

HealthTech Innovation & Ethics

The Focus On Responsibility, Trust & Safety

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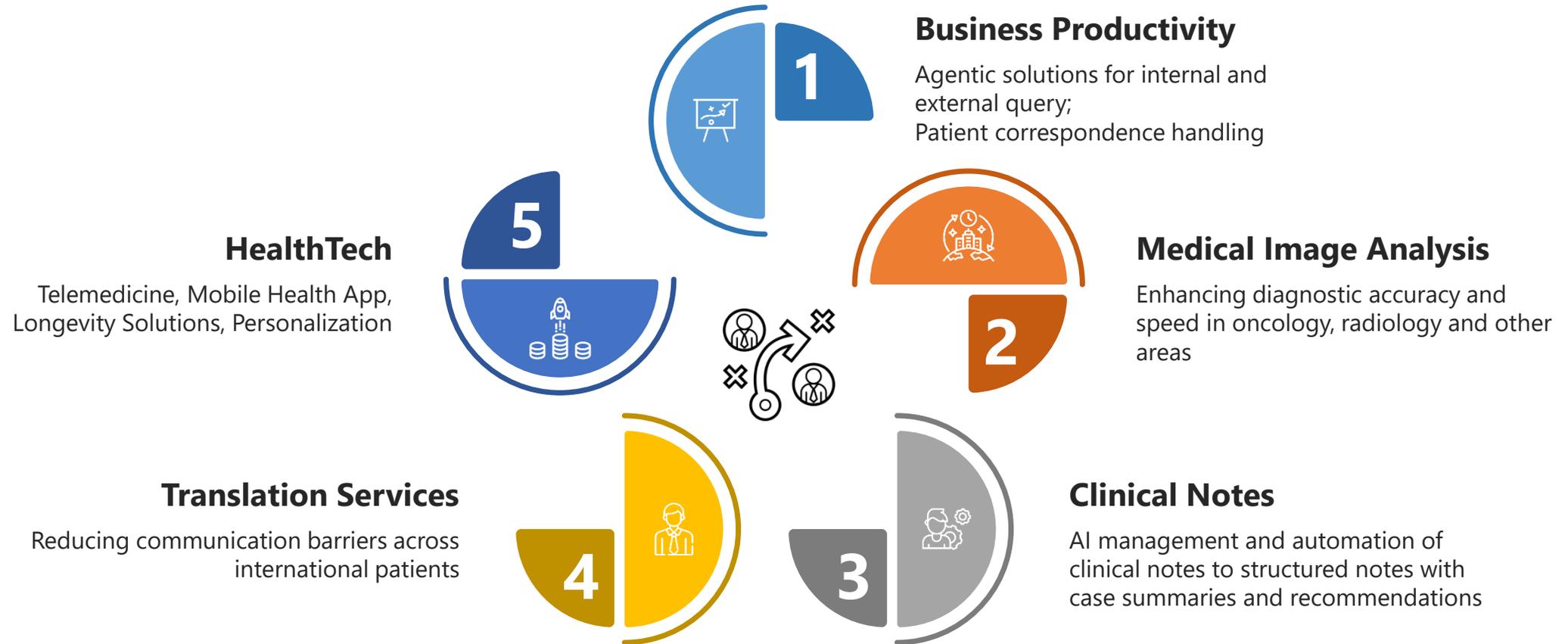


Market Statistics of AI in Healthcare

- The global AI in healthcare market is projected to reach \$36.1 billion by 2025.
- AI-driven diagnostic tools have shown a 20% increase in accuracy over traditional methods.
- Investment in AI healthcare startups surged to \$4 billion in 2021.
- Telemedicine powered by AI has grown by over 60% during the pandemic.
- The adoption rate of AI solutions in healthcare facilities is currently at 30%.



AI Innovation Examples At Bumrungrad

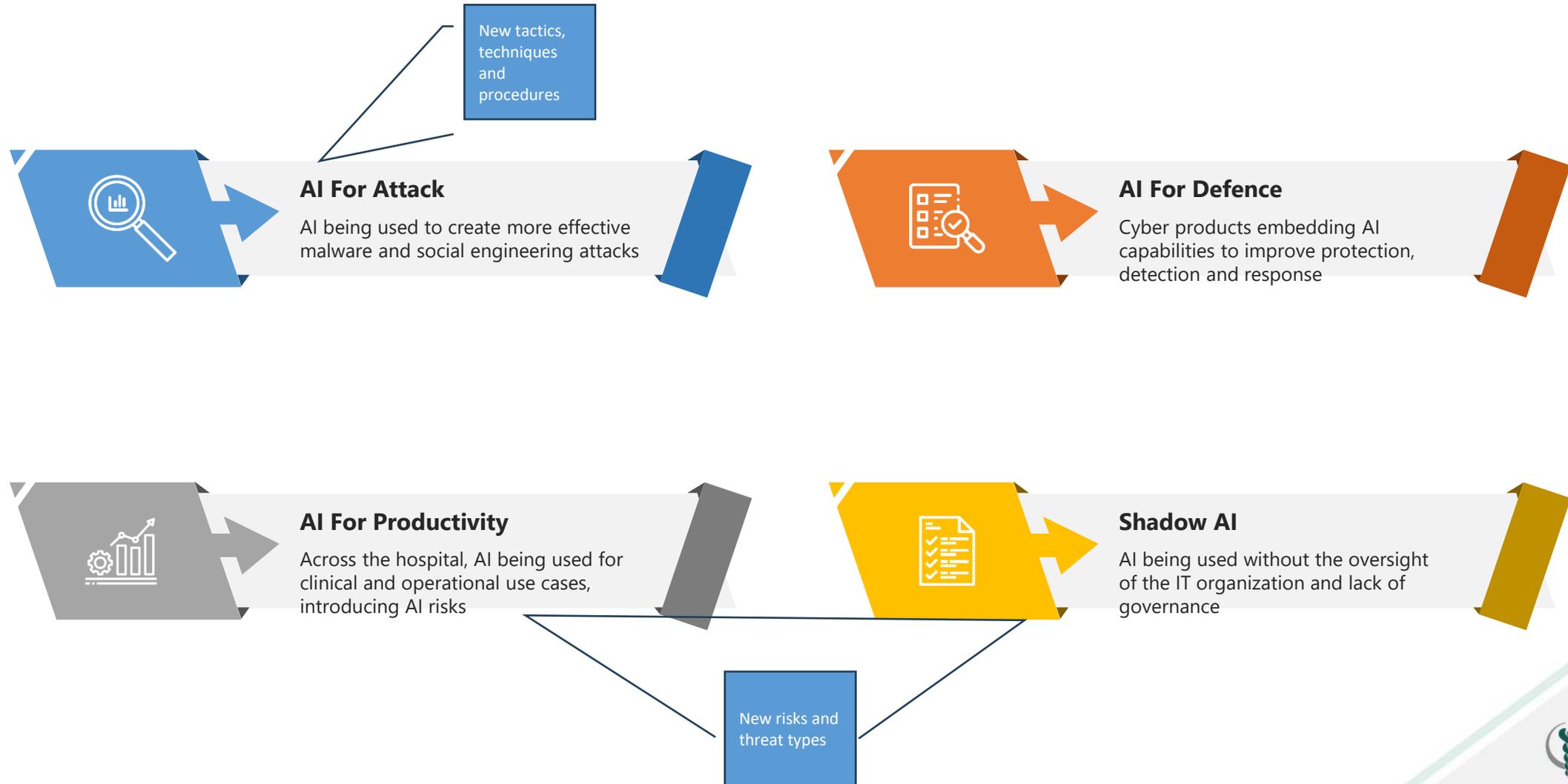


Navigating Innovation & Ethical Dilemmas in HealthTech AI

- How do you ensure Privacy
 - How do you ensure Fairness
 - How do you ensure **Security**
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- Being Responsible
 - Being Trustworthy
 - Ensuring Safety
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- *In the situation where technology is evolving faster than regulation*



Cybersecurity Considerations For AI



Case Study: Cyber Attack on United Healthcare

- Major cyber ransomware attack on Change Healthcare occurred on 2024
- 190 million patient records compromised
- \$3.1 billion spent in response, including \$22 million in ransom payments
- Widespread disruption to hospital services, payments held up led to concern of practices folding
- Significant fallout with Lawmaker involvement and concern on sector risk



The Call To Action

- Developers: must prioritize ethics and security in health technology solutions from the beginning
- Policymakers: should establish clear regulations for AI in healthcare and keep pace
- Healthcare Leaders: ensure ethical use of technology, with governance, and digital trust over digital speed

HealthTech innovation will not be truly progress if it is not ethical, safe and secure



Thank you !
