

HEALTHCARE

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Generative AI: Key Risk Considerations

Navigating the Risks of AI in Healthcare

As artificial intelligence (AI) becomes increasingly integrated into healthcare, it brings both promise and complexity. While AI tools can enhance efficiency and support clinical decision-making, they also introduce new risks that healthcare professionals must understand and manage. Below, we explore four key areas of concern and offer guidance on how to mitigate potential harm.

1. HALLUCINATIONS: INACCURATE OR FABRICATED INFORMATION

- Large language models (LLMs) can generate content that appears credible but is factually incorrect or entirely fabricated—known as "hallucination." These outputs may include false citations, misquoted sources, or misleading references.
- In healthcare, the consequences of such misinformation can be serious. For example, AI-generated content has promoted false claims such as cancer-curing diets, the dangers of sunscreen, garlic as an antibiotic alternative, and 5G causing infertility. If incorporated into clinical care, such disinformation could lead to patient harm.

Key implications:

- **Clinical Risk:** Misleading outputs may result in incorrect diagnoses or inappropriate treatment plans.
- **Legal Liability:** Clinicians or institutions relying on unverified AI content may face malpractice claims.
- **Reputational Damage:** Trust in healthcare providers can erode if AI errors are not transparently addressed.

2. BIAS IN GENERATED CONTENT

- AI systems can reflect and even amplify existing biases in healthcare data. These biases often stem from historical inequalities and underrepresentation of certain populations in medical research and practice.

Key implications:

- **Health Inequities:** AI tools that fail to account for diverse populations may perpetuate or worsen disparities in care.
- **Ethical Concerns:** The use of biased AI may violate principles of fairness and non-discrimination.
- **Regulatory Scrutiny:** Regulators are increasingly focused on algorithmic fairness, which may lead to audits or sanctions.

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