



## Improving AI standards in healthcare settings



The growing use of artificial intelligence (AI) in medical settings has led tech giants – including IBM, Google and Philips – and healthcare industry leaders to band together under a new initiative of the Consumer Technology Association's (CTA).

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The group will examine and advance the impact of AI in healthcare by providing standards and recommend best practices to enhance the application of the technology. No formal name has yet been given to the initiative, which will specifically address AI in consumer health, fitness and wellness technology. The effort will serve as a platform for stakeholders across the tech and healthcare industries to create a set of common terminology and best practices for management and oversight of data.

The initiative will be co-chaired by Pat Baird, the regulatory head of global software standards at Philips, and Jerry Wilmink, chief business officer at CarePredict. "AI will boost our wellness and healthcare by improving outcomes, expanding treatment options and providing cost-cutting efficiencies," CTA's CEO and president, Gary Shapiro, said in a release. "We must seize the opportunity to realize the potential of AI ethically, strategically and with clear goals." Through its work in providing best practices, the CTA group aims to ultimately enhance health outcomes, improve efficiencies and reduce healthcare costs.

Members of the working group will closely examine pressing topics in the field of AI such as trustworthiness, ethics and bias. The CTA working group, currently composed of more than 30 members that also include the American Telemedicine Association, AdvaMed, FitBit, Samsung and AT&T, will meet for the first time at CTA's Technology & Standards Spring Forum in San Francisco this May.

"This unique working group represents a diverse set of stakeholders across the ecosystem, including clinicians, manufacturers, regulators, public policy and civil rights organisations," according to Rene Quashie, vice president, policy and regulatory affairs, digital health, CTA. "The work produced will provide an informed framework for the use of AI in the context of healthcare."

Source: [Consumer Technology Association](#)

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