



## **TREND #1:**

# **AI is the new UI—video**

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This year the first trend is called AI is the new UI, or artificial intelligence is the new user interface. This is a really important concept. What it really says is that one of the roles for artificial intelligence is actually making a difference in how people interact with technology. Traditionally the experience that someone had when they interact with technology is that they push buttons or they go look up things, cause it's really organized the way the information is organized and the human has to go find it. What we're recognizing is that artificial intelligence isn't just something in the back end that might make somebody more productive, but it's actually going to be the way people interact with technology and it's going to change the nature of the experience.

So for example one of the trends we are beginning to see now is the introduction of voice as the way to interact with technology rather than typing and in healthcare that is particularly important because in many cases you are dealing with an older person who either can't see or might have arthritis, so working on a smart phone might be a challenge. People have actually observed globally that even young people also prefer speaking their texts as opposed to writing their texts, so the user experience is also intelligent. And that really becomes the key to making technology much more personalized and human.