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Generative AI in the Clinic



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Introduction

Takeaways

- ChatGPT is becoming ubiquitous. To keep your practice competitive and your patients safe, you must understand AI.
- Now is the time to understand AI, its evolving definition, and define its practical use in your clinic.
- Treat ChatGPT as a utility or an application, and regularly and honestly evaluate its contribution to improving the quality and efficiency of care.

Medical professionals who do not understand and use generative AI will not be competitive and if you are an administrator, coder, manager, it can transform your productivity and your impact.

AI conversational applications, specifically ChatGPT, are not only here but are also actively integrating into many aspects of our lives, seen and unseen. This whitepaper serves as a guide for introducing ChatGPT into a medical practice or clinic. Focusing on the training, ethical use, prompt basics, we will end with a discussion about a code of conduct, implementing ongoing education, documenting best practices, and the need for regular audits of use.

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This whitepapers author, Dean Norris is the publisher of [Practicebasics.com](https://www.practicebasics.com). Its aim is to provide practicing physicians, practice managers, and other healthcare professionals with an introduction to generative AI. This whitepaper serves as a blueprint for integrating ChatGPT into professional practice in a way that safeguards both your patients and your practice.

AI may prove to be a tool just at the right time.

[Practicebasics.com](https://www.practicebasics.com) has designed a ten-part introductory course "Introduction to Generative AI" - a ten-part series introducing ChatGPT, covering its origin, architecture, ethics and challenges, prompting techniques, and user case examples. The course is provided free of charge under a Commons Copyright disclosure requirement if reproduced. (with their associated risks). And drug research and development have already begun ¹.

AI is here, whether we're ready or not.

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Generative AI is being integrated into Epic, Google and Mayo Clinic have initiated a generative AI initiative. Three areas of immediate integration are care delivery, navigation, and clinical burden best practices. Additionally digital therapeutic and wellness tools (with their associated risks). And drug research and development have already begun ¹.

I began my career in the 1990s implementing EMRs into primary care and specialty clinics. These were usually mandated by corporate owners, however they were an advance when reviewing medical histories or ordering tests, and serve as effective billing, research, and data collection tools. An unanticipated consequence of these systems was an explosion in documentation requirements. According to research in the [*Annals of Internal Medicine*](#), healthcare providers dedicate almost half of each day to documentation. ² Add loss of clinical autonomy, reimbursement resistance, increased expenses, and then a pandemic. . . AI may prove to be a tool just at the right time.

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Generative AI, much like the introduction of the EMR, requires training and continuous support and evaluation. The “low-hanging-fruit” lies in highly repetitive, low-value activities³, “key-board liberation”. At the minimum, medical professionals need to know what generative AI is, what it can do to improve and complicate (ala EMR).

The First Year

Rapid Adoption and Innovation

Launched in November 2022, OpenAI’s ChatGPT is a generative pretrained transformer. Born from the development of a large language model, it experienced rapid adoption with over a million subscribers joining within its first 30 days. The platform has found wide-ranging applications across various sectors including education, finance, healthcare, creative writing, journalism, and many more.

The “Transformer” tag was based on the Transformer movies where machines were as cognitive (and flawed) as their human friends.

One of my favorite anecdotes about why it is tagged a “Generative Pre-trained Transformer” (unverified but rumored) or GPT is that the “Transformer” tag was based on the Transformer movies where machines were as cognitive (and flawed) as their human friends. In March of 2023, OpenAI unveiled GPT-4, delivering an exponentially more robust training dataset and advanced logic parameters, thereby significantly improving upon its predecessor, version 3.5.

Clinic and Industry Adoption

In addition to physicians and early adopters, larger trends are propelling AI adoption in healthcare. Major EHR vendors such as Cerner, Athena, Epic, et.al. are actively integrating LLMs into their software, an advancement poised to revolutionize EHR interfaces and significantly reduce documentation-related stress and inefficiencies.

Capabilities like transcription and medical record keeping, clinical trial recruitment, virtual assistants for telemedicine, clinical decision support, drug discovery, EMR analysis, and EMR documentation will be developed and impact practitioners and the administration of clinics at a rapid pace in the near future.⁶

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Provider & Staff Training

Proficient internet users can enroll in numerous free prompting and introductory courses [1][2]. In its first year, ChatGPT has been used for tasks such as researching medical literature, identifying possible diagnoses, and drafting notes. Additionally, non-providers have begun using ChatGPT to automate responses to routine inquiries, transcribe and translate, and manage digital records. ChatGPT can also support patient triage, medical record updates, patient question and correspondence handling, and report generation.

The integration of existing EMR data libraries with Generative AI will create more intuitive and efficient interfaces.

The Near Future

Search Integration

On June 15, 2023, Microsoft's Bing unveiled a new Search Upgrade. This innovation heralds a significant shift in search methods. The upgrade improves the efficiency of queries and their natural language processing capabilities, significantly changing the landscape. Users need to stay updated with developments beyond the training dataset of the Large Language Model (LLM) they are using. This is especially crucial when the AI model has a data date restriction, like ChatGPT, which doesn't include data prior to 2021. AI-assisted search can effectively bridge this gap.

Generative AI Integration into EMRs

The integration of existing EMR data libraries with Generative AI GPT aims to create more intuitive and efficient interfaces. We anticipate this integration will mature significantly in 2025. The resources dedicated by these major vendors will make the difference, just like it did in the 1990s with the EMR roll-out. Time will tell.

Interoperability

AI facilitates data sharing and communication, but is subject to privacy, mal-ware, and training bias. As economic incentives grow, this is likely to enhance voluntary interoperability, thereby enabling more effective and real-time data sharing.

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Key Issues in Medical Clinics

Medical professionals must ensure adequate human interaction and oversight **whenever** AI is utilized. **This is where the creation of codes of conduct, conduct audits, establish content approval protocols, and active training on ethics and best practices can change a practice culture and effectiveness.**

Medical professionals must ensure adequate human interaction and oversight whenever AI is utilized.

Medical-legal Liability

Healthcare providers must ensure that human interaction Healthcare providers must ensure that human interaction and oversight occur at an appropriate level whenever AI is utilized. Additionally, it's essential to design and implement codes of conduct, carry out audits, establish content approval protocols, and adhere to transparency practices.

Priorities should include:

- misdiagnosis,
- poor data input,
- lack of or unclear consent or disclosure,
- inadequate follow-up,
- information validity, to name a few.

Essential to protecting your patients and the medical professional is a firm understanding of the clinical decision support (CDS) algorithms used by the generative AI that is incorporated into their EMR or that they use independently. Understanding the LLMs origins, training data limitations and biases, are critical but only prepare the field for a medical professional understanding of how to interpret CDS recommendations and output. This is at the core of the liability equation a physician must navigate, especially with lack of medical practice case-law yet to be developed.

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There are calls for new training in medical education and professional development for a) improved probabilistic skills (something everyone could use), transparency on how algorithmic output is used in diagnostic decision making, and more training on how CDS prediction are used in applied learning.^{5 6}



If properly trained and maintained, generative AI can enhance the efficiency and effectiveness of clinical practices.

Clinical Enhancements

If properly trained and maintained, generative AI can enhance the efficiency and effectiveness of clinical practices.

Clinicians can use generative AI to perform deep searches of medical literature, assist in clinical diagnosis and data interpretation, facilitate more efficient and confident patient education, aid in medical record documentation, and improve in-office customer service.

All of these benefits, however, rely on the proper implementation and use of the technology.

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Potential Generative AI Issues

Patients must have confidence that their care is directed by a physician, not AI. At best they can see AI as a complement to the practices existing state of care and quality.

The benefits of generative AI can be realized through proper use, diligence, and vigilance. At the foundation of this is training. Practicebasics offers a free online course, however, there are many free courses available on the internet that are equally proficient. The Practicebasics course focuses on a thorough overview of AI Ethical Use, AI Architecture, AI History, and Prompt basics.

Here are some, not all, of the issues a medical practitioner must be aware of:

Biased Outputs:

Generative AI may reflect the inherent biases present in the underlying training data and human-created “curation” of the data it is trained on. A user **must** understand this “training architecture” and that it is a critical component in determining the quality of output of the LLM. A critical review of a LLMs data training set and process can impact the model's trustworthiness. Beware of using a model that does not or is incapable of demonstrating its training set bias and origination.

False Results:

LLMs can generate incorrect results, a phenomenon known in AI as a 'hallucination.' To mitigate this, providers should enhance the transparency of their models and emphasize the importance of human review of outputs. Skilled prompt engineering can significantly reduce this tendency for the AI to generate false information.

More importantly, understanding the data training set, the architecture, and present upgrades of the LLM serves to limit this occurrence. Practicebasics has created several articles about prompt discipline which are directly related to limiting a “wandering” or “nonsensical” response to a prompt.

Patients must have confidence that their care is directed by a physician, not AI. At best they can see AI as a complement to the practices existing state of care and quality.

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Patient Privacy:

Protected Data defined by HIPAA as protected information cannot leak into AI content. Clear ownership of content, human review and editing, solid and current cybersecurity policies and disclosure policies are critical in establishing your rigor about patient privacy. A statement of your data policies should reach as far as your patients and vendors. Do not underestimate this disclosure as a clear and assertive statement to your patients. Also consider an “opt-out” for those patients who do not want to be treated by a practitioner who uses AI to complement their practice. Given our age of dis-information and misinformation your practice needs a policy for caring for these patients with clear disclosures and documentation.

Protected Data defined by HIPAA as protected information cannot leak into AI content.

Opaque Results:

Generative AI operates as a "black box," which can unsettle users. To foster trust and increase adoption rates, healthcare organizations should explain how specific algorithms work and how a particular set of data informs a prognosis. This relies heavily on the EMR vendors and for those practitioners who have no choice but to use the EMR of record.

Misuse or Overreliance :

Patients also may depend too heavily on information from generative AI much like they did when the internet provided them with Google. Much like when you conducted visits to discuss their findings on Google, get ready. AI will misinform more convincingly than any technology ever invented before it. It's crucial for hospitals, clinicians, and payers to clarify the intended use of AI solutions, emphasizing that AI-generated insights serve as recommendations, not mandates.

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Role Training:

Different obligations and positions require different orientations to generative AI. As a physician or practice principle, you have unique needs. As an employed practitioner, these needs and exposure are different. As an Administrator, or a staff member, they too are different.

Physicians:

For physicians generative AI training should focus on facilitating quicker, less labor-intensive research of medical literature, honing query skills to identify potential and differential diagnoses, and drafting notes and emails more efficiently. This should be done with awareness of data privacy, human clinical intuition, and information dating restrictions and extensions of ChatGPT.

Nurse Practitioners and PAs:

Given that Nurse Practitioners and PAs need to maximize their time to see more patients, a well-designed and focused training can help achieve this goal. Like physicians, NP training should also emphasize patient education and communication, the nuances and empathy of human interaction, and personalizing content to reflect their individual style.

Different obligations and positions require different orientations to generative AI.

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Practice makes perfect. A perfect practice, prepares.

Administrators:

Administrators must have a broad understanding of how each role in the clinic is using generative AI. A practical understanding about generative AI is essential to managing the clinic in this new age of information management. The administrative capabilities of generative AI are expansive: from scheduling, handling patient questions and correspondence, to generating reports and analyzing data, generative AI can greatly enhance an administrator's reach, effectiveness and impact.

Clerical and Billing Staff:

Like administrators, staff members may have a broad range of tasks and individualized uses. Tasks ranging from automating responses to routine inquiries, transcription, and translation, to managing digital records should all adhere to the clinic's Code of Conduct and Training.

Medical Assistants:

With generative AI tasks such as on-line patient triage, answering basic patient inquiries, researching fundamental questions, and updating medical records can be enhanced. Furthermore, depending on the specialty, size, culture, and authority given to a Medical Assistant, their use of generative AI can vary significantly."

Standards:

Practice makes perfect. A perfect practice, prepares.

As a founding principle of [Practicebasics.com](https://www.practicebasics.com), we emphasize the basics. By consistently executing basic work plans and daily practices within a complex, variable, and often transitioning clinic, stability can be attained.

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A proper understanding of AI’s architecture, ethical boundaries, capabilities for use and misuse are prerequisites to establishing how your clinic is going to use generative AI.

Communicate Your Use of Generative AI to Your Patients

This does not need to be an “in the door” disclosure to your patients but it does need to be an established and available protocol to communicate to your patients that are curious or need understanding. A sample disclosure statement is provided in the appendix of this whitepaper.

Establish a Code of Conduct:

During the training process, it's vital to seek input from each role to develop a working code of conduct for the practice. This is not happening at a corporate level yet; however, competent practitioners and astute patients are already using generative AI (my preference is ChatGPT-4).

Establishing an internal code of conduct that is an actionable HR policy enforces boundaries and behaviors in the clinic. A sample Code of Conduct statement is provided in the appendix of this whitepaper.

Conclusion

Utilizing generative AI in a clinical practice requires the leadership of the practice to understand that the present and evolving nature of this new utility. It also requires they assess its risks and potential rewards.

A proper understanding of AI’s architecture, ethical boundaries, capabilities for use and misuse are prerequisites to establishing how your clinic is going to use generative AI. Ignoring or rashly allowing undefined use of generative AI can expose the practice to exceptional liability and potential patient harm. For that reason, regardless of a practitioner’s opinion about technologically augmented care, they must at the very least understand it and define its use in the clinic.

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Additional Resources:

Clinic Operations and Coding

[What Every Health System CFO Needs to Know Before Using AI for Medical Coding](#) MedCity
July 2023

[ChatGPT Can Help Doctors—and Hurt Patients](#) July 2023

[AI in Primary Care? Sure, Bring It On -- But Check With End Users First](#) MedPage Today Dr. Fred Pelzman Aug 2023

Oracle Cerner adds generative AI to its EHR platforms Healthcare IT News Sept 2023

[Physicians: Shape Your AI Future or Someone Else Will](#) Medscape Eric J. Topol, MD; Adam Rodman, MD, MPH October 02, 2023

[Study Warns That Doctors Are Not Prepared for AI Transformation of Medicine](#) SciTEchDaily.com Aug. 2023

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Support for Patients with Disabilities

[AI Could Change How Blind People See the World](#) Wired July 2023

[Empowering Individuals With Disabilities Through AI Technology](#) Forbes Aug. 2023

Free Training

[15 of the best ChatGPT courses you can take online for free](#) Mashable July 2023

[Practicebasics Introduction to Generative AI](#) Updated monthly.

Generative AI in Healthcare

[The 3 Hottest Areas for Healthcare Generative AI](#) MedCity News July 2023

[Machine Learning Model Accurately Identifies High-Risk Surgical Patients](#) MedPage Today July 2023

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[Where generative AI can make headway in healthcare](#) Healthcare IT News, Dr. Shiv Rao Aug 2023

General Business Adoption

[“ChatGPT is going to take your job!”](#) Business Insider July 2023

[How to Get Your Company Started With Generative A.I.](#) Inc. July 2023

[ChatGPT Plus can mine your corporate data for powerful insights. Here's how](#) ZDnet.com David Gewirtz Aug. 2023

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[ChatGPT Plus can mine your corporate data for powerful insights. Here's how](#) ZDnet.com David Gewirtz Aug. 2023

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Sample General Statement of AI Use in the Clinic—Pg 1

General Statement of Generative AI Use

[Your Clinic's Name] Use of Artificial Intelligence

Introduction

Our [practice name] is committed to integrating advanced technologies, including generative artificial intelligence (AI), into our clinical practices to enhance healthcare delivery, improve patient outcomes, and optimize clinical operations. We are dedicated to complete transparency of our use, and our professional obligation to use this new technology responsibly with a dedication to, continuous improvement, regulatory compliance, and improved patient care.

1. Transparency

[Your Clinic's Name] commits to communicating with clarity in our use of Artificial Intelligence (AI), ensuring patients, staff, and other participants in our clinic understand how and why AI is utilized in our clinical decisions and treatments. Procedures and protocols involving AI will be explained clearly, and patients will be informed about the extent of AI involvement in their healthcare process.

2. Fairness and Non-discrimination

[Your Clinic's Name] pledges to use AI tools that have been rigorously tested for biases and to continuously monitor for potential discriminatory outcomes. We pursue real-time monitoring of the systems we use to complement our clinical decision-making process and are dedicated to ensuring all patients receive fair assessment and treatment, irrespective of race, gender, age, or socioeconomic status.

3. Privacy and Data Protection

[Your Clinic's Name] will uphold strict confidentiality and privacy standards, ensuring the ethical collection, storage, and processing of patient data. Patient information used to inform AI systems will adhere to HIPAA requirements and clinic's data privacy policies, ensuring informed consent and data anonymization where necessary.

5. Safety and Security

AI systems integrated into our clinical practice will be thoroughly vetted for safety and efficacy. We will implement robust cybersecurity measures to protect sensitive data and healthcare processes from breaches or manipulation.

6. Honesty and Integrity

We commit to truthful representation of our AI capabilities, their limitations, and potential risks, maintaining honesty in patient engagement and marketing materials. Patient consent for treatment involving AI will be based on accurate and comprehensible information.

7. Our Professional Responsibility

Our healthcare professionals are expected to engage with AI responsibly, prioritizing patient welfare and upholding ethical medical practices. Continuous education and training on AI will be provided to ensure our staff are competent and informed users of this technology.

8. Continuous Monitoring and Improvement

Our AI systems will undergo regular reviews and updates to adapt to new medical knowledge, technological advancements, and societal expectations. Feedback loops will be established for regular assessment and improvement of AI performance, accuracy, and fairness.

9. Regulatory Compliance

All AI technology used will comply with healthcare regulations, professional standards, and legal requirements. Acknowledging that this is a developing area of our practice we will stay abreast of and adapt to changes in relevant laws and regulations concerning AI in healthcare.

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Sample General Statement Employee —Pg 2

10. Stakeholder Engagement and Public Participation

We value the input of our community, patients, and the broader public, engaging them in meaningful discussions about our use of AI in providing healthcare.

Collaboration with industry experts, ethicists, patient advocates, and community representatives will be sought to ensure our AI systems align with public expectations and ethical standards.

At **[Your Clinic's Name]**, we believe in the transformative potential of AI in enhancing healthcare outcomes. However, we remain steadfast in our commitment to ethical principles, patient safety, and societal welfare. Through this Code of Conduct, we pledge to harness AI's power responsibly, ensuring it aligns with our core values and the highest standards of medical care.

Sample Employee Code of Conduct Agreement—Pg 1

Employee Statement of Generative AI Performance and Compliance

[Your Clinic's Name] Employee Code of Conduct for the Use of Generative AI in Clinical Practice

Introduction

As a valued member of **[Your Clinic's Name]**, your role in the ethical integration and application of generative artificial intelligence (AI) in our clinical operations is critical. This Code of Conduct guides your interaction with, and use of AI in **Your Clinic's Name** emphasizing our collective commitment to transparency, fairness, privacy, accountability, safety, honesty, and professional responsibility, continuous improvement, regulatory compliance, and stakeholder engagement.

1. Transparency

You are expected to strive for clear communication with your patients, explaining and disclosing the role our use of AI in their diagnosis, treatment, and care, ensuring they understand the processes and their rights. We expect you to be open about the functions of AI, and acknowledge its limitations and the human oversight involved in their care.

2. Fairness and Non-discrimination

It is the expectation of the practice that you engage with AI tools responsibly, ensuring they do not perpetuate biases or lead to discriminatory outcomes. It is expected you understand the foundational architecture that generates these signs of bias in AI-generated assessments or recommendations, and affirm **[Your Clinic's Name]** commitment to equitable care for all patients.

3. Privacy and Data Protection

[Your Clinic's Name] expects all employees maintain a respect for patient confidentiality and privacy of patient data as per our clinic's privacy policies and relevant legal standards. Handle all patient information with utmost care, obtaining informed consent for data use, and ensure data used to inform AI systems is appropriately anonymized or secured.

4. Accountability

Acknowledge your responsibility in utilizing AI-assisted outcomes in patient care, ensuring thorough review and critical assessment of AI-generated recommendations. It is expected that you report errors, adverse effects, or any AI-related concerns promptly through our established channels for review and remediation.

5. Safety and Security

As an employee or principal of **[Your Clinic's Name]** you agree to adhere to established protocols for the safe use of AI systems, ensuring patient safety is paramount. You also agree to maintain vigilance against potential cybersecurity threats, protecting sensitive information from unauthorized access or breaches.

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Sample Employee Code of Conduct Agreement—Pg 2

6. Honesty and Integrity

As an employee or principal of **[Your Clinic's Name]** you will provide accurate information to patients, avoiding overstatements about the capabilities of our AI systems, and be honest about both the potential risks and benefits. You also agree to ensure that patient consent for AI-involved procedures is based on comprehensive and truthful information.

7. Professional Responsibility

As an employee or principal of **[Your Clinic's Name]** you will uphold the highest standards of ethical medical practice, prioritizing patient welfare in all decisions involving AI. You will seek ongoing education and training on the evolving landscape of AI in healthcare to remain an informed and competent practitioner.

8. Continuous Monitoring and Improvement

As an employee or principal of **[Your Clinic's Name]** you will participate in the regular review and feedback processes for the AI systems in place, contributing insights from your daily interactions and observations. Embrace a culture of continuous learning and adaptation to improve our AI systems and their integration into clinical practice.

9. Regulatory Compliance

As an employee or principal of **[Your Clinic's Name]** you will familiarize yourself with, and strictly adhere to, healthcare regulations, professional standards, and legal mandates regarding the use of AI. You will also stay updated on changes in legal and professional standards concerning AI, ensuring your practices are compliant and ethically sound.

10. Stakeholder Engagement and Public Participation

As an employee or principal of **[Your Clinic's Name]** you will foster positive engagement with patients, their families, and community representatives, inviting feedback and discussion about our AI practices. Collaborate with diverse stakeholders, including industry experts and patient advocates, to ensure our AI applications meet broad ethical considerations and societal expectations.

Signature _____

Printed Name _____

Date _____