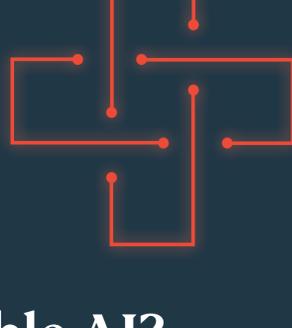


Responsible AI for Healthcare

The Benefits of Ethical AI and How to Develop Responsible Practices



What is Responsible AI?

Responsible AI is:



Fair



Transparent



Explainable

Why Responsible AI Matters

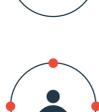
Responsible AI helps healthcare organizations:



Minimize bias and reduce healthcare inequities



Address patient health risks earlier to prevent more costly care



Identify and engage high-risk patients in need of care



Meet patients' expectations, maintain integrity, and avoid reputational damage

Healthcare's AI Bias Problem

Without responsible practices, biased data and algorithms can cause inequities based on multiple factors.



Race



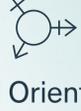
Income



Zip Code



Gender



Sexual Orientation



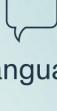
Education



Biomarkers



Past Use of Healthcare

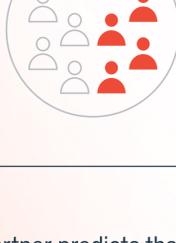


Language

Patients Fall Through the Cracks

A widely used algorithm recommended just 18% of high-risk Black patients receive additional care, despite 47% meeting the threshold for needing specialized care.¹

AMONG BLACK PATIENTS



47% met the care threshold



Only 18% received additional care

Gartner predicts that through 2022, **85% of AI projects will produce inaccurate results**

due to bias in the data, algorithms, or groups responsible for managing them.²



Advancing Responsible AI in Healthcare

C-Suite leaders and consumers recognize the need for AI ethics.



76%

of CEOs are most concerned about the potential for bias and lack of transparency when it comes to AI adoption³



66%

of consumers expect AI models to be fair and free of prejudice⁴

“Adoption of artificial intelligence is pushing organizations from declarations of their responsible and ethical AI principles to actions.”

GARTNER

Taking Action to Overcome Bias

AI is being used successfully to fight bias in healthcare.

2X More
Black Patients Referred to Care When AI Bias is Addressed



In a Chicago Booth Center for Applied AI project, addressing bias led to nearly twice as many Black patients being referred to a healthcare program.⁵

23%
More Underserved Patients Engaged

Actium's responsible AI approach enabled a health system to expand cardiology outreach to underserved Black and Asian populations by 23%.⁶

“Algorithms can reinforce structural biases, or fight against them. Which one is up to us.”

DR. ZIAD OBERMEYER

3 Questions to Help Ensure Responsible AI

1

What processes do you have in place to detect racial and other bias?

2

When racial or other bias is found in an algorithm, what do you do to address it?

3

What, if any, third-party resources do you use to find and mitigate bias?

SOURCES:
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2. <https://www.gartner.com/en/newsroom/press-releases/2018-02-13-gartner-says-nearly-half-of-clos-are-planning-to-deploy-artificial-intelligence>
3. <https://www.pwc.com/us/en/services/consulting/library/artificial-intelligence-predictions/responsible-ai.html>
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