

DON'T GIVE AI A BAD NAME:

Defeating Hype and Misinformation in Healthcare Narratives

No one can seem to agree on how artificial intelligence (AI) will impact the future of healthcare. Over-hyped and misunderstood, it's often considered either an impossible utopian dream or a frightening dystopian future. At Spectrum, we believe there is a specific and unique role for AI in healthcare. And we believe if we do it right, this intersection of man and machine has great potential to transform healthcare—for the better.

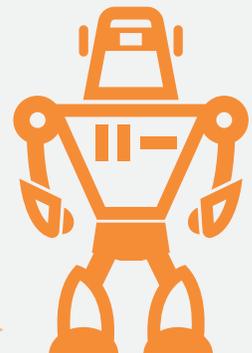
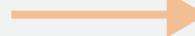
AI COMES IN PEACE

Key clinical health AI applications can potentially create

\$150 billion

in annual savings for the US healthcare economy by 2026¹

In the next five years, the health AI market will grow more than **10x²**



AI can help nurses treat the patients who need them most by **reducing unnecessary visits by 20%³**

AI can address an estimated **20% of unmet clinical demand¹**

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3. Sense.ly. How can we get nurses back to direct patient care? Sense.ly website. Updated January 21, 2016. <http://www.sensely.com/how-can-we-get-nurses-back-to-direct-patient-care>. Accessed November 21, 2018.

HEALTHCARE AND TECH: CAN'T WE ALL JUST GET ALONG?

The current narrative about AI is not working. Overly-aggressive marketing and unrealistic expectations have created suspicion and anxiety about AI in healthcare. This tension mirrors the inherent conflict between tech and medicine. Health is built on the principle to “do no harm” while tech is marked by fast-paced disruption that asks for forgiveness, not permission. It often seems like there is no way to unite these two forces of change.

Has everyone forgotten that to work in healthcare research is to work in failure? The number of potential medicines that fail in clinical trials is staggering—but **innovation and discovery, especially in health, require a trial and error approach grounded in scientific insight, strategy and a desire to improve patients’ lives.** So why should AI in healthcare be any different? AI will learn from every challenge, resulting in stronger platforms for better patient care.

5 TIPS TO UNITE HEALTH AND TECH AROUND AI

1

Translate the Tech

Help reporters and the public more broadly understand AI and its potential in healthcare. Communicate and clearly explain the science behind the AI products, so those unfamiliar with the intricacies of machine learning and AI can better understand its potential impact and benefits.

2

Set AI Up for Success

Establish a need for AI in healthcare and build a case for its use. As AI's newest campaign manager, you need to prove AI's value by demonstrating how patients and healthcare systems both benefit.

3

Put the Breaks on Hype

Show progress and reinforce realistic expectations for AI in healthcare. Not everything with AI can—or should—be flashy. Data milestones help provide adequate context and opportunities to educate on the type of data that will be available.

4

Phone a Friend

Harness and elevate the natural defenders to continue establishing credibility for AI in healthcare in social and traditional media. Those who understand how AI and cognitive computing work, as well as have realistic outlooks on the speed of transformation and the potential of this technology in healthcare without having a direct stake in the product, should drive the conversation.

5

Ask the Experts (That's Us)

At Spectrum, we're passionate about science, and we know healthcare and its stakeholders. We can help you craft the right narrative and reach the right people with meaningful, targeted communications to drive understanding and acceptance. Let's work together to redefine what AI means in healthcare.

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