



Accenture Digital Health Tech Vision: Trend 1

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This year, we have five trends. The first trend is Citizen AI. It's a recognition that organizations that use artificial intelligence to make their businesses more productive and more personalized, come with responsibility. We use the term Citizen AI or Citizen Artificial Intelligence to recognize the fact that if we're building technology that itself can learn, then it becomes a part of society and brings with it the same obligation that other parts of society might have.

When we think about healthcare, we can think about organizations like healthcare providers or insurers, both of whom will use technology — both of whom will use technology, intelligent technology like artificial intelligence — to help make their businesses more effective. However, for a customer or a patient or a citizen to rely on that information, they have to trust it. Which means they have to trust what assumptions the organization used, what purposes they plan to use it for. We see this repeatedly. Technology gets used if there is both trust in the way that information — technology — was put together as well as the benefit and the value of it is high.