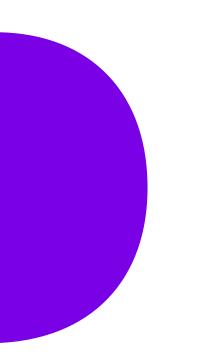# Unleashing the Power of Artificial Intelligence (AI): Transforming Health Equity for All
Webinar Summary

Health Equity Acceleration Community of Practice
for US Advocacy Groups
Webinar Series

US Public Affairs and Patient Advocacy
October 18, 2023

sanofi

Table of Contents

Embracing AI is Essential for Health Equity Programs

In 2023, Sanofi established a Health Equity Acceleration Community of Practice (CoP) to help US advocacy organizations connect, share best practices, and accelerate their impact for underserved patients. On October 18, 2023, 115 advocates from 100 organizations joined with Sanofi for a CoP webinar on *Unleashing the Power of Artificial Intelligence (AI): Transforming Health Equity for All*.

Eric Racine, PharmD, MBA, VP & Head of US Public Affairs & Patient Advocacy, opened by envisioning the potential of AI to completely transform healthcare, including the work that advocacy groups do in service to patients. He stated Sanofi's ambition to be the first biopharma company to integrate AI at scale throughout its operations. Elizabeth Franklin, PhD, MSW**,** Head of US Public Affairs & Patient Advocacy, Oncology, facilitated the webinar and discussions on practical applications for advocacy groups. The webinar featured presentations from Rod Fontecilla, PhD, of Guidehouse and Seth Ginsberg of Global Healthy Living Foundation. Dr. Fontecilla discussed integration and implications of using generative AI and Large Language Models

> *Generative AI* refers to artificial intelligence algorithms capable of generating new content, data, or solutions by learning from existing datasets

(LLMs) such as ChatGPT in healthcare and patient advocacy. Mr. Ginsberg shared his experience utilizing generative AI in healthcare advocacy. CoP participants identified opportunities and practical suggestions for applying generative AI to support their advocacy missions. This report summarizes key takeaways plus useful tools and resources to increase adoption of AI in advocacy and health equity programs.

Why It Matters

AI is revolutionizing how health-focused organizations support patients and engage with their constituents. It is time for US advocacy groups to embrace generative AI and AI-driven tools to substantially improve their ability to:

- Create and distribute tailored healthcare educational content.

- Translate information to be more accessible and understandable.

- Respond to queries with timely and consistent communications.

- Automate routine tasks.

- Free up human resources for more complex, empathy-driven tasks.

- Process vast amounts of data to uncover trends, patterns, and insights.

- Provide decision support tools for patients and healthcare providers.

- Scale services to reach more people without a proportional increase in resources.
- Save costs by streamlining processes and improving allocation of resources.
- Prepare for future technologies and remain relevant in a rapidly evolving landscape.

The Bottom Line – 7 Suggestions for Advocacy Groups' Use of Generative AI

Learn how to prompt AI	Craft precise prompts for generative AI tools (like ChatGPT) to enhance the utility of these tools. Ask AI tools to tailor responses to fit a particular user perspective (e.g., teach a patient, match a reading level, be culturally relevant, talk like a healthcare professional, etc.)
Collaborate to Learn AI together	Help each other learn to adopt AI. Share ways to improve operational efficiency and leverage AI for better patient support and outcomes.
Verify AI Information	Validate information provided by AI models due to occasional inaccuracies or "hallucinations." Cross-reference with multiple sources for reliability.
Explore Multiple AI Tools	ChatGPT is one of many AI tools available. Explore different bots and tools to find the most appropriate one for specific applications (see examples in the Tools & Resources section).
Conversational Memory	AI models like ChatGPT remember previous interactions allowing more contextually relevant and nuanced responses over time.
Translate Content	ChatGPT can translate content into various languages to make it easier for users to reach and engage diverse audiences.
Customize Large Language Models	Protect organizational data. Consider creating an internal LLM using your own propriety data, which is a best practice to ensure confidentiality and generate tailored outputs.

Understanding Artificial Intelligence (AI)

Rod Fontecilla, PhD

Dr. Fontecilla is the Chief Innovation Officer at Guidehouse and has significant experience building highly skilled data science and digital transformation teams.

In addition to the suggestions summarized above, he demonstrated how ChatGPT generates different responses by prompting for specific user perspectives and asking the question in multiple ways, including translating prompts into Spanish.

Dr. Fontecilla acknowledged the transformative potential of generative AI while engaging with the CoP participants about potential risks in using AI (see Watchouts and Concerns About AI Use in Healthcare section below).

> "It's a very powerful assistant that you have at your fingertips. And like with any assistant, you may want to review what this assistant is generating."

Patient Advocacy Perspective on AI

Seth Ginsberg

Seth Ginsberg is an international health advocate and co-founder of [Global Healthy Living Foundation](#) (GHLF) for neurological and cardiovascular conditions.

Mr. Ginsberg emphasized responsible and ethical AI use in healthcare. The focus should be on enhancing patient outcomes and complementing human efforts rather than replacing them. He underscored the importance of empathy and humanity in AI integration. Noting that AI can help tailor patient experiences including language and communication preferences, Mr. Ginsberg cited GHLF's example of using AI to improve patient interactions.

> "You should know that there are great partners and amazing folks out there who are ready, willing, and able to help."

Mr. Ginsberg emphasized the need to ensure AI provides trustworthy, accurate, actionable information aligned with enhancing patient care. He encouraged vigilance in using AI positively while establishing safeguards against misuse and interests that might not prioritize health outcomes.

Breakout Discussion Summary

Practical Applications of AI for Advocacy Groups

During breakout discussions, CoP participants identified practical ways that US advocacy groups should adopt generative AI to support their missions, with particular focus on helping underserved patients and communities. Advocates stated interest in utilizing AI to:

- **Facilitate Stakeholder Engagement:** Generate discussion questions and materials for programs, particularly in underserved communities. Translate content for different languages and cultural contexts.

- **Streamline Operations:** Create educational content, manage routine tasks, analyze data, develop communications, and provide real-time navigational assistance to patients.

- **Strengthen Advocacy:** Gather supportive data for evidence-based advocacy. Create fresh content with tailored messaging for advocacy campaigns but be sure to maintain each organization's unique voice and authenticity.

- **Measure Outcomes:** Explore new ways to find data to measure advocacy results and impact. Interpret large, complex data sets in a HIPAA-compliant manner to measure outcomes. Potentially utilize synthetic data generation when real-world data might be lacking or expensive to collect. Communicate results more quickly and efficiently.

- **Improve Patient Support Capacity:** Reach a wider audience through AI, educate patients about various topics, and offer support. The idea of using animations or avatars to simplify complex topics, make them more accessible, and create emotionally safe spaces for discussions on sensitive health topics was introduced.

- **Augment Staff Expertise and Training:** Harness AI to address specific challenges or gaps in training and support and augment the lack of human expertise.

Watchouts and Concerns about AI Use in Healthcare

Patient advocacy groups believe the following items are needed to help accelerate appropriate expansion of AI use in healthcare. These are areas in which advocacy groups want to engage as future AI policies are developed.

- **Standards and Guidelines:** There is a significant need to establish standards governing the use of AI in healthcare to minimize implementation risks. Guidelines are needed for uniform adoption by patient advocates and healthcare professionals.

- **Data Privacy:** Inputting datasets into AI platforms like ChatGPT raises data privacy concerns, especially around the protection and vulnerability of sensitive health information.

- **Risk of Bias:** There is a pressing need to tackle potential biases in AI algorithms and consider ethical implications to ensure responsible and equitable use in healthcare.

- **Human Approach:** Concerns were raised about potential over-reliance on AI solutions, emphasizing the need for a balanced approach that respects patient privacy and maintains the critical human element in healthcare practices.

- **Cultural Relevance:** AI applications must be culturally sensitive and ethically sound and incorporate nuances of cultural diversity in their operations and outputs.

Conclusion

Advocacy groups stand at the brink of a transformative opportunity to integrate generative AI. There are many benefits to advocacy groups adopting AI technology as a partner in amplifying their reach and impact. This report summarizes several suggestions for using generative AI, and practical ways that advocacy groups can incorporate AI into their programming.

Advocates underscored the importance of consistent guidelines for AI use in health and expressed a commitment to stay abreast of rapid AI advancements. The advocacy community has a critical role to play ensuring AI tools are leveraged in a way that is both innovative and grounded in human experience.

Be on the lookout for additional CoP webinars in 2024 to help advocates accelerate practical integration of AI.

These best practices and listings are provided as a resource only and do not constitute an endorsement by Sanofi of any particular organization or its programming. Additional resources on this topic may be available and should be investigated. Sanofi does not review or control the content of non-Sanofi websites.

Tools & Resources

Below are examples of publicly available AI tools and resources that advocates may find helpful for building organizational knowledge and further accelerating their health equity programs.

ChatGPT - This tool is known for generating human-like text based on the prompts it receives. It is widely used for various purposes including content creation, answering questions, and more.

DALL-E - An AI program capable of creating images from textual descriptions. It is known for its ability to generate unique and creative visual content.

Beautiful.ai - An AI-powered tool that focuses on design. It provides users with design templates and automatically adjusts the layout as you add content to ensure professional and visually appealing slides.

RunwayML - A creative toolkit that allows artists and creators to use machine learning in new and innovative ways, known for its user-friendly interface and a wide array of AI models.

DeepMind's WaveNet - An AI model from DeepMind that generates realistic-sounding human-like speech, improving text-to-speech services.

Adobe Sensei - Adobe's AI and machine learning platform, Sensei, helps in enhancing creative workflows and automating mundane tasks in various Adobe applications.

Jasper (formerly Jarvis) - An AI writing assistant that helps in creating high-quality content, from blog posts to marketing emails.

Microsoft CoPilot - Microsoft 365 Copilot combines the power of large language models (LLMs) with your data in the Microsoft Graph and the Microsoft 365 apps to turn your words into a productivity tool.

Additional resources to learn more about generative AI -

The State of Generative AI 2023 and Beyond Survey | Guidehouse - How will Generative AI impact your organization's success?
Responsible AI and Automation | Guidehouse - Understand and interpret the risks and limitations of artificial intelligence at an organizational level.

Quantifying the Potential of Generative AI | Guidehouse - What to know about how generative AI can revolutionize business practices, boost workforce efficiency, and accelerate time to market.
MIT Technology Review - Provides in-depth analysis and reports on AI advancements, ethical considerations, and the impact of AI on society and industries.

Harvard Business Review (HBR) - Offers articles and studies on how AI is being used in business, its management implications, and strategic advice for integrating AI.
AI Now Institute - Dedicated to understanding the social implications of AI technologies, offering research and analysis on AI's social and ethical impacts.
Stanford University's Human-Centered Artificial Intelligence - Provides insights into how AI can be human-centered, augmenting human capabilities and addressing societal challenges.
The Verge - Covers the latest advancements in AI, including articles on how AI is affecting various industries and society as a whole.
Experts Weigh In: The Basics and Benefits of Using A.I. - Three experts joined the Chronicle of Philanthropy in an online forum to discuss key steps and considerations when adopting A.I. at your organization.
How Nonprofits Can Use A.I. Well — and Avoid Pitfalls - A panel of experts discuss what to consider when adopting A.I., simple steps to get started, and ways to make sure you 'do no harm' when using this technology.

From Diaper Banks to Disaster Relief: How A.I. Is Changing Nonprofit Operations - As more groups use artificial intelligence, they're getting a sense of the benefits and risks of an A.I.-driven future.

Algorithms of Oppression - How Search Engines Reinforce Racism - A look at how negative biases against women of color are embedded in search engine results and algorithms.