



# The rise of artificial intelligence (AI) in health

## Hopes, risks, and success factors

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## THE OECD: A UNIQUE HUB FOR INTERNATIONAL COOPERATION



- 38 Members: open market economies with shared values
- Created from the rebuilding of Europe after WWII
- 64-year-old intergovernmental Organisation
- Mission:  
**BETTER POLICY FOR BETTER LIVES**





**HOPE**

**RISK**

**SUCCESS**





HOPE: AI in health will be as important as electricity. Opportunities are significant



Clinical practice (quality / productivity)

System management



Public health monitoring

Drug innovation  
Clinical improvement



**AI will empower  
8 Billion people to achieve their health objectives with  
guidance  
from health professionals**



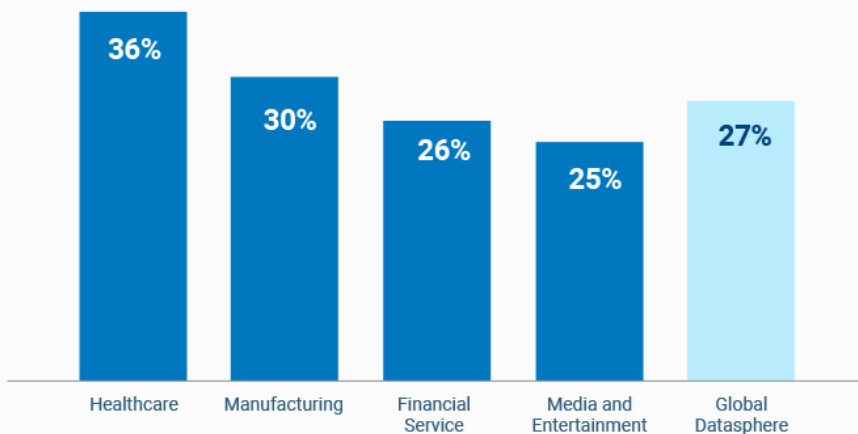


HOPE: Our challenge is to unlock the latent value in health data for public good

By **2025**, the compound annual growth rate of **data for healthcare** will reach **36%**.

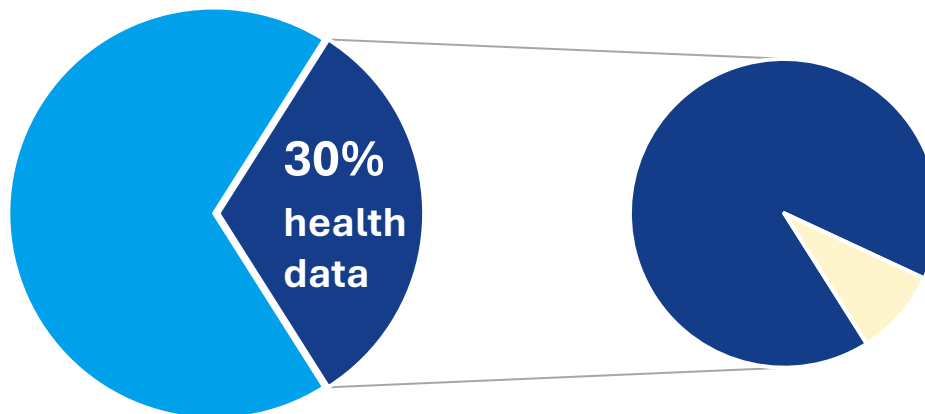
**6% faster** than manufacturing, **10% faster** than financial services, and **11% faster** than media & entertainment.

2018-2025 Data – Compound Annual Growth Rate (CAGR)



But..

WORLD'S DATA



Only 3% is used





# HOPE

**RISK**

# SUCCESS










# RISK: Identify risk and operationalise common principles



## Values-based principles

-  Inclusive growth, sustainable development and well-being >
-  Human rights and democratic values, including fairness and privacy >
-  Transparency and explainability >
-  Robustness, security and safety >
-  Accountability >

## Recommendations for policy makers

-  Investing in AI research and development >
-  Fostering an inclusive AI-enabling ecosystem >
-  Shaping an enabling interoperable governance and policy environment for AI >
-  Building human capacity and preparing for labour market transition >
-  International co-operation for trustworthy AI >



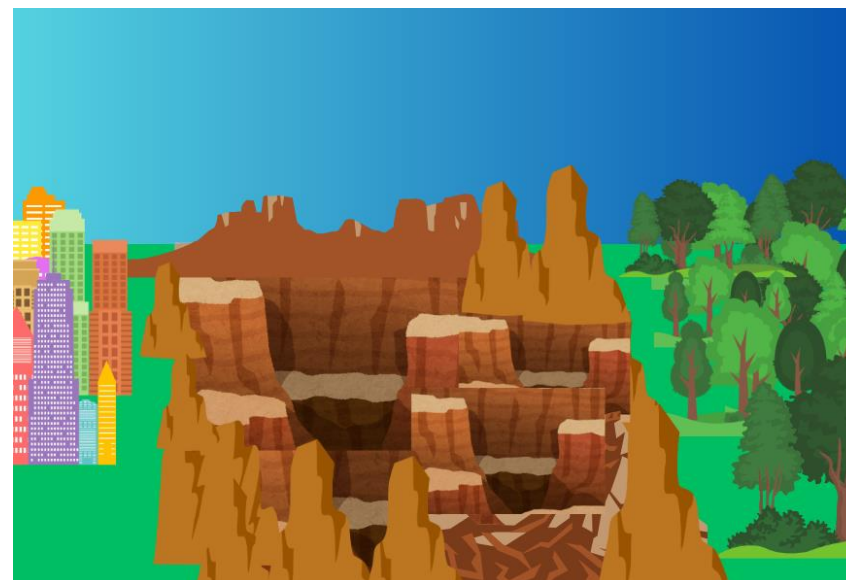
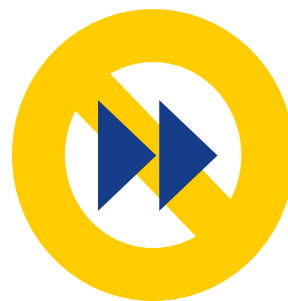
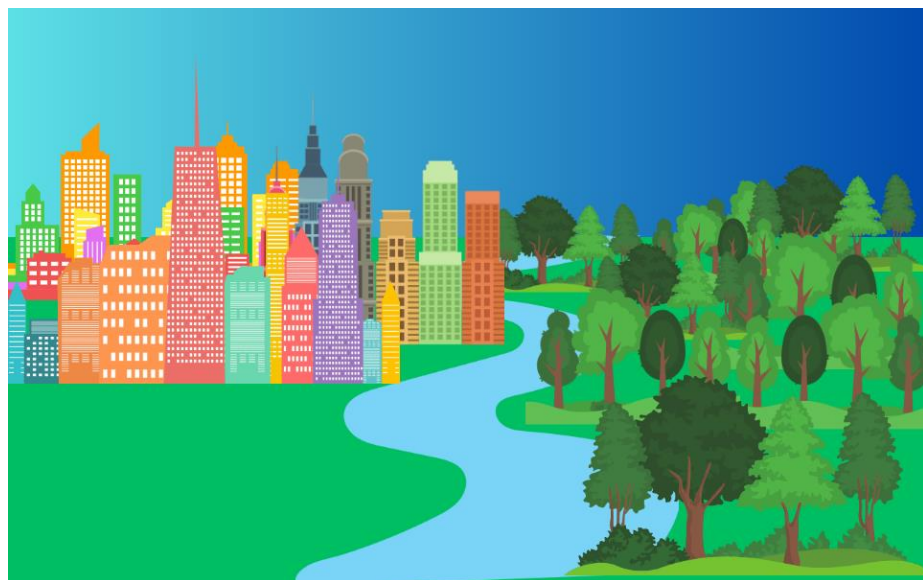
OECD (2024), Recommendation of the Council on Artificial Intelligence *Updated*

**Inclusive // Human Rights // Transparent // Safe // Accountable**





# RISK: Collective action for Responsible AI in Health; Huge Potential, Huge Risks







**HOPE**

**RISK**

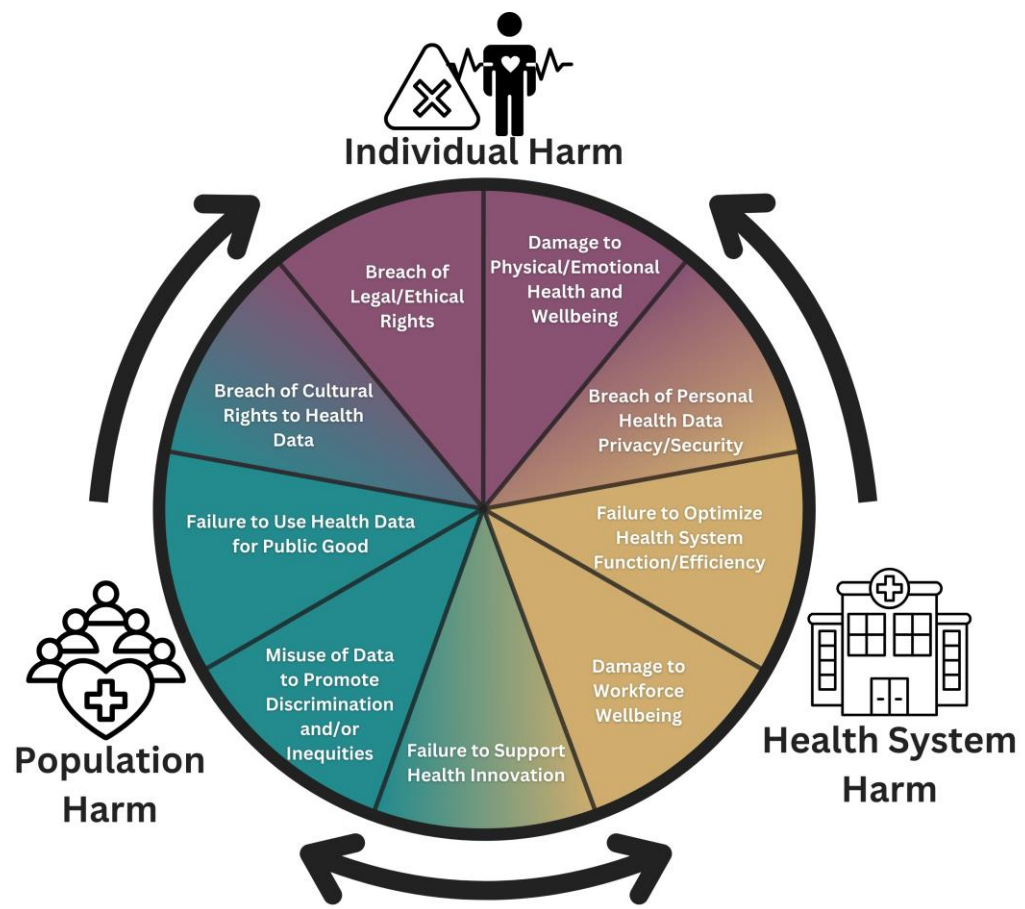
**SUCCESS**





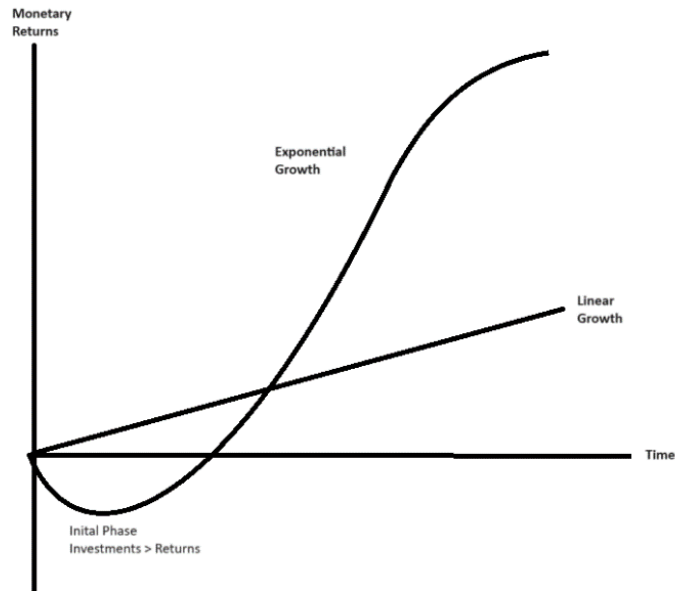
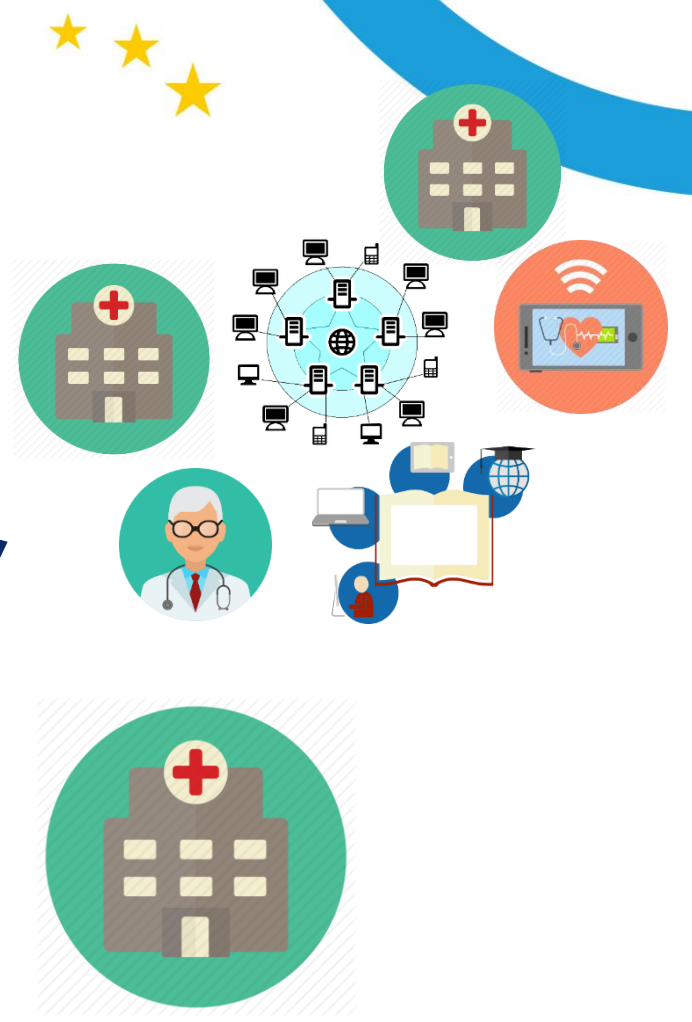
SUCCESS: Collaborate on foundations:  
Compatible policies and harmonized standards

OBJECTIVE: To minimise data-related harms





# SUCCESS: Shift governance to incentivise scale and realise exponential gains



**Investment in Networks (exponential)**



**Traditional Investment (linear)**



**“Investments in digital health can return 3 EUR for every 1 EUR invested”**  
Health in the 21<sup>st</sup> Century, OECD

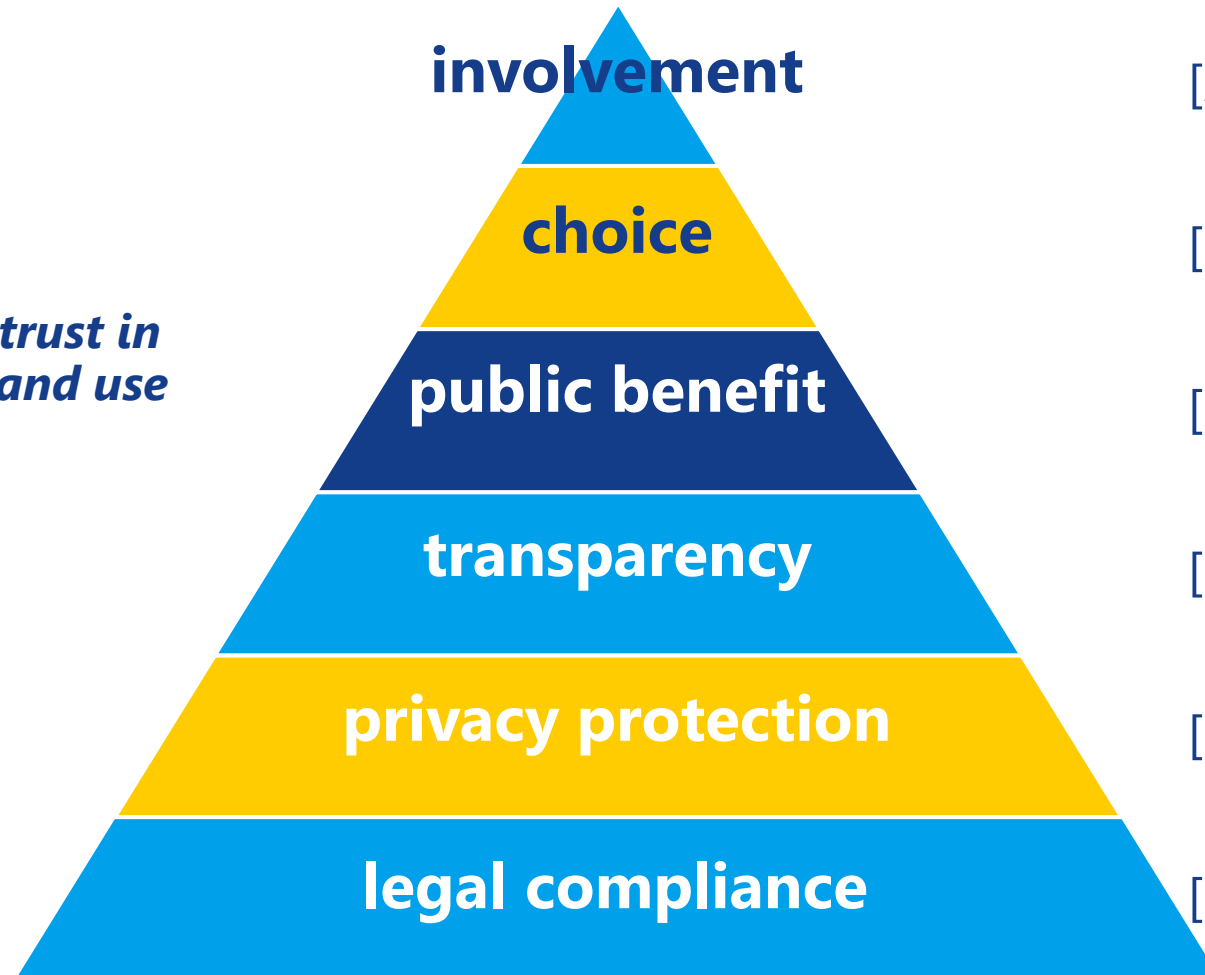




# SUCCESS: Fostering trustworthiness with the public and providers



***A hierarchy of needs for trust in healthcare data privacy and use***





We can achieve improved healthcare outcomes for all through the better use of data



**Health systems are distinct and similar. There are opportunities to collaborate and learn**

Driving **people-centred integrated health** requires

- **Minimisation of harm** through **compatible policy** and **harmonised standards**
- **Incentives for scale and to be scaled** to share value for public good
- **Trustworthiness and involvement** of public and providers





And the ultimate success factor: AI in health requires *agile leadership* ...



It is time to bring health into the 21st century

“The key barriers to building a 21<sup>st</sup> century health system are not technological.

They are in the institutions, processes and workflows forged long before the digital era.”

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Find our publications & events online @ [www.oecd.org/health](http://www.oecd.org/health)





# Thank You!

