On December 5, 2024, the International Consultative Board held its 6th session.

The meeting was opened by **president of ICB -Miroslav Saban**, who is the Government and Public Affairs Leader for/in/at Philips CEE. The meeting was dedicated to the topic of How AI can enhance the human experience in healthcare. Where the main presenter was **President Miroslav Saban** himself.

He began by mentioning the changing demands of patients on healthcare, what causes them, and the challenges healthcare providers face, including an aging population, rising chronic disease rates, worsening staff shortages, and the pursuit of efficiencies to reduce healthcare costs. At the same time, he mentioned that digital transformation is causing an exponential growth of health data – from 2025, the amount of healthcare data is expected to grow by 36% per year. Here he started a thread about the helping hand that AI can provide in interpreting this huge amount of data. He stressed, however, that artificial intelligence in itself is not the solution. He mentioned that the motto that Philips follows is that the value of AI is only as strong as the human experience it supports. That's why it's important to combine the power of AI with deep clinical expertise to create solutions that integrate with healthcare providers' workflows and daily healthcare routines. Here he stated that with the above, healthcare providers can better diagnose, treat and monitor the condition of patients. The AI-enabled solutions of Philips are designed to augment the expertise of health providers, improve operational efficiency and empower people to take better care of their health and well-being. He then presented examples of this challenging activity. Then he mentioned the example of keeping an eye on patients during MR exams through touchless patient sensing and advanced algorithms that detect breathing. Next, advanced image analysis for increased diagnostic confidence has been mentioned. He mentioned how operational efficiency can be increased in MR by minimizing unexpected downtime in case of operational issues. Another example was the facilitation of echocardiographic examinations through semi-automatic measurements of cardiac function and anatomy. Preventive methods were also mentioned, such as the use of predictive algorithms to support clinical decisions in identifying at-risk patients in intensive care units. The important factor of empowering patients with chronic diseases was also addressed, as well as the more general issue of encouraging people to take care of their own health, such as oral hygiene, through personalized recommendations for better toothbrushing habits.

The next part of his presentation was devoted to looking at where AI opportunities extend beyond the factors already mentioned. The focus of this growth was located in four areas:
– people and experiences – by supporting the human experience through need-driven innovation,
– data and technology – by solving data challenges through promotion of data sharing, interoperability and next-generation AI methods,
– governance and trust – by promoting safe, secure and responsible use of data and AI,
– partnerships and new business models – here he mentioned the need for a collaborative approach and partnerships in many aspects, especially dealing with data solutions may be too difficult for one or two companies and collaboration is strongly required.

Summarizing his presentation, he made some closing remarks, recalling that:
– AI can enable healthcare providers to prevent diseases, diagnose, treat and monitor patients,
– AI must be integrated into healthcare providers' workflows to support human experience,
– scaling AI in healthcare requires a human-centric approach, built on a strong foundation of trust, while promoting data sharing, interoperability and ecosystem partnerships that enable seamless integration of workflows.

In the discussion after the presentation **Claudio Muñoz** asked about the possibility and scope of using these solutions in public healthcare and if the presented solutions (and the technology) are ready, already in use, or are they in most cases still the subject of research and testing.

President Miroslav Saban stated that the basics of Philips' achievements that he presented are not future plans, but mainly the technology is already in use, although he mentioned that there will definitely be more, as there is much more potential to the growth in AI support. While discussing that it might have different levels in some countries and regions, he mentioned the great progress made in North America. The largest congress of North America dealing with this (Radiology Society of North America) has been mentioned, where different solutions are exhibited, tested and challenged by their experts and then introduced to the market.

Professor Sebastian Werle - Vice Rector for Science and International Cooperation, congratulated on the impressive presentation. He noticed that many of the presented solutions are ones used in the European Healthnet Innovation Center, which was partly funded by Philips. He expressed concern that currently only the positive aspects of AI are being highlighted and asked what are some of the important risks associated with the approach of applying AI in this specific area.

President Miroslav Saban answered that one of the most important things to avoid in uncontrolled data leakage, which brings us back to the topic of cybersecurity, but which also relates to the way AI processes different data from different sources. He recalled one of the images from his presentation, where data comes from different devices and a professional can analyze it – this is where the risk of data security breaches exists, so it is important to focus on the sensitive point. He noted that the problem here is essentially the free use of data by AI while protecting personal data (e.g., genomic data) so that it is not misused. He mentioned that this role is fulfilled by the digital platform of the healthcare system, where all data used is securely stored and shared with the consent of the data providers. Summarizing this idea (repeatedly pointed out in the presentation as well), he recognized the importance of human supervision, which allows to assess whether the data processed by AI makes sense. The responsibility must ultimately rest with the professionals, and not with the AI itself, which should only be a tool supporting the decision-making process.

Prof. Paweł Sowa thanked the speaker for his outstanding presentation. During the general discussion on artificial intelligence, he mentioned certain dangers of universal access to artificial intelligence, where, as an example he mentioned the possibility in modifying camera images, where these ideas not only appear in movie plots, but are increasingly closer to being probable in real life.

President Miroslav Saban stated that this is a problem that can be expected in the future in large networks and **President** there are dangers of using artificial intelligence in digital image processing to obtain fake images. **Prof. Paweł Sowa** mentioned that perhaps the technology is still not developed enough to make such advanced generation and replacement of parts of the image to make it undetectable, but it may raise concerns in the near future. Later, they talked about the generation of deep fakes during conversations and the threats resulting from dangerous statements made by people acting as important political figures.

Dr Tomasz Grabiec acknowledged the impressive presentation and what **President Miroslav Saban** is doing with Philips. As Product Innovation Manager he mentioned that they have an internal project of collecting data, which has been widely distributed in different places (drives and servers) since the internet became more common. He said that this is where they try to use AI to create a tool for this organizing, however he mentioned the phenomenon of AI "hallucinations", where there it tries to fill knowledge gaps. He asked if the presenter has encountered such a problem in his project.

President Miroslav Saban replied that most likely colleagues in the development department (scattered across different groups) are dealing with this issue, but added that due to his role as supervisor, although he is aware of the problem, he himself has not had such experience. He mentioned that this enforces strict validation in the company policy, where he again mentioned the clear need for the final human oversight in the process when applying AI.

After the discussion, **President Miroslav Saban** mentioned the proposals for the topic of the next meeting. **Prof. Paweł Sowa** mentioned the significant problem of organizing such meetings due to the time differences of the regions from which the ICB members come. The meeting ended with a light discussion about the pleasure of further cooperation and about products using artificial intelligence.