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Revolutionizing Health Management: An Insight into the Impact of AI and Big Data

Wujun Chen

The First Dongguan Affiliated Hospital, Guangdong Medical University, Dongguan 523710, China.

Abstract: This article explores the opportunities and challenges of artificial intelligence (AI) and big data for health management. It argues that AI and big data can revolutionize health management by enabling personalized, preventive, and predictive medicine; enhancing health research and innovation; and transforming health systems and policies. However, it also acknowledges that AI and big data pose ethical, legal, social, and technical challenges and risks that need to be addressed and mitigated. It proposes that ethical and governance frameworks for AI and big data for health should be based on human values and principles. The article provides an overview of the main aspects of health management that can be revolutionized by AI and big data, as well as some recommendations or suggestions for future research or practice in this field.

Keywords: Artificial Intelligence; Big Data; Health Management; Personalized Medicine

Introduction

Health management is a broad and interdisciplinary field that encompasses the planning, organization, coordination, and evaluation of health services and resources at different levels and settings, such as individual, community, national, and global[1]. The main goal of health management is to improve the health outcomes and well-being of individuals and populations by ensuring the availability, accessibility, quality, and efficiency of health services and resources[2]. Health management also involves addressing the social, economic, environmental, and political determinants of health that affect the health needs, demands, and expectations of different individuals and groups[3].

In the 21st century, health management faces many complex and dynamic challenges that require innovative and effective solutions. Some of these challenges are:The increasing demand for health services and resources due to the growing and aging population, the changing burden of diseases, the rising prevalence of chronic and non-communicable diseases, and the emergence and re-emergence of infectious diseases[4]. The rising costs of health services and resources due to the advancement of medical technologies, the expansion of health coverage, the inflation of health expenditures, and the inefficiency and wastage of health resources[5]. The aging population that poses a higher risk of developing multiple chronic conditions, requiring more long-term care and support, and consuming more health resources[6]. The changing lifestyles that influence the health behaviors and choices of individuals and groups, such as physical activity, nutrition, smoking, alcohol consumption, etc., which can have positive or negative impacts on their health status and outcomes[7]. The emerging diseases that pose new threats to public health and security, such as COVID-19, Ebola, Zika, etc., which can cause outbreaks, epidemics, or pandemics that can overwhelm the health systems and disrupt the social and economic activities[8]. The health inequities that exist within and between countries and regions, as well as among different individuals and groups based on their gender, age, ethnicity, income, education, location, etc., which can result in unequal access to health services and resources, as well as unequal health status and outcomes[9].

To address these challenges, health management needs to leverage the potential of new technologies that can enhance the delivery and utilization of health services and resources. Among these technologies are artificial intelligence (AI) and big data.

AI is a branch of computer science that aims to create machines or systems that can perform tasks or reasoning processes that normally require human intelligence. AI can be classified into two types: narrow AI or weak AI, which is designed to perform specific tasks or functions; and general AI or strong AI, which is capable of performing any tasks or functions that humans can do[10]. AI can also be categorized into three levels: artificial narrow intelligence (ANI), which is focused on one domain or area; artificial general intelligence (AGI), which is equivalent to human intelligence across domains or areas; and artificial superintelligence (ASI), which surpasses human intelligence across domains or areas.

Big data is a term that refers to large, complex, and high velocity datasets that are generated from various sources and formats. Big data can be characterized by four dimensions: volume (the amount of data), variety (the types of data), velocity (the speed of data generation and processing), and veracity (the quality and reliability of data)[11]. Big data can also be analyzed using different methods: descriptive analytics (what happened), diagnostic analytics (why it happened), predictive analytics (what will happen), prescriptive analytics (what should happen), or cognitive analytics (how to make it happen).

AI and big data are closely related technologies that complement each other. AI requires a large amount of data to learn from and improve its performance. Big data analytics leverages AI techniques to process complex data more efficiently and effectively[12]. Together, AI and big data can provide powerful tools for health management.

The aim of this article is that AI and big data can revolutionize health management by enabling personalized, preventive, and predictive medicine; enhancing health research and innovation; and transforming health systems and policies. The article will discuss how AI and big data can impact each of these aspects of health management, as well as the benefits and limitations of their applications. The article will also provide some recommendations for future research or practice in this field.

Applications and Impacts of AI and Big Data in Health Care Delivery

One of the main aspects of health management that can be revolutionized by AI and big data is health care delivery, which refers to the provision of health services and resources to individuals and groups who need them[13]. Health care delivery involves various processes and functions, such as diagnosis, treatment, prevention, monitoring, evaluation, and education. The quality and efficiency of health care delivery depend on various factors, such as the availability and accessibility of health services and resources, the competence and communication of health care professionals, the satisfaction and engagement of patients, and the coordination and integration of health care systems[14].

AI and big data can improve the quality and efficiency of health care delivery by enabling personalized, preventive, and predictive medicine. These are three types of medicine that aim to provide more customized, proactive, and anticipatory health care services and interventions for patients based on their individual characteristics and needs.

Personalized medicine refers to the tailoring of medical treatments and interventions to the individual characteristics and needs of each patient. Personalized medicine takes into account various factors that influence the health status and outcomes of patients, such as their genetic makeup, medical history, lifestyle, environment, preferences, values, etc. Personalized medicine can improve the effectiveness and safety of treatments and interventions by reducing adverse effects,increasing compliance, and enhancing outcomes[15].

Preventive medicine refers to the actions taken to prevent diseases or reduce their severity and complications[16]. Preventive medicine can be classified into three levels: primary prevention (avoiding the occurrence of diseases), secondary prevention (detecting and treating diseases at an early stage), and tertiary prevention (reducing the disability and mortality caused by diseases). Preventive medicine can improve the health status and well-being of individuals and populations by reducing the burden of diseases, lowering the costs of health care, and increasing the quality of life. Predictive medicine refers to the use of data and models to forecast the likelihood and outcomes of diseases and conditions. Predictive medicine can help identify individuals or groups who are at high risk of developing or worsening certain diseases or conditions,as well as provide recommendations for interventions or actions that can prevent or mitigate them. Predictive medicine can improve the health status and outcomes of individuals and groups by enabling early detection, diagnosis, prognosis, and treatment of diseases and conditions[17].

AI and big data can help diagnose, treat, and monitor diseases, as well as identify risk factors and recommend interventions for personalized, preventive, and predictive medicine. For example, AI and big data can help analyze medical images, such as X-rays, CT scans,and MRI scans, to detect abnormalities and signs of diseases, such as cancer, fractures, or infections.

AI and big data can also help interpret natural language, such as speech and text, to understand the symptoms and complaints of patients, as well as the notes and reports of health care professionals. AI and big data can also help provide clinical decision support systems, which are tools that assist health care professionals in making evidence-based decisions for diagnosis and treatment.

AI and big data can also help monitor the health status and behavior of patients using wearable devices, such as smart watches, sensors,

or implants, which can collect and transmit data on vital signs, physical activity, medication adherence,etc.

Some examples of AI and big data applications in health care delivery are:IBM Watson Health: a cognitive computing system that uses natural language processing and machine learning to analyze large volumes of structured and unstructured health data, such as medical records, clinical trials, research papers, etc., to provide insights and recommendations for diagnosis and treatment. Google DeepMind Health: a deep learning system that uses neural networks to process complex data, such as medical images, genomic data, electronic health records, etc., to improve disease detection, diagnosis, prognosis, and treatment. Babylon Health: a digital health service that uses natural language processing and machine learning to provide online consultations with doctors and nurses,as well as symptom checkers and health assessments. AliveCor: a mobile device that uses electrocardiogram (ECG) sensors to measure the electrical activity of the heart and detect irregular heart rhythms, such as atrial fibrillation. Medtronic: a medical device company that uses sensors and algorithms to monitor glucose levels in diabetic patients and adjust insulin delivery accordingly[18-20].

These applications show how AI and big data can enhance health care delivery by providing more accurate, timely, convenient, and personalized services for patients and health care professionals.

However, AI and big data also pose ethical, legal, social, and technical challenges and risks that need to be addressed and mitigated. These challenges and risks include: The protection of privacy and confidentiality of health data: AI and big data rely on large amounts of personal and sensitive health data that may be collected, stored, shared, or used without proper consent or authorization from patients or providers. This may expose patients or providers to potential breaches or misuse of their data by unauthorized parties or malicious actors. The assurance of quality and safety of AI systems: AI systems may have errors or limitations in their design, development, deployment, or use that may compromise their accuracy, reliability, validity, or performance. This may lead to incorrect or harmful decisions or actions for patients or providers. The prevention of bias and discrimination in AI systems: AI systems may reflect or amplify existing biases or inequalities in health data or algorithms that may affect their outcomes or impacts for different individuals or groups based on their gender, age, ethnicity, income, education, location, etc. This may lead to unfair or unjust treatment or outcomes for patients or providers. The accountability and responsibility for AI systems: AI systems may have complex or opaque processes or mechanisms that may challenge the attribution or explanation of their decisions or actions for patients or providers. This may raise questions about who is liable or accountable for the consequences or harms caused by AI systems. The regulation and governance of AI systems: AI systems may operate across different jurisdictions or domains that may have different laws or standards for their development, deployment, or use. This may create conflicts or gaps in the regulation or governance of AI systems.

These challenges and risks require ethical and legal frameworks for AI and big data for health that are based on human values and principles. These frameworks should involve the collaboration and consultation of all relevant stakeholders. These frameworks should also be adaptable and responsive to the changing needs and contexts of health care delivery in the 21st century.

Applications and Impacts of AI and Big Data in Health Research and Innovation

Another aspect of health management that can be revolutionized by AI and big data is health research and innovation, which refers to the generation and application of new knowledge and solutions for health problems. Health research and innovation are essential for advancing the scientific understanding and developing new treatments and interventions for diseases and conditions that affect the health and well-being of individuals and populations[21]. Health research and innovation also involve various processes and functions, such as data collection, analysis, sharing, dissemination, translation, and evaluation.

AI and big data can enhance health research and innovation by facilitating data collection, analysis, and sharing. Health research and innovation require a large amount of data from various sources and formats, such as clinical data, genomic data, environmental data, behavioral data, etc. However, health research and innovation face many challenges and barriers in accessing and utilizing these data, such as the complexity and diversity of data types and structures, the ethical and legal issues of data privacy and consent,the lack of interoperability and standardization of data formats and platforms, and the scarcity of resources and expertise for data management and analysis.

AI and big data can help overcome these challenges and barriers by providing more powerful, efficient, and scalable methods for data

collection, analysis, and sharing.

For example, AI and big data can help automate and streamline the data collection process by using sensors, mobile devices,or online platforms to capture and transmit data from different sources and locations.

AI and big data can also help process and analyze large volumes of complex and heterogeneous data by using machine learning, deep learning,or natural language processing to extract and synthesize information, knowledge,or insights. AI and big data can also help share and disseminate the data and findings by using cloud computing, blockchain, or open access platforms to store and distribute data or publications.

AI and big data can also help generate new insights, discoveries, and solutions for health problems, as well as accelerate the development and testing of new drugs and devices. For example, AI and big data can help analyze genomic data, which is the information encoded in the DNA of living organisms, to understand the genetic basis of diseases, identify biomarkers, and design personalized therapies. AI and big data can also help discover new drugs and devices by screening large libraries of compounds or materials, predicting their properties and interactions, and optimizing their synthesis and formulation. AI and big data can also help conduct clinical trials, which are experiments that test the safety and efficacy of new drugs and devices on human subjects, by recruiting participants, monitoring their outcomes, and analyzing their data.

Some examples of AI and big data applications in health research and innovation are:

Deep Genomics: a biotechnology company that uses deep learning to analyze genomic data and discover new therapies for genetic diseases. Benevolent AI: a pharmaceutical company that uses machine learning to discover new drugs for various diseases, such as Parkinson's disease, Alzheimer's disease, and COVID-19. Verily: a life sciences company that uses machine learning to develop new devices for health monitoring, diagnosis,and treatment,such as smart contact lenses, glucose-sensing implants, and surgical robots. Antidote: a digital health company that uses natural language processing to match patients with clinical trials based on their eligibility criteria. WHO: a global health organization that uses AI and big data to support its health research and innovation activities,such as conducting systematic reviews, developing clinical guidelines,monitoring global health trends,responding to public health emergencies,etc[22-23].

These applications show how AI and big data can enhance health research and innovation by providing more powerful,efficient,and scalable methods for data-driven discovery and development. However, AI and big data also pose ethical,legal, social, and technical challenges and risks that need to be addressed and mitigated. These challenges and risks include: The protection of intellectual property rights of health data or innovations: AI and big data may create or use health data or innovations that may be subject to intellectual property rights or claims by different parties or entities. This may create conflicts or disputes over the ownership or use of these data or innovations. The assurance of quality and validity of health research or innovations: AI and big data may produce or use health research or innovations that may have errors or limitations in their design, development, deployment, or use. This may compromise their quality or validity for scientific or clinical purposes. The prevention of bias and discrimination in health research or innovations: AI and big data may reflect or amplify existing biases or inequalities in health research or innovations that may affect their outcomes or impacts for different individuals or groups based on their gender, age, ethnicity, income, education, location, etc. This may lead to unfair or unjust research or innovations for different individuals or groups. The accountability and responsibility for health research or innovations: AI and big data may have complex or opaque processes or mechanisms that may challenge the attribution or explanation of their research or innovations for different stakeholders. This may raise questions about who is liable or accountable for the consequences or harms caused by these research or innovations.

These challenges and risks require ethical and legal frameworks for AI and big data for health research and innovation that are based on human values and principles. These frameworks should involve the collaboration and consultation of all relevant stakeholders. These frameworks should also be adaptable and responsive to the changing needs and contexts of health research and innovation in the 21st century.

Applications and Impacts of AI and Big Data in Health Systems and Policies

A third aspect of health management that can be revolutionized by AI and big data is health systems and policies, which refer to the structures and processes that govern the organization, financing, and delivery of health services and resources to achieve health goals and

objectives. Health systems and policies involve various actors and stakeholders, such as governments, health care providers, researchers, technology companies, civil society organizations, and patients and communities. Health systems and policies also involve various functions and dimensions, such as governance, regulation, financing, planning, monitoring, evaluation, and accountability[24].

AI and big data can transform health systems and policies by enabling data-driven decision making and resource allocation. Health systems and policies require a large amount of information and evidence to support the formulation, implementation, and evaluation of health strategies and interventions. However, health systems and policies face many challenges and barriers in accessing and utilizing this information and evidence, such as the lack of timely, accurate, relevant, and actionable data; the difficulty of integrating and synthesizing data from different sources and levels; the complexity of measuring and comparing health outcomes and impacts;and the resistance of changing existing practices and behaviors.

AI and big data can help overcome these challenges and barriers by providing real-time information, feedback, and recommendations. For example,AI and big data can help monitor and evaluate the health status and outcomes of populations and subgroups, as well as the performance and impact of health programs and interventions. AI and big data can also help detect and respond to public health threats, such as infectious diseases,epidemics,or bioterrorism. AI and big data can also help manage and allocate health resources and services,such as human resources, financial resources, medical supplies, or health facilities.

Some examples of AI and big data applications in health systems and policies are: BlueDot: a public health company that uses machine learning and natural language processing to analyze global data sources, such as news reports, social media, flight records,etc.,to track and predict the spread of infectious diseases. Health Catalyst: a data analytics company that uses machine learning to provide data-driven insights and solutions for health system improvement,such as reducing costs,improving quality,enhancing patient safety,etc. . Wadhwani AI: a non-profit research institute that uses machine learning to develop AI solutions for social good,such as improving maternal and child health,reducing tuberculosis burden,enhancing crop yields,etc. . PATH: a global health organization that uses digital technologies,such as sensors, mobile devices,cloud computing,etc.,to improve health system strengthening, such as improving supply chain management,enhancing data quality and use, increasing access to essential medicines, etc. WHO: a global health organization that uses AI and big data to support its health system and policy activities, such as developing ethical and governance frameworks for AI for health[1], providing technical guidance and assistance for digital health[1],monitoring global health trends and indicators, responding to public health emergencies,etc[25-26]. These applications show how AI and big data can transform health systems and policies by providing more timely,accurate,relevant,and actionable information for decision making and resource allocation.

However, AI and big data also pose ethical,legal,social,and technical challenges and risks that need to be addressed and mitigated. These challenges and risks include: The protection of human rights and dignity of patients and communities: AI and big data may affect the autonomy, privacy, consent, or participation of patients or communities in their health care or research. This may undermine their rights or interests in their health or well-being. The respect for professional values and norms of health care providers and researchers: AI and big data may challenge the roles, responsibilities, or competencies of health care providers or researchers in their practice or conduct. This may affect their values or norms, such as trust, empathy, or integrity. The prevention of harm or abuse of AI systems: AI systems may have vulnerabilities or weaknesses that may expose them to potential harm or abuse by unauthorized parties or malicious actors. This may compromise their security, reliability, or performance. The promotion of equity and justice in health systems and policies: AI systems may create or exacerbate existing disparities or inequalities in health systems or policies that may affect the access, quality, or outcomes of health services or resources for different individuals or groups. This may lead to unfair or unjust distribution of benefits or burdens of AI systems. These challenges and risks require ethical and legal frameworks for AI and big data for health systems and policies that are based on human values and principles. These frameworks should involve the collaboration and consultation of all relevant stakeholders. These frameworks should also be adaptable and responsive to the changing needs and contexts of health systems and policies in the 21st century.

Conclusion

AI and big data are powerful technologies that can revolutionize health management by enabling personalized, preventive, and predic-

tive medicine; enhancing health research and innovation; and transforming health systems and policies. These technologies can provide more accurate, timely, convenient, and personalized health services and interventions for patients and health care professionals; generate more powerful, efficient, and scalable methods for data-driven discovery and development of new solutions for health problems; and provide more timely, accurate, relevant, and actionable information for decision making and resource allocation for health systems and policies. AI and big data can improve the health outcomes and well-being of millions of people around the world.

However, AI and big data also pose ethical, legal, social, and technical challenges and risks that need to be addressed and mitigated. These challenges and risks include the protection of human rights and dignity, the respect for privacy and consent, the prevention of bias and discrimination, the assurance of safety and quality, the accountability and responsibility, the regulation and governance, and the promotion of equity and justice. These challenges and risks are transnational in nature, as capturing, sharing, and using data generated or used by these technologies goes beyond national boundaries. Moreover, these challenges and risks are dynamic in nature, as these technologies are constantly evolving and changing.

Therefore, it is essential to develop and implement ethical and governance frameworks for AI and big data for health that are based on human values and principles. These frameworks should involve the collaboration and consultation of all relevant stakeholders. These frameworks should also be adaptable and responsive to the changing needs and contexts of health management in the 21st century.

Some of the main points that have been discussed in this article are:AI and big data can improve the quality and efficiency of health care delivery by enabling personalized, preventive, and predictive medicine. These are three types of medicine that aim to provide more customized, proactive, and anticipatory health care services and interventions for patients based on their individual characteristics and needs. AI and big data can enhance health research and innovation by facilitating data collection, analysis, and sharing. These are essential processes for generating and applying new knowledge and solutions for health problems. AI and big data can also help generate new insights, discoveries, and solutions for health problems, as well as accelerate the development and testing of new drugs and devices. AI and big data can transform health systems and policies by enabling data-driven decision making and resource allocation. These are crucial functions for supporting the formulation, implementation, and evaluation of health strategies and interventions. AI and big data can also help monitor and evaluate the health status and outcomes of populations and subgroups, as well as the performance and impact of health programs and interventions. AI and big data also pose ethical, legal, social, and technical challenges and risks that need to be addressed and mitigated. These challenges and risks include the protection of human rights and dignity, the respect for privacy and consent, the prevention of bias and discrimination, the assurance of safety and quality, the accountability and responsibility, the regulation and governance, and the promotion of equity and justice.

Some of the recommendations or suggestions that have been provided in this article are:Conduct more empirical studies and evaluations on the impact and outcomes of AI and big data applications in health management, especially in low- and middle-income countries or marginalized populations. Develop more inclusive or representative data sets or algorithms that reflect the diversity or complexity of health needs, preferences, or values of different individuals or groups. Establish more standards or guidelines for the development, deployment, or use of AI or big data for health that ensure ethical compliance, quality assurance, data security, or user feedback. Foster more education or awareness on the benefits or risks of AI or big data for health among health care professionals, researchers, policy makers, technology developers, or the general public. Create more platforms or mechanisms for dialogue or collaboration among different stakeholders to share best practices, address challenges, or promote innovation in AI or big data for health.

AI or big data have the potential to improve the health outcomes or well-being of millions of people around the world. However, this potential can only be realized if ethics or human rights are put at the heart of their design, deployment, or use. By following these recommendations or suggestions, we can ensure that AI or big data work for the public interest in all countries.

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