

Barb McLaughlin



Barbara's expertise is HOW TO COMMUNICATE EFFECTIVELY with a focus on Healthcare. A lot of the information presented to patients is not remembered, understood or complied to.

Barbara's life's passion is to help patients navigate and comprehend the healthcare world so they are not so frightened and upset by the mere process.

Barbara worked with Smart Source to create a series of products and services whose primary function is to educate and communicate to the patients. Visit our website at www.hand-holder.com and see how we meet this challenge. Then send us your comments and ideas so you too can help take care of everyone and feel good about your life every day!

AI ETHICS IN HEALTHCARE

Barbara K. McLaughlin

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AI Agents are routinely trained to incorporate their trainer's ethics and biases. So how do we, as a society grapple with this, influence this, regulate this?



There's little doubt that uncontrolled Open AI and Gen AI is a recipe for disaster. It is the primary reason that AI creators and developers are worried, and why parents and moralists are terrified of its unbridled capabilities.

Turn this technology toward healthcare functions and you may well indeed be risking lives, but most certainly overall health. The term most healthcare AI proponents favor is deterministic. This speaks to the application of rules within the AI architecture that discourages or prevents hallucinations or rogue imaginations and misinformation. After all, who is determining right from wrong?

Conversational AI, especially when paired with realistic human forms, can be particularly effective in influencing human behavior. They appear to emote and emulate human characteristics we most often attribute to humankind. Just ask the parent of a child who's committed suicide, how this could possibly happen?

When approaching AI in healthcare, it is imperative that we are all on guard for some of the tricks of AI agents. We must implement strict rules, oversee functionality, constantly monitor AI/human conversations, and when possible, anticipate areas of weakness for potential deviations from the intended algorithms. They are, after all, programmed by humans, taught by humans, and (hopefully) monitored by humans- who are all too frequently, subject to oversized influence by potentially bad actors.

The only cure is extensive testing and oversight by trusted individuals working with trusted programmers, developers, and talented/tested technologists. As with all things human, TRUST is still the primary component in positive, desirable results! Proceed with caution please.

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