



USING GENERATIVE AI: SAFETY CONSIDERATIONS

Artificial Intelligence is everywhere, and we need to be sure it's not a blind spot for us.



JORDAN WISEMAN
FELLOW CONSULTANT



01

LAST TIME WE MET...

02

SOME SPECIFIC TOOLS

03

GENERALITIES

04

BACK TO THE SPECIFICS

05

QUESTIONS?



IF YOU REMEMBER **FROM LAST TIME**

Use of Generative AI, especially Large Language Models, have become common place in healthcare and elsewhere...

IN THE NEW ERA

...through collaboration between providers, support staff, developers, and regulators, AI may...

- ▀ Improve patient outcomes
- ▀ Reduce costs
- ▀ Enhance data analysis
- ▀ Support telehealth
- ▀ Promote empowerment

CAUTIOUSLY THOUGH

...because without care by providers,
support staff, developers, and
regulators, AI may...

- ▀ Expose and disclose PHI
- ▀ Exhibit bias and unfairness
- ▀ Be uninterpretable and opaque
- ▀ Compliance and regulatory challenges
- ▀ Harm data quality and integrity



NEW SKILLS WITH GENERATIVE AI

An overview of the capabilities you can take advantage of using modern AI tools.



SUMMARIZATION

Extract key points from long or dense documents.



COMPLIANCE

Scan comms for regulatory and policy compliance.



TASK MGMT.

Execute various action response to events.



COACHING

Get suggested replies to patient queries in real-time.



REPORTING

Generate textual reports based on data inputs.



ARRIVAL

Pre-process spoken or written patient input.



EMAIL HANDLING

Sort incoming emails by intent or issue.



KNOWLEDGE BASE

Help employees find relevant information quickly.



**AI HAS THE POTENTIAL TO MAKE US ALL
ROCKSTARS...OR MORE RELAXED**



ANALYSIS

Consume and
analyze vast
amounts of data



PREDICT

Infer meaning and
patterns from the
data



HANDLE

Take authorized
actions based on
the inferences



LET'S GET **SPECIFIC**

Because who wouldn't want a brainy sidekick that can read a mountain of data faster than you can brew a perfect cup of coffee, just don't ask it to laugh at your jokes!

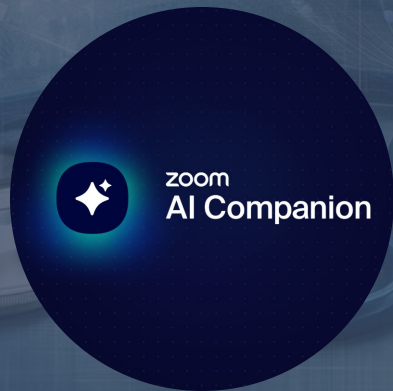




- ▀ Patient Data Summarization
- ▀ Financial Reports and Billing Audits
- ▀ Appointment Scheduling and Communication
- ▀ Compliance and Policy Documentation
- ▀ Internal Training Materials



- Improving Clarity in Communications
- Document Proofreading
- Enhancing Survey and Feedback forms
- Internal Emails and Memos
- Multilingual support (*maybe*)



- AI Transcription for Staff Meetings
- Meeting Summaries and Action Items
- Training Webinars for New Procedures
- Scheduling Follow-Up Appointments
- Consultations with AI Translations (*maybe*)

Even If You Trust your AI

E.g., they promise to keep *your* data
within *your* account.



Consider how bad AI use could go:

- ✓ If used wrong
- ✓ If applied wrong
- ✓ If abused
- ✓ If it runs away!

*Remember what you have learned,
help you it can!*



LET'S GET **GENERAL**

Now we'll discuss some of things you should keep in mind when using any AI system to help you with day-to-day work...

GENERAL CONSIDERATIONS ON AI SAFETY

Follow your AI security policy

online
business solutions

Example AI Security Policy

Background

[COMPANY]'s business objective is to be on the cutting-edge of technology. As such, [COMPANY] encourages and supports using AI technologies within the business since AI can have enormous benefits and the potential to assist in ideation, to automate complex analysis tasks, and to serve as the basis for innovative new products across service lines. AI technology has the potential to change and improve how we work, helping to increase our productivity and unleash our own creativity.

However, using AI without appropriate considerations and safeguards may open [COMPANY] and our clients to substantial risks, including the exposure of confidential information, reputational damage, and a myriad of legal, compliance, and ethical concerns. It is essential to ensure that all employees understand the significance of intellectual property and the risks of sharing confidential information in chats.

Given the rapid ascent of how AI has been embraced and utilized within [COMPANY], the leadership team determined that it is critical to publish and disseminate this Addendum to our Security Policy for all [COMPANY] employees and contractors to read and acknowledge.

Purpose

The purpose of this policy is to provide guidance on the responsible and secure use of AI at [COMPANY] to ensure compliance with legal and regulatory requirements, protect the interests of the company, and mitigate risks associated with AI technology.

8000 Normandale Lake Blvd, Suite 500 / Bloomington, MN / 55420

online.com / 952.814.0700 / 877.281.1561

Results. Guaranteed.

Follow your AI security policy



GENERAL IDEAS FOR SAFE AI USE

Accidental Disclosure of Sensitive Information

CONSIDERATION

Sharing sensitive data without strong encryption or security can result in HIPAA violations, fines, and legal issues for the organization.

MITIGATION

Never input sensitive data into AI systems unless they are HIPAA-compliant.

GENERAL IDEAS FOR SAFE AI USE

Inaccurate or Incomplete AI Outputs

CONSIDERATION

Relying on AI-generated outputs without proper human review can lead to errors, miscommunication, or incorrect documentation.

MITIGATION

Have a human verify outputs, especially for critical docs; AI should assist with, but not own, sensitive tasks.

GENERAL IDEAS FOR SAFE AI USE

Overconfidence in AI Recommendations

CONSIDERATION

Over-reliance on AI can lead to task mishandling, such as improper scheduling, incorrect coding, or poor-quality document generation.

MITIGATION


Treat AI as an assistive tool rather than an autonomous decision-maker.



GENERAL IDEAS FOR SAFE AI USE

Phishing and Social Engineering Risks

CONSIDERATION



Interacting with malicious AI-generated content could expose the organization to cyber threats, e.g., ransomware or data theft.

MITIGATION

Use AI tools skeptically and prefer those with built-in security features that detect suspicious activity.

GENERAL IDEAS FOR SAFE AI USE

Bias and Unintentional Discrimination

CONSIDERATION

Using biased AI outputs in communications or in administrative tasks (e.g., scheduling prioritization) can result in accidental discrimination.

MITIGATION

AI outputs should be reviewed and adjusted to ensure they meet ethical and organizational standards.

GENERAL IDEAS FOR SAFE AI USE

Mismanagement of Permissions and Access

CONSIDERATION

Granting AI access to patient records, financial data, or sensitive internal info could expose the organization to breaches.

MITIGATION

Avoid using AI tools that access data as “you” without sufficient security controls.

GENERAL IDEAS FOR SAFE AI USE

Lack of AI Transparency and Accountability

CONSIDERATION

If AI makes an error in a critical task, like insurance claim generation or appointment scheduling, it can be difficult to identify why the error occurred.

MITIGATION

Use AI systems that provide transparency and allow users to understand the reasoning behind outputs.

GENERAL IDEAS FOR SAFE AI USE

Compliance Risks with AI Tools

CONSIDERATION

Using non-compliant tools can expose the organization to regulatory penalties, fines, or legal action, particularly if PHI is mishandled.

MITIGATION

Use AI tools that are certified for healthcare use and are compliant with HIPAA, *et al.*

GENERAL IDEAS FOR SAFE AI USE

Human-AI Collaboration Breakdown

CONSIDERATION

Tasks may be partially completed by AI, but details may be missed or mishandled, causing inefficiencies or errors.

MITIGATION

Create clear workflows where AI tools augment, rather than replace, human effort.



GENERAL IDEAS FOR SAFE AI USE

AI Fatigue and Misuse

CONSIDERATION

Over-reliance on AI without understanding its limitations can lead to repeated mistakes, reduced quality of work, and potential frustration.

MITIGATION

Understand the strengths and limitations of AI and ensure human intervention when needed.





LET'S GET SPECIFIC, AGAIN

Recommendations more directly related to those handy tools we discussed earlier...



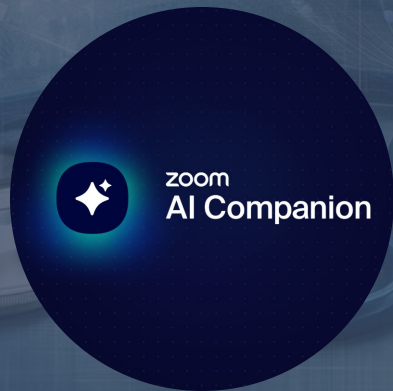
OpenAI ChatGPT Safety Suggestions

- ▀ Avoid inputting sensitive data into ChatGPT.
- ▀ Ensure human review of AI-generated outputs.
- ▀ Limit access to sensitive data in documents.
- ▀ Learn ChatGPT's limitations and proper use.



Grammarly Safety Suggestions

- ▀ Disable for documents with sensitive data.
- ▀ Review suggestions for tone and accuracy.
- ▀ Use business version for compliance controls.
- ▀ Understand data retention policies.



Zoom AI Features Safety Suggestions

- ▀ Use HIPAA-compliant Zoom for healthcare.
- ▀ Disable transcription for confidential meetings.
- ▀ Review AI-generated summaries for accuracy.
- ▀ Use translations cautiously with medical terms.



Are there any questions?

WE APPRECIATE YOUR TIME

THANK YOU!

Enjoy the rest of your day.

