



## **Artificial Intelligence**

Technology is transforming healthcare in significant ways, and artificial intelligence (AI) is at the forefront of this transformation. The expansion of AI in healthcare is projected to occur at an astounding rate — reaching an estimated \$613 billion global market by 2034.<sup>1</sup>

Al's potential seems almost infinite, with promises across the healthcare spectrum, such as sophisticated diagnostic and treatment tools, data analysis and management capabilities, automated administrative and workflow functions, expanded telehealth and virtual care applications, new approaches to training and education, and enhanced cybersecurity solutions. Al offers many exciting opportunities for healthcare leaders, clinicians, researchers, and patients, but they should approach it with measured enthusiasm. Like any type of technology, Al programs and systems are not infallible, and they can have unanticipated and unintended consequences.

As AI becomes more ubiquitous in healthcare, organizations will need to address potential risks and develop proactive strategies for managing these technologies. Although regulations, standards, and best practices are still evolving, the following risk strategies offer high-level recommendations to consider when implementing AI.



Thoroughly assess your organization to determine whether it has the proper information technology (IT) infrastructure, personnel, knowledge, and capabilities to adopt AI tools and systems.



Establish a panel or committee to facilitate AI governance that consists of appropriate and diverse representatives from the organization (e.g., IT, risk management, legal, etc.).



Determine how to engage patients, families, and the community in your organization's AI initiatives. Consider how best to solicit feedback and review and respond to concerns.



Perform due diligence of AI vendors and developers when evaluating programs and systems. Consider whether they are transparent about how their technology works, its capabilities, its limitations, and the data sources on which the technology was trained.



Follow established best practices in technology development and implementation (e.g., frameworks that incorporate plan-do-study-act principles) when incorporating AI into your healthcare organization.



Develop, implement, and monitor policies and procedures for using AI in your healthcare organization. Determine appropriate protocols and parameters for each AI program and system that providers or staff members will use.



Stay current on federal and state regulations associated with AI technologies (e.g., in relation to data privacy and security, informed consent, scope of practice, liability, etc.). Be aware that AI development might outpace regulations, requiring collaboration across experts and industries to determine appropriate policies and safeguards.



Stay current on evolving guidance about standards of care and best practices related to AI from professional associations, advocacy groups, government agencies, and research studies.



Ensure that oversight and assessment of AI tools and systems takes into consideration known and potential issues associated with ethics, fairness, and health equity.



Promote awareness among healthcare providers and staff members of potential challenges and risks associated with AI technology, such as biased data and functional issues, black-box reasoning, automation bias, data privacy and security, patient expectations, and training and education deficits.



Ensure that healthcare providers and others who are incorporating AI technology into practice have received training on the programs and systems they are using, are adhering to any guidelines provided by the AI vendor or developer, and can demonstrate competency.



Develop and implement patient selection criteria, standardized clinical protocols, and informed consent standards for care involving AI to ensure consistency, quality, ethical use, and efficiency of care.



Develop measures of robustness to assess and monitor AI performance over time (e.g., validation on multiple data sets and cross-checking between clinicians and AI systems). Monitoring should vary based on the type of AI, its purpose, how it's deployed, and the clinical situation.

Empower clinicians and staff members to speak up if they feel that an AI tool or system is inaccurate, biased, or creating the potential for an adverse outcome. Encourage clinicians to participate in training and education to combat overreliance on, or overconfidence in, these tools and systems.



For more information and risk strategies, see MedPro's Risk Resources: Artificial Intelligence.

## Endnote

<sup>1</sup> Precedence Research. (2024, November 7). Artificial intelligence market size projected to hit USD 3,680.47 Bn by 2034. *Global Newswire*. Retrieved from www.globenewswire.com/news-release/2024/11/07/2976909/0/en/Artificial-Intelligence-Market-Size-Projected-to-Hit-USD-3-680-47-Bn-by-2034.html

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