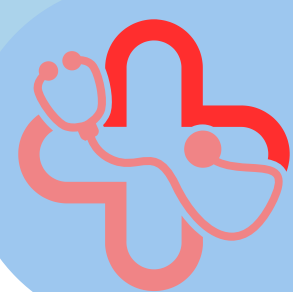


AI: ROAD TO PERSONALIZED MEDICINE

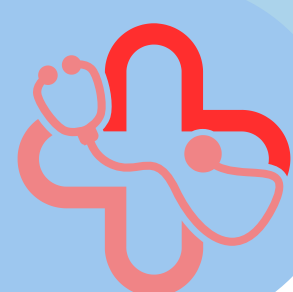
Equal contribution: Eldar Ringstad Loen, Emily Andersen, Isak Ramdal, Malin Reksten, Vera Aakervik



AI patient data processing could allow healthcare professionals to provide personalized care and treatment.
However, the integration of AI in the healthcare systems entails several moral and legal uncertainties.



Implementations and issues



Effect on doctor-patient relationships

- **Could free up time for healthcare professionals**
- **Will patients trust AI?**

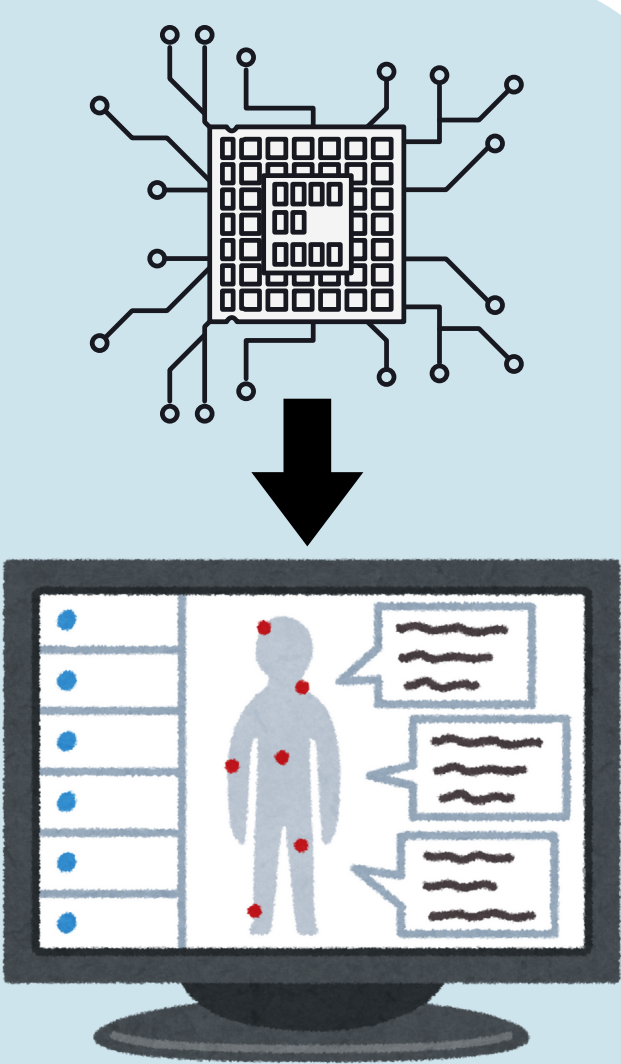
Excessive data collection

- **Enhanced disease understanding and early detection**
- **Risks overtesting and increased anxiety from disclosing genetic risks**



Private or public AI models?

- **Quicker development**
- **More treatments options**
- **Worse universal standard?**
- **Who owns the data?**



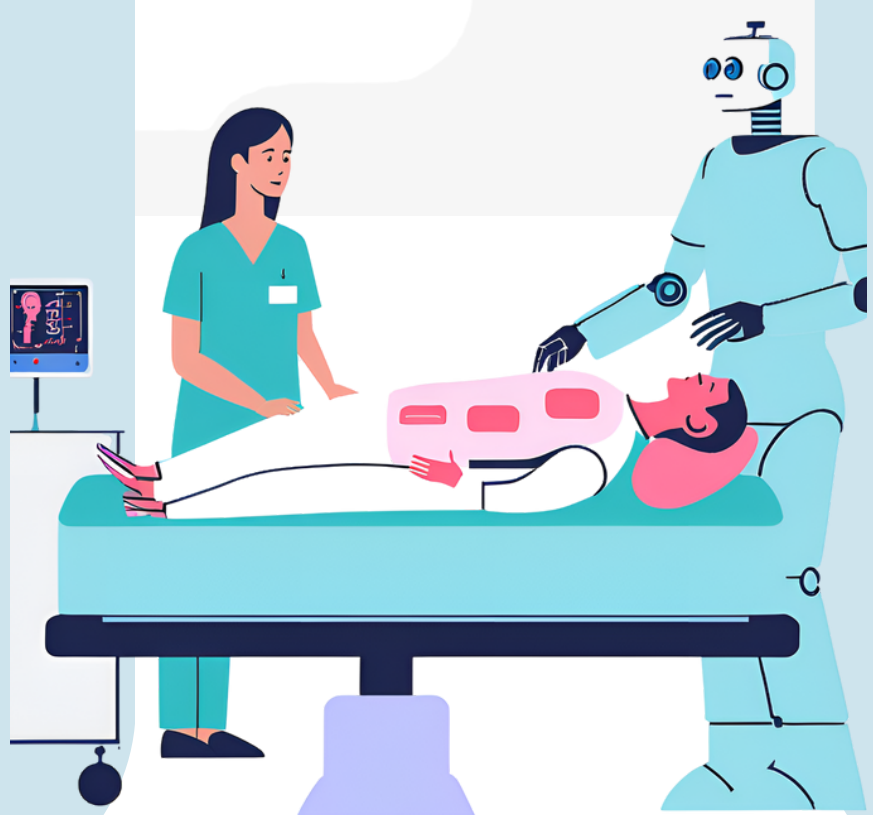
Challenges of bias in personalized medicine

- **Improved diagnostic accuracy**
- **Lack of transparency**



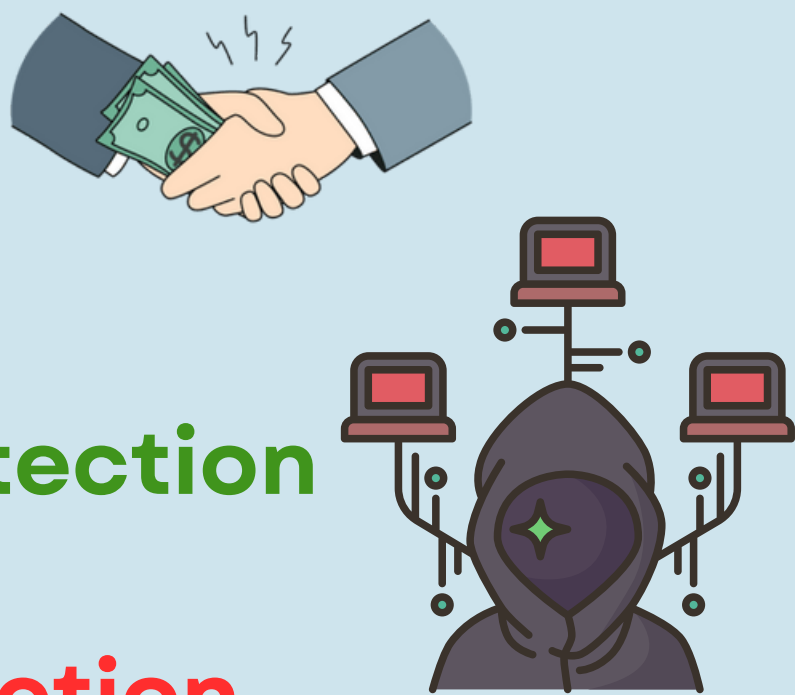
Accountability for AI's mistakes

- **Product liability**
- **Medical malpractice**
- **Hospital liability**



Privacy

- **Automated data processing**
- **Existing data protection**
- **Privacy risks and consentless collection**
- **Bribery and sale**



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