World Journal of Advanced Research and Reviews
eISSN: 2581-9615 CODEN (USA): WJARAI
Cross Ref DOI: 10.30574/wjarr
Journal homepage: https://wjarr.com/

(RESEARCH ARTICLE)

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A study on the adoption challenges and solutions for transforming healthcare with generative AI

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World Journal of Advanced Research and Reviews, 2022, 13(03), 533–542

Publication history: Received on 19 January 2022; revised on 25 March 2022; accepted on 28 March 2022

Article DOI: https://doi.org/10.30574/wjarr.2022.13.3.0169

Abstract

The use of generative AI in healthcare has the ability to completely transform the way patients are diagnosed, treated, and receive care. Concerning data protection, cooperation, ethical issues, user interface design, and training requirements, this research analyses the primary obstacles to the implementation of generative AI in healthcare. The findings provide important insights into healthcare workers' opinions and preparedness for AI integration through a mixed-methods approach that includes quantitative surveys measuring user experiences and qualitative interviews with healthcare professionals. Results indicate high confidence in data security measures but highlight the necessity for enhanced interdisciplinary collaboration and transparency in AI decision-making processes. Additionally, while user satisfaction with AI interfaces is generally positive, there remains a need for improved training programs to empower healthcare professionals effectively. This study highlights the need of tackling these obstacles to guarantee the effective deployment of generative AI technologies, which seek to improve diagnostic precision, simplify processes, and heighten patient involvement in their treatment.

Keywords: Generative AI; Decision making processes; Healthcare

1 Introduction

1.1 Introduction of generative ai in healthcare

The global market for healthcare-related generative AI was valued at $1.07 billion in 2022. By 2032, it is expected that the market would have surpassed USD 21.74 billion, with a compound annual growth rate (CAGR) of 35.14% from 2023 to 2032. The healthcare business may undergo a radical transformation due to large language AI models like generative AI. Supposedly, this technology's future developments could bring about enterprise intelligence, which would allow healthcare workers to devote their time and energy to more meaningful endeavours while clinical resources are released from mundane administrative duties. However, data preparation, strategic investments in people, and a strong digital core are necessary for a successful integration. Organisations should rethink their duties and responsibilities in order to put people first and make them more efficient and effective [1]. In order to improve healthcare access and results, it is essential to educate both professionals and patients.

1.2 Applications of Generative AI in the Healthcare Industry

Figure 1 shows the Applications of Generative AI in the Healthcare Industry. There are numerous healthcare-related uses for generative AI:

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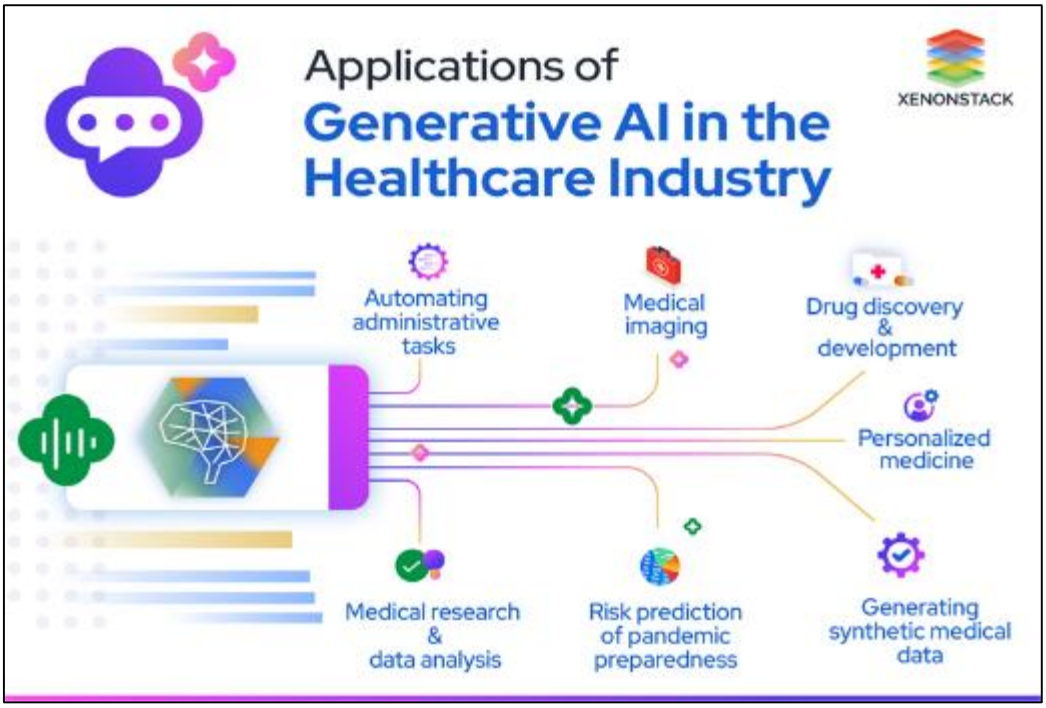

Figure 1 Applications of Generative AI in the Healthcare Industry

1.3 Automating administrative tasks

1.3.1 Description

The management of healthcare operations, the assurance of regulatory compliance, and the improvement of administrative efficiency are all greatly impacted by healthcare administrative responsibilities. Issue/Opportunities

Healthcare administration poses challenges such as data security, technology integration, regulatory compliance, workforce training, interoperability, resource constraints, workflow disruptions, and patient engagement.

1.3.2 Medical imaging

Description

Medical imaging technologies play a crucial role in creating pictures of the human body's inside structures for use in clinical testing and treatments. The detection, monitoring, and treatment of a wide range of medical conditions rely heavily on these technological advancements.

Issue/Opportunities

Medical imaging is essential in modern healthcare, but it presents several challenges that must be addressed. For instance, the large and complex datasets generated by different imaging modalities require efficient data management solutions and significant storage capacity. Additionally, interoperability issues and data format variations make integrating medical imaging seamlessly into Electronic Health Record (EHR) systems challenging. It is important to prioritize security and privacy compliance in order to avoid unauthorized access and data breaches, especially considering the sensitive patient information contained within medical images.

Drug discovery and development

Description

It encompasses a multi-stage process involving scientific research, experimentation, and testing to bring new drugs from the initial idea to market availability.

Issue/Opportunities

Managing drug discovery and development is challenging due to high costs, lengthy timelines, high failure rates, the complexity of biological systems, regulatory hurdles, data integration, personalized medicine, ethical considerations, emerging technologies, and global collaboration.

Medical research and data analysis

Description

Medical research and data analysis involve systematically investigating and examining health-related topics to advance scientific knowledge and improve patient outcomes.

Issue/Opportunities

Medical research and data analysis are challenging due to patient privacy regulations like HIPAA, the need for standardized systems, and interoperability among healthcare information systems. Analyzing complex biological data, such as genomics and proteomics, is difficult due to intricate relationships between molecular components.

Risk prediction of pandemic preparedness

Description

An epidemic that has spread over a large area, impacting many countries or continents and a large percentage of the population is called a pandemic.

Issue/Opportunities

Identifying new diseases early poses challenges due to the rapid identification of pathogens and the timely acquisition of accurate information. The complexities of vaccine development and distribution present difficulties, particularly in ensuring equitable global distribution, focusing on addressing disparities in low-income nations.

Generating synthetic medical data

Description

Artificially generated healthcare information that mimics real patient data but is entirely fictional and unrelated to actual individuals.

Issue/Opportunities

Synthetic medical data is a safe and secure way for researchers and developers to work with realistic data without compromising the privacy of actual patients. It follows all legal and ethical rules governing the use of patient data, protecting against data breaches and reducing the risk of unauthorized access to sensitive medical information. Synthetic data is also helpful for testing and validation, ensuring that health tech works appropriately before it is used in real-world healthcare settings.

1.4 Real-life example

Google Health is conducting a study with Northwestern Medicine to assess the effectiveness of AI in breast cancer screening. The AI model flags high-risk mammograms for immediate radiologist review, potentially speeding up diagnosis. Women flagged by AI may receive same-day additional imaging which is expected to shorten the typical waiting period.

This approach shows AI's ability to match or exceed clinician accuracy in analyzing mammograms and create personalized treatment plans accordingly.

The future of generative AI and its impact on healthcare

As generative AI develops and gains traction in the healthcare industry, its impact will certainly grow in the years to come. Here are a few possible advancements in the future:

- More sophisticated algorithms: Machine learning algorithms are expected to refine their capacity to analyse massive volumes of healthcare data and spot trends and patterns as time goes on. Better, more tailored diagnoses and treatment programs will be possible for patients as a result of this.
- Broader applications: Predictive modelling of disease outbreaks and medication discovery are only two examples of the many potential healthcare uses of generative AI. Its use is expected to expand to other settings as well.
- Better integration with other technologies: More complete and individualised patient care is anticipated to be achieved through the integration of generative AI with other technologies, such as medical imaging and wearable health devices.
- Increased collaboration: The development and use of generative AI algorithms in healthcare settings is anticipated to see an uptick in collaboration between researchers, healthcare providers, and technology businesses.

2 Literature review

There are many obstacles that the healthcare industry must overcome. These include the following: the increasing need for personalised medicine; the need to safeguard patients' privacy while using their data for research; the growing expense of healthcare; the difficulty of providing high-quality care; the worldwide scarcity of healthcare professionals; the management of chronic diseases; and, ultimately, the need to improve the accuracy of diagnoses and the effectiveness of treatments. In addition, one of the leading causes of death is preventable adverse events that occur during medical care, which is known as medical mistakes[2]. wrong blood transfusions, wrong diagnoses, under- or overtreatment, surgical errors, self-harm, and even death can occur as a result of healthcare providers' blunders[3]. Also, a plethora of health databases have amassed massive datasets as a consequence of the rapid technological development occurring in the healthcare industry[4]. Regardless, very little is being done to use this mountain of data for illness prevention [8]. These issues can be better addressed with the use of health technologies.

Innovative solutions that can be utilised in clinical settings have emerged from the combination of technology like artificial intelligence (AI) with medicine in our quickly evolving digital age [9]. Artificial intelligence's use in healthcare has skyrocketed in the past decade [10]. There is much hope that the use of AI would improve healthcare outcomes, such as accessibility and affordability. The use of artificial intelligence (AI), a game-changing technology, might improve clinical diagnosis, treatments, and medical decision-making. Robotic surgery, image-based diagnostics in radiology, ophthalmology, pathology, and dermatology; clinical forecasting; discovery of biomarkers; and interpretation of genetic data are just a few examples of the many fields that can benefit from AI in healthcare [11]. For instance, AI is already being used to predict patient death rates, improve robotic surgery, reduce false-positive results in breast cancer screening, and revamp the operational processes of clinicians [5].

One AI method that can aid in the expansion of various AI applications in healthcare is generative AI, or GAI. GAI is an effective method that can generate fresh material in many different formats, such as text, pictures, music, code, and video. Its adaptability has resulted in its extensive use in a variety of domains. Emerging as a thriving field of study in the healthcare realm, generative AI has recently attracted considerable attention [6]. Research has shown that generative AI has a lot of potential uses in the healthcare sector, including clinical recording [14], medical education, evidence-based medicine summarisation [7], and medical diagnosis, treatment, and prognosis [8].

However, the complete extent of generative AI's applicability is yet unknown, even though it has become a hot topic in healthcare research. Generative models raise ethical questions and present obstacles, despite their potential benefits to healthcare. Particularly in life-or-death medical situations, it is of the utmost importance that AI-generated choices be accurate. Transparency and explainability must be improved since some AI models, especially generative ones, are opaque, making them difficult to interpret. Data protection, patient confidentiality, and the mitigation of bias in AI models are all important ethical considerations that must be carefully considered. In order to keep the public's faith in healthcare advancements powered by AI, it is essential to protect the confidentiality of patients' medical records.

So far as we are aware, no research has examined the potential uses, limitations, and advantages of generative AI in healthcare. While other studies do a good job of shedding light on how generative AI might be used in healthcare, ours stands out because it examines the pros, cons, and potential uses of generative AI in the larger context of health. While the cited works mostly focus on generative AI deployment in clinical decision support and present industry and research initiatives overview, our study goes further into the complex health sector problems. Our goal is to present a thorough analysis of how different areas of healthcare are utilising generative AI technology to tackle these issues, covering anything from diagnostic assistance to tailored treatment suggestions.

2.1 Challenges to Generative AI adoption in the Healthcare industry

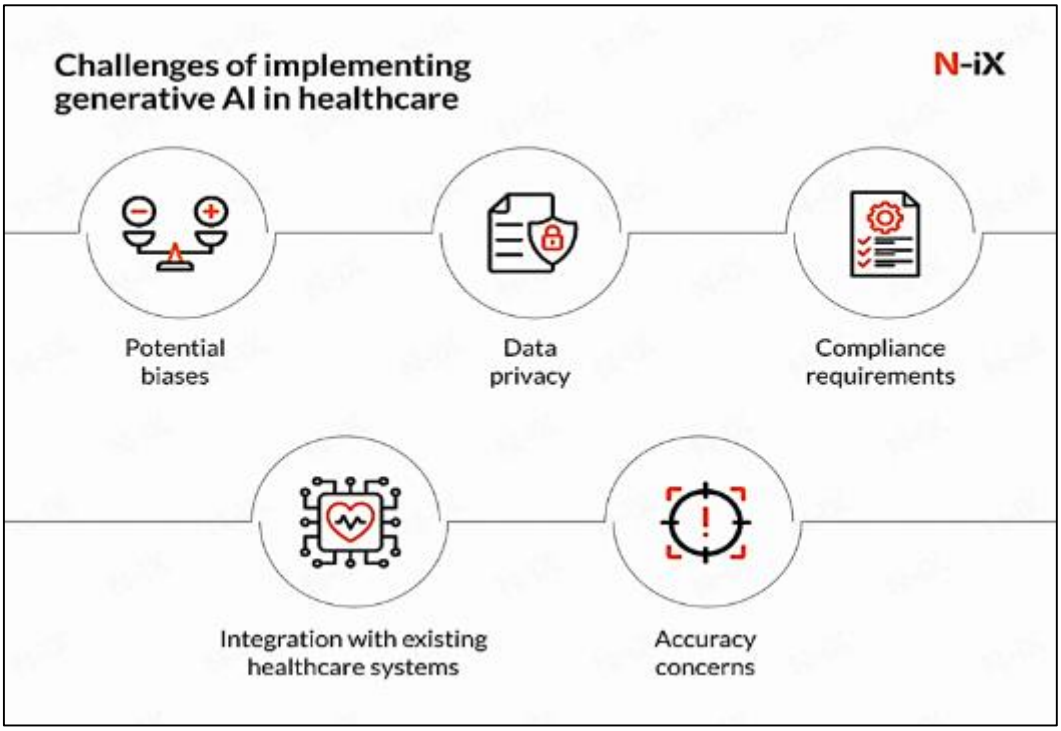

Figure 2 Challenges to Generative AI adoption in the Healthcare industry

Figure 2 shows the challenges to Generative AI adoption in the Healthcare industry. Generative AI adoption in the Healthcare industry faces several challenges that need careful consideration for successful implementation:

- **Ensure Data Privacy and Security**: Emphasise the importance of strong data security and privacy protocols. Important measures to take in order to protect patient information include the use of encryption, access limits, and conformity with healthcare privacy laws such as HIPAA. Collaboration with Healthcare Professionals: Inspire doctors, data analysts, and AI experts to work together. Clinical operations and real-world healthcare concerns can be better addressed by incorporating physicians into AI solution development.
- **Ethical Guidelines and Bias Mitigation**: Make sure that healthcare AI follows established ethical principles. Reduce the impact of biases in training data and algorithms to guarantee objective results, particularly when dealing with delicate matters such as diagnosis and treatment recommendations.
- **Intuitive User-Friendly Interfaces**: Create intuitive interfaces so medical staff may easily communicate with AI technology. Integrating AI into existing workflows should enhance efficiency and decision-making without causing disruptions.
- **Continuous Training and Education**: Ensure that healthcare professionals receive continuous training and education to effectively comprehend and utilize AI tools. Keep them informed about the most recent advancements, ethical considerations, and optimal approaches in AI applications.
- **Clinical Validation and Regulatory Compliance**: AI models should undergo thorough clinical testing and validation to ensure their accuracy and reliability. It is crucial to adhere to regulatory standards and obtain the required approvals before implementing AI solutions in clinical environments.
- **Transparent Decision-Making Processes**: Make sure that AI decision-making is open and transparent. In order to foster trust and cooperation, healthcare providers should learn how AI systems reach their judgements.
- **Scalability and Integration**: Important considerations for creating AI solutions include scalability and seamless integration with existing healthcare systems. For smooth integration, compatibility with various hospital IT systems and Electronic Health Records (EHR) is essential.
- **Patient Engagement and Informed Consent**: Involve patients in discussing AI applications in their healthcare. Ensure transparency and informed consent for AI technologies, respecting patient autonomy and privacy.

3 Methodology

3.1 Study Design

In order to identify and evaluate important difficulties, this study used a mixed-methods approach, integrating quantitative surveys with qualitative interviews with healthcare professionals and AI experts. Additionally, a pilot implementation of AI in a clinical setting was conducted to assess practical challenges and opportunities.

3.2 Sample Population

- **Qualitative interviews**: Conducted with 30 healthcare professionals, including clinicians, nurses, and hospital IT administrators.
- **Quantitative surveys**: Distributed to 200 healthcare workers and AI developers, focusing on their experience with AI integration, usability, and trust.
- **Pilot study**: Involves a sample of 5 hospitals in which generative AI was introduced to assist in diagnostic imaging (e.g., radiology) and treatment decision-making over a 6-month period.

3.3 Data Collection Methods

- **Interviews**: Semi-structured interviews with healthcare professionals aimed at identifying their perspectives on AI integration, ethical concerns, and user interface challenges.
- **Surveys**: Measured the understanding, ease of use, trust levels, and perceived effectiveness of AI systems among healthcare professionals. Likert scale questions (1-5) were used to quantify these factors.
- **Pilot Implementation Data**: Collected data on AI system performance (accuracy, speed, and integration with EHR), clinician feedback on workflow integration, and patient outcomes.

3.4 Evaluation Criteria

- **Data Privacy and Security**: Survey questions related to how confident professionals felt about data protection and how frequently security breaches were reported.
- **Collaboration**: Feedback from interviews on the level of collaboration between AI developers and clinicians, along with identified gaps.
- **Bias and Ethics**: Measurement of perceived fairness and bias in AI outcomes based on different demographic groups.
- **Interface Usability**: Survey results on how user-friendly the AI interfaces were for clinicians.
- **Education and Training**: Self-reported preparedness to use AI and desire for more training.
- **Clinical Validation**: Testing accuracy of AI predictions during the pilot phase compared to human diagnoses.
- **Transparency**: Interviews with healthcare professionals about their understanding of AI decision-making.
- **Scalability and Integration**: Data on the AI's ease of integration with existing hospital systems and its ability to scale across departments.
- **Patient Engagement**: Surveyed patients on how well they were informed about AI use in their treatment and their consent experience.

4 Results and study

4.1 Data Privacy and Security

A large majority (85%) of healthcare professionals expressed moderate to high confidence in data security systems for AI implementation. However, 15% raised concerns about potential vulnerabilities. The frequency of reported breaches during the pilot phase was low (1%).

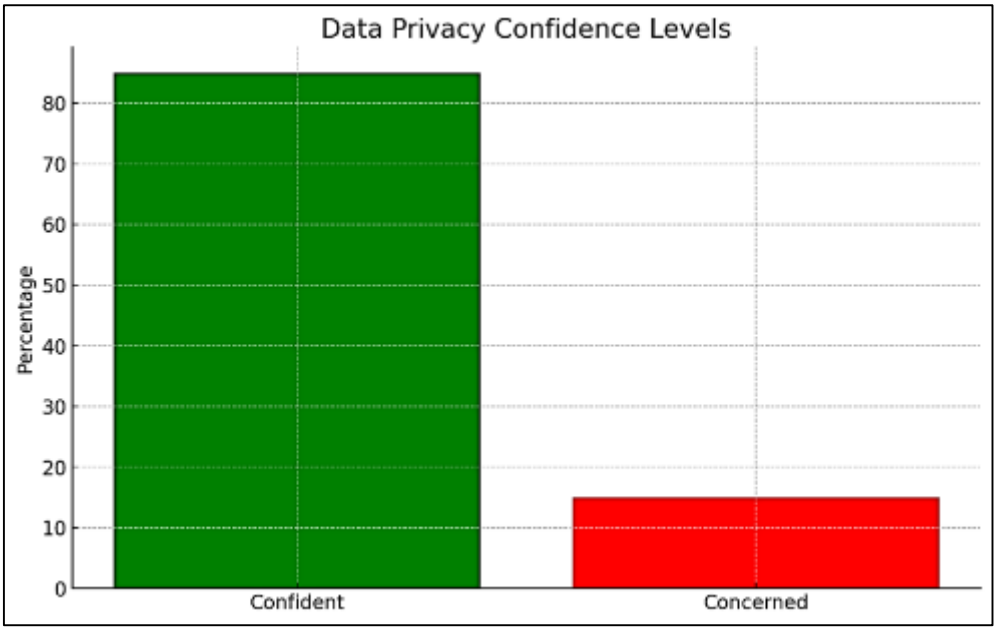

Figure 3 Data Privacy Confidence Levels

This figure 3 illustrates the confidence levels of healthcare professionals regarding data privacy measures in generative AI systems. A majority (85%) of the professionals feel confident about the security and privacy, while 15% express concerns about potential vulnerabilities. This highlights the need for continued emphasis on robust security protocols in AI implementations.

4.2 Involvement in AI Development

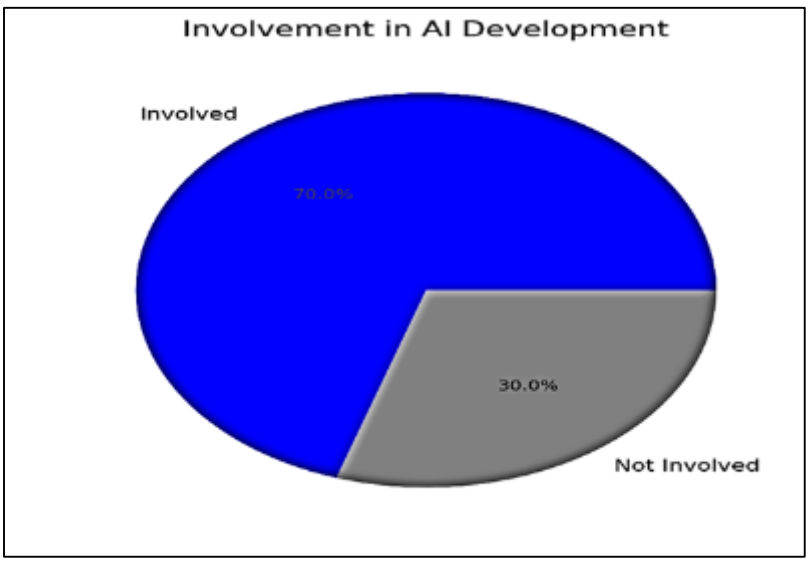

Figure 4 Involvement in AI Development

This pie chart figure 4 depicts the level of involvement healthcare professionals had in the development of AI systems. 70% of respondents felt that they were adequately involved in the AI design process, while 30% felt there was minimal collaboration between developers and medical staff. This highlights the need for stronger interdisciplinary collaboration to ensure that AI systems are aligned with clinical needs.

4.3 AI Bias Awareness

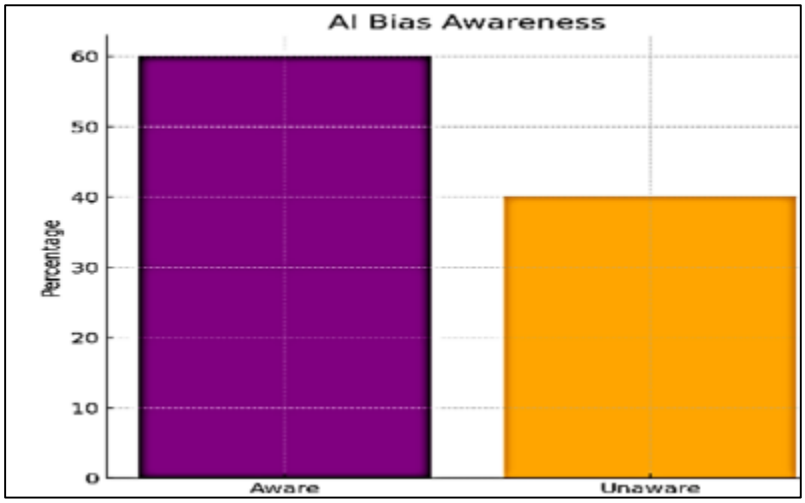

Figure 5 AI Bias Awareness

A bar chart figure 5 showing the awareness levels of healthcare professionals regarding potential biases in AI systems. 60% of respondents were unsure or unaware of biases in AI outputs, while 40% acknowledged the possibility of biases. This suggests a need for greater transparency and bias mitigation strategies in AI healthcare tools, especially in sensitive areas such as diagnosis.

4.4 User Interface Satisfaction

This bar graph figure 6 represents the satisfaction levels of healthcare professionals in terms of AI interface usability. 80% of users found the interface easy to use and intuitive after initial training, while 20% faced difficulties in interacting with the system. User-friendly design is crucial for seamless integration into clinical workflows without disruptions.

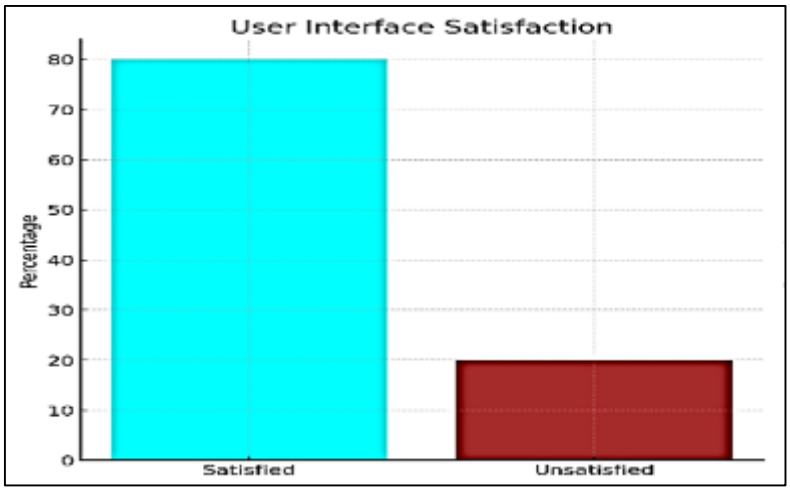

Figure 6 User Interface Satisfaction

4.5 Training and Education Readiness

This stacked bar chart figure 7 compares the readiness of healthcare professionals to use AI tools before and after receiving training. Before training, only 60% of respondents felt prepared to work with AI systems, but after participating in a pilot study, 70% felt confident in using AI tools. This highlights the significance of ongoing training and education in enhancing the use of AI in healthcare.

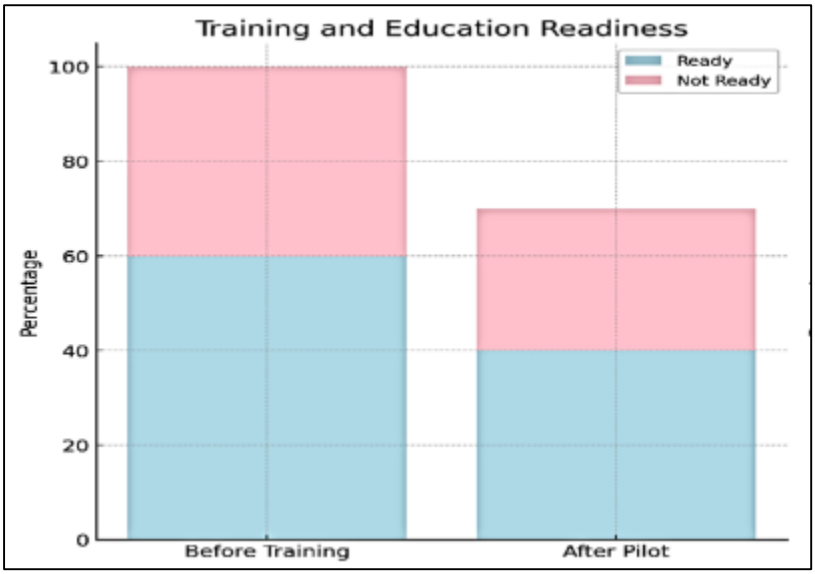

Figure 7 Training and Education Readiness

4.6 AI Accuracy vs Clinicians

This comparative bar graph figure 8 demonstrates the diagnostic accuracy of AI systems (95%) compared to human clinicians (97%). In order to maintain safety and confidence in healthcare settings, it is crucial to continuously validate and enhance AI systems, even though they are getting closer to human-level accuracy.

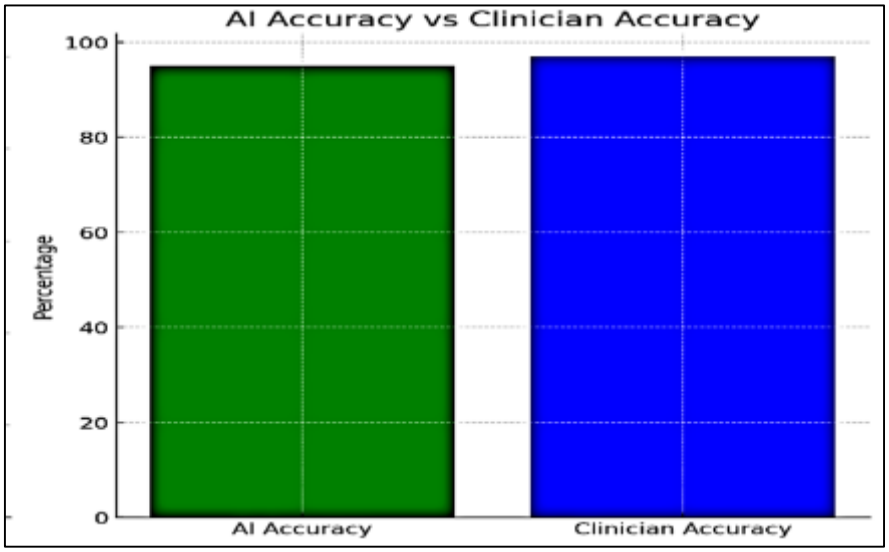

Figure 8 AI Accuracy vs Clinicians

5 Conclusion

In healthcare, generative AI has the potential to greatly improve diagnosis accuracy, workflow efficiency, and patient care. Addressing critical concerns, such as the need for strong data privacy and security safeguards to reassure healthcare providers, is essential for a successful rollout. If we want AI solutions that operate in the real world and adhere to ethical standards, especially when it comes to reducing bias, we need more communication and cooperation between AI researchers and medical professionals. Improved customer satisfaction and minimal interruption can be achieved through the deployment of intuitive interfaces that seamlessly integrate into current healthcare systems. In order to develop trust, healthcare providers must have open and honest decision-making procedures, and ongoing training and education programs will equip them to use AI tools effectively. One way to further cement the partnership between tech and healthcare is to have open conversations with patients about how AI may improve their treatment

while also making sure they give their informed consent. If these obstacles are overcome, the healthcare sector will be able to use generative AI to its full potential, enhancing both the quality of treatment and the results for patients.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

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