

**dhis** East Coast

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**newfire**  
global partners

# RESPONSIBLE USE OF GENERATIVE AI

Navigating The Future Of Business And Digital Health

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**Stephen S. Hau**

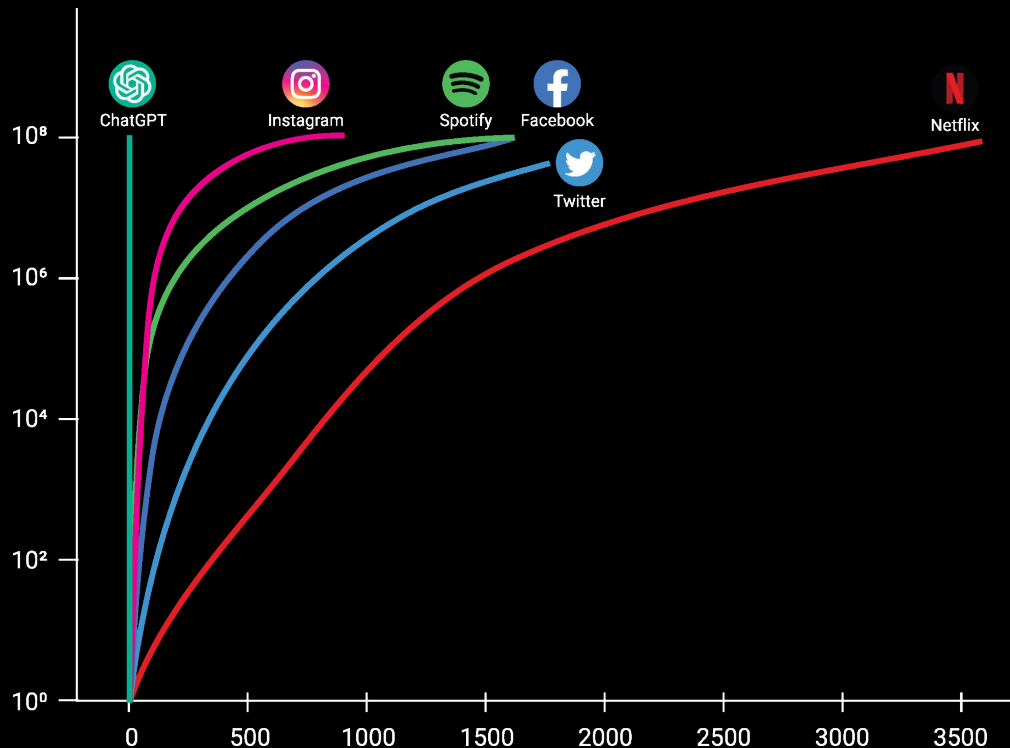
CEO, Newfire Global Partners



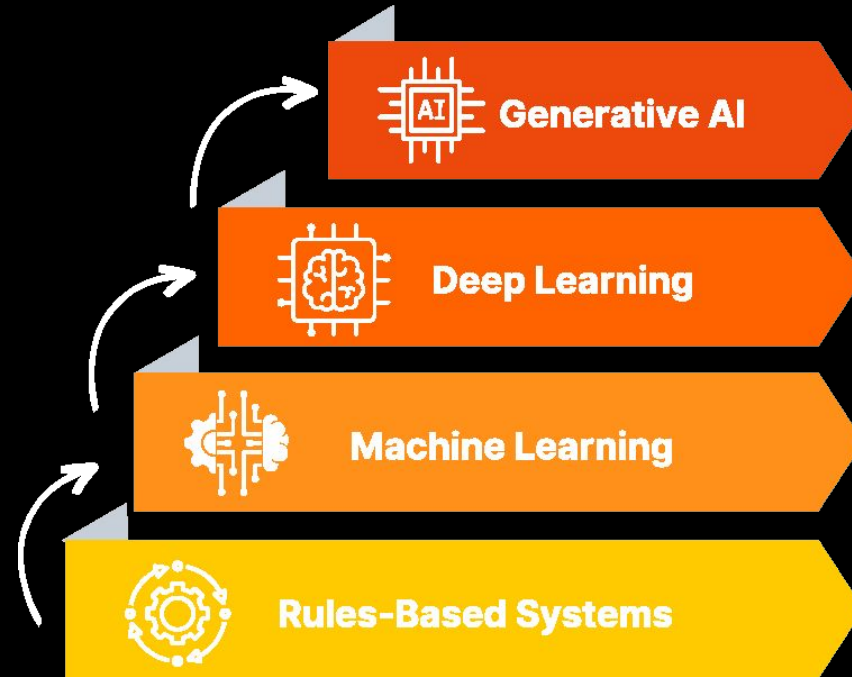
# Presentation Topics

1. **Demystifying Generative AI:** A concise, non-technical introduction to generative artificial intelligence.
2. **Navigating the Minefield:** Identifying the ethical, legal, and security concerns associated with the widespread adoption of generative AI within the digital health landscape.
3. **Revolutionizing Digital Health:** Illustrating the groundbreaking opportunities generative AI presents for digital health businesses.
4. **Risk Mitigation Strategies:** Practical guidelines for businesses to adopt responsible AI practices, safeguarding sensitive data, and ensuring ethical implementation.

# Who Has Not Heard of ChatGPT?



# An “Overnight” Success (Decades in the Making)



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Latent data are variables that are not observed but inferred from other variables.



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**“Twinkle Twinkle Little Star”**

**(in the style of William  
Shakespeare via ChatGPT 4)**

**“Glitter, glitter, diminutive orb,  
How I ponder what thou art.  
High above the world so vast,  
Like a jewel in heaven’s cast...”**

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4-year old Chinese American girl  
in the style of English Tudor  
royalty *via MidJourney v5.1*

# What Else is Hiding in the Latent Space?

- Drug therapies with higher efficacy and fewer negative side-effects?
- More fuel-efficient airplane designs?
- Environmentally-friendly, renewable energy sources?
- Higher quality / fewer defect software code?

(Near limitless possibilities)



# What Could *Possibly* Go Wrong?

- Hallucinations
- Alignment Issues
- Misinformation
- Loss of Privacy
- Mass Unemployment

The New York Times

## *Here's What Happens When Your Lawyer Uses ChatGPT*

A lawyer representing a man who sued an airline relied on artificial intelligence to help prepare a court filing. It did not go well.

# Opportunity for Digital Health (General)

- Faster, cheaper, and better tech
  - Hybrid AI-powered teams
  - Maintaining internal knowledge / collective intelligence
  - More productive teams
  - Better testing, documentation, etc.
  - Synthetic data generation
- Hyper-cost-effective software development --> more tech businesses



# Specific Business Opportunities

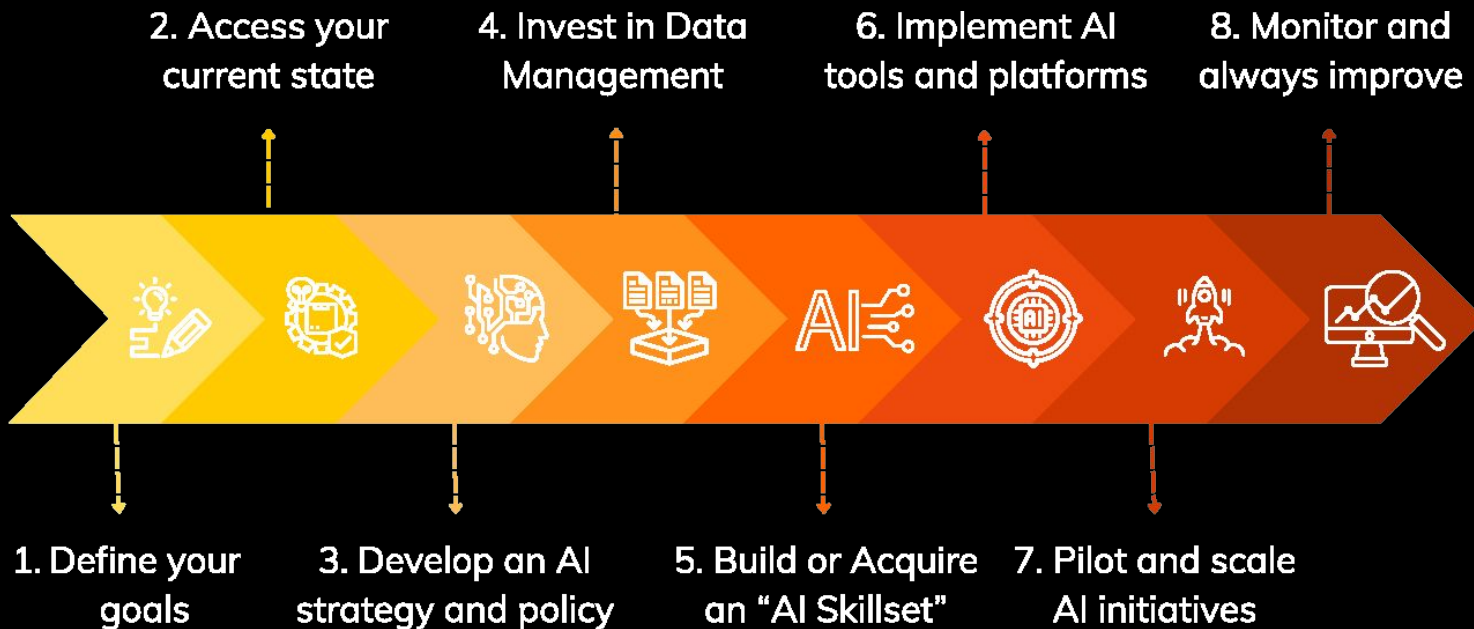
- Drug discovery
- Medical imaging
- Personalized treatment plans
- Medical documentation



# Pitfalls of Building on AI

- Reliability and accuracy
- Bias
- Data privacy and security
- Explainability and transparency
- Dependency on AI
- Regulatory

# Getting Prepared as an Organization



# Getting Prepared as an Individual

1. Embracing continuous learning
2. Think beyond coding
3. Adopt an experimental mindset
4. Emphasize collaboration



# Q&A and Open Discussion

**Let's talk!**

**Stephen S. Hau**

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