, slowing down early drafts.
- **Disconnected Workflow:** The team lacked a tool that supported the entire proposal process, from content discovery to final polish.

With the growing demand for new government-funded opportunities, the organization needed to strengthen its capacity without expanding its headcount.



The Solution

AutogenAI was implemented to support the full proposal process, from content discovery to final refinement. Users reported a noticeable drop in time spent locating past content during onboarding. **The ability to surface relevant examples quickly became a clear win. Adoption continues growing, with a new proposal writer hired to support the ongoing rollout.**

Key improvements included:

- **Faster Content Access:** Teams could quickly find examples and case studies, easing one of their most significant early pain points.
- **Day-to-Day Integration:** The platform is now part of the team's regular workflow, and efforts are underway to deepen usage.
- **Support for Expansion:** A new hire will help scale usage and embed the platform across more stages of the proposal process.

The Results

While still early in adoption, the organization is already seeing measurable improvements:

- **Faster Drafting:** Teams save time at the earliest stages by reusing high-quality content.
- **Strong Early Engagement:** Enthusiastic feedback from first users laid the groundwork for broader adoption.
- **Scaling with Confidence:** A new proposal writer is being onboarded to help embed the platform into day-to-day work.

While early in its AI journey, the organization already sees the value of a more scalable, efficient proposal process, freeing up time to focus on what matters: **delivering better mental health outcomes.**