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AI for Health

Empowering and Reinventing the Health Sector for the Better

Vision Paper

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Contents

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Executive Summary

This paper demonstrates that Artificial Intelligence (AI) has transformative potential in the health sector in different use cases: support to the health workforce, improvement of diagnosis and treatment, acceleration of drug discovery, and better experiences for patients. Additionally, AI can create a pathway towards systems that are more transparent and trustworthy. Promising applications are already delivering benefits. However, it is important to keep humans at the centre of care, with AI serving as a valuable support tool that enhances rather than replaces human judgment and decision-making.

With the increasingly important part played by AI in the health sector's future, the cost of inaction is rising. Delaying integration risks missing opportunities to save lives, improve performance, and advance cross-border collaboration, which is critical for tackling shared health challenges. Beyond increasing the adoption, we strongly recommend using AI responsibly to strengthen the resilience and responsiveness of health systems.

Introduction

Why does AI in health matter?

Healthy populations are an essential part of economic competitiveness, supporting business resilience. At the same time, AI is participating in similar efforts, fundamentally reshaping the global economy and transforming how societies function, including the health sector. AI's growing significance comes at a time of intense pressure on health systems. Ageing populations, rising demand for care, workforce shortages, and entrenched inefficiencies are straining the capacity of many countries to deliver quality care. Today, nearly half of the world's population lacks access to essential health services[1], while noncommunicable diseases (NCDs) account for more than 70% of non-pandemic-related global deaths.[2] These challenges are not only a societal concern but a growing risk for economic stability and business continuity.

Businesses are at the forefront of mitigating these challenges by driving AI innovation and developing data-driven solutions tailored to real-world health needs. Companies are already demonstrating how AI can enhance system efficiency and support more effective care delivery. Yet adoption remains uneven. While large firms are advancing at scale, many smaller players face barriers such as limited investment capacity, infrastructure gaps, and skills shortages. The rapid evolution of foundation models has further accelerated innovation, while also raising new questions around governance, trust, and equity.

While the use of AI in healthcare holds significant promises, it also raises important considerations. Issues such as limited interoperability, legal as well as ethical uncertainties, and potential misuse need to be properly addressed.

Monitoring these risks is important when deploying AI systems in healthcare and goes hand in hand with the enforcement of data governance standards. It includes measures such as the anonymisation of personal data, the respect of consent protocols, and cybersecurity frameworks protecting patient privacy and preventing misuse of health data.

However, when developed and deployed responsibly, it can be a powerful tool to reduce inequalities, enhance the work of healthcare providers, and better prepare for public health emergencies. For business, AI is both a strategic priority and an essential investment to stay ahead in an evolving innovation landscape. Governments need to engage the private sector in shaping AI's role in health to be able to maximise its benefits while mitigating its risks.

"For Business, AI is both a strategic priority and an essential investment to stay ahead in an evolving innovation landscape."

Businesses and governments can and must work together to ensure AI fully realises its potential in the health sector. Coordinated, strategic, and ethical approaches will be essential to build trust, unlock innovation, and scale AI responsibly across the sector. This position paper outlines how AI can create long-term value for both patients and the economy, and why the business community has a critical role to play in shaping the future of AI in health.

This paper presents the business perspective on the intersection of AI and health, offering insights for both the private sector and policymakers. It underscores the critical role of companies in driving innovation, shaping responsible AI development, and transforming health systems to be more efficient, inclusive, and resilient. The paper calls for joint action between governments,

[1] See also The Lancet Commission on diagnostics: transforming access to diagnostics, 2021

[2] WHO Noncommunicable Diseases Factsheet, 2023

businesses, and key stakeholders to integrate AI into healthcare in ways that directly improve health outcomes at the patient and population level, make health systems work better, and accelerate medical innovation.

How does the OECD help Shape AI in health?

The OECD plays a leading role in setting international governance for the responsible use of Artificial Intelligence, including in healthcare. Its AI Principles, first adopted in 2019 and updated in 2024, provide the world's first intergovernmental framework for trustworthy AI.[3] These principles promote transparency, accountability, and respect for human rights. They serve as a foundation for national regulations and cross-border policy alignment.

In that context, the OECD defines an AI system as "(…) a machine-based system that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that can influence physical or virtual environments. Different AI systems vary in their levels of autonomy and adaptiveness after deployment."

Regarding health, the OECD recognises AI's potential to improve outcomes by personalising care and streamlining systems. It also highlights the importance of managing risks (e.g., data privacy, algorithmic bias, governance gaps, among others). To advance this agenda, the OECD created an Expert Group on AI in Health, which was formally elevated in June 2025 to an OECD Working Party. The Expert Group was unique in bringing together governments, experts, international organisations, as well as patient and clinician groups, with the aim of developing evidence-based guidance for responsible AI use in healthcare. The multistakeholder engagement within the Working Party is an important contributor to its success.

AI and data strategies are interlinked, and the OECD has recently created a health data governance expert group (Data Free Flow with Trust in Health).

How can we turn AI in health from promise to reality?

As OECD countries advance regulatory frameworks and national strategies on AI, the global policy landscape is rapidly evolving. The increasing number of regulatory instruments, at national and international scales will significantly shape how AI is developed and deployed in health. Ensuring that these frameworks remain adaptable to technological change, while maintaining international coherence, will be critical.

[3] AI Principles Overview - OECD.AI

AI to Empower the Health Workforce

AI is becoming an integral part of our economies and societies it is also shifting from a technical tool to a strategic enabler. In other words, it redefines how work is organised, managed, and delivered. This shift is particularly urgent and promising in the healthcare systems. According to the OECD, AI has the potential to alleviate pressures stemming from ageing populations, rising chronic diseases, and workforce burnout.[4] For the business community, AI offers a powerful lever to address some of the most pressing health challenges, including workforce shortages, growing service demands, and persistent inefficiencies.

Recent OECD analysis underscores this transformation by examining nearly 55.5 million online job postings in the United Kingdom, the United States and Canada, tracking the demand for digital and AI skills in health-related occupations between 2018 and 2023. It identifies emerging priorities such as health information management, telehealth, and cybersecurity, and assesses the potential effects of Generative AI (GenAI) and advanced robotics on health occupations, categorising roles based on their susceptibility to automation or augmentation.[5] By automating administrative tasks, supporting clinical decision-making, and enabling more personalised care, AI can significantly extend the capacity of healthcare professionals. OECD research shows that digital technologies are rapidly permeating the health sector, with AI increasingly embedded in clinical workflows.[6] For example, reducing administrative burdens through AI could free between 10–30% of health workers' time, which could be redirected to patient care.[7]

Emerging forms of agentic AI also show promise: these systems can autonomously manage end-to-end processes and operational decisions, such as scheduling or workflow coordination, further expanding potential efficiency gains beyond clinical diagnosis.

Nevertheless, unlocking these gains depends on the workforce's ability to use AI confidently and effectively. At the same time, health systems, including Health Technology Assessment (HTA) bodies and payers, currently lack robust value assessment frameworks for these tools, making it difficult to evaluate their clinical impact and cost-effectiveness. Developing clear evaluation mechanisms is therefore imperative to guide adoption and reimbursement decisions.[8]

"Reducing administrative burdens through AI could free between 10–30% of health workers' time, which could be redirected to patient care."

We call for strategic public and private investments in digital competencies, adaptive training systems, and organisational models embedding AI in ways that enable workforce resilience, quality of care, and long-term sustainability.

[4] Artificial Intelligence and the health workforce Perspectives from medical associations on AI in health, 2024.

[5] OECD, Digital and AI Skills In Health Occupations: What Do We Know About New Demand? OECD Artificial Intelligence Papers May 2025 No. 36

[6] Artificial Intelligence and the health workforce Perspectives from medical associations on AI in health, 2024.

[7] Almyranti, M. et al., "Artificial Intelligence and the health workforce: Perspectives from medical associations on AI in health", *OECD Artificial Intelligence Papers*, No. 28, OECD Publishing, Paris, 2024.

[8] LSE, Evaluation framework for health professionals' digital health and AI technologies: Evidence-based policy recommendations, 2025.

Health workforce in crisis: AI as a Solution?

The integration of AI into healthcare must be considered within the broader context of persistent and emerging challenges that the health workforce is facing.

First, **demographic shifts**, such as ageing populations and a rising burden of chronic diseases, are increasing demand for care, while simultaneously reducing workforce supply as experienced professionals retire.

Second, **financial constraints** continue to limit governments' capacity to invest in workforce recruitment, training, and infrastructure, further straining already stretched systems.

Third, **rapid digital transformation** brings new challenges, particularly as uneven levels of digital literacy hinder the effective adoption of AI and other technologies. The OECD estimates that nearly 27% of jobs are at high risk of automation, raising concerns about job security and adaptation.[9]

Forth, a projected **global shortage** of 10 million health workers by 2030[10], especially in low and middle-income countries, intensifies pressure on care delivery. Therefore, these concerns about job displacement exist alongside hopes for productivity gains and new tech-enabled roles. Even in high-income countries, burnout and administrative burdens, exacerbated by the COVID-19 pandemic, continue to drive workforce attrition.

Finally, physicians face significant **uncertainty about how to use AI appropriately**, whether it should assist in diagnosis, guide treatment decisions, or automate administrative tasks, and under what conditions these uses are considered safe and ethical. The regulatory environment often lags behind the rapid pace of technological change, creating hesitation and slowing adoption. To address this, policymakers should consider de-risking innovation through regulatory sandboxes or liability safe harbours, where vendors can operate under clear safety and evidence thresholds. Such frameworks would enable controlled experimentation, foster trust, and accelerate the responsible integration of AI into clinical practice.

Ultimately, AI must be deployed to **support and empower the health workforce** by complementing human expertise and enabling new, tech-enabled roles. Appropriate use of AI by healthcare professionals, including for routine administrative and management tasks, allows them to focus on patient-centred care, inter-professional collaboration, and skills development. It is critical that AI not be seen as a replacement for the human component of healthcare: a healthcare professional's detailed clinical assessment, personal empathy, and accountability in regulatory frameworks are all essential for addressing sensitive health issues and ensuring trust and understanding in patient interactions and in the health system.

Harnessing AI to Empower the Health Workforce

AI offers promising solutions to the significant challenges faced by the health workforce, with the potential to strengthen capacity, boost productivity, as well as improve care delivery.

AI can immediately relieve pressure on healthcare professionals by automating administrative tasks[11], streamlining data management and assisting with clinical

[9] OECD, Using AI in the workplace, 2024.
[10] World Health Organization, Global strategy on human resources for health: Workforce 2030, 2020.

[11] See this recent AI & Digital Health event summary might also be of interest, which emphasizes the successes of AI in documentation automation for clinical study reports and the issue of resistance management in organization transformation and adoption of AI. Access here.

documentation.[12] Recent studies show that 57% of physicians identify reducing administrative burdens as the greatest opportunity for AI, and 75% are positive that AI will improve work efficiency. Adoption is accelerating: two-thirds of physicians (66%) reported using AI tools in 2024, a 78% increase from the previous year, primarily for documentation, billing, and care planning. AI systems excel at processing and synthesising large volumes of data to generate actionable insights, and automation is estimated to cover 30–40% of administrative tasks in healthcare workflows.[13] These productivity gains free up valuable time, allowing clinicians to focus more on patient care and reducing burnout.

AI represents a unique opportunity to reskill and upskill the health workforce for a more digital future, creating new roles. By investing in targeted training programmes, new professional pathways can emerge, such as clinical informatics, data stewards, or digital care coordinators, that complement traditional jobs. Rather than replacing jobs, AI can redefine and elevate them, enabling healthcare workers to focus on human-centred tasks while technology handles repetitive processes. This is particularly critical in the context of demographic transition, where demand for care is rising, and OECD projections indicate significant shortages in the healthcare workforce. Leveraging AI and digital skills can help address these gaps while improving efficiency and quality of care.

In pharmaceutical and medical research, generative AI, a subset of AI that can generate new content such as text, images, and videos,[14] is projected to increase productivity by 15 to 20%.[15] For example, automating the drafting of clinical study reports could result in savings of up to $200 million in global tuberculosis R&D alone, demonstrating AI's financial and operational potential.[16] AI has the potential to address some of the current challenges by improving operational efficiency, reducing administrative burdens and enhancing diagnostic and treatment pathways.[17]

Realising these opportunities depends on both on the overall digital maturity of health systems and the technology itself as well as the capacity of health workers to use it effectively. Here, the private sector plays a critical role, not only in developing AI solutions and the overall tech stack, but also in co-designing these tools with health workers to ensure they are fit for purpose, and in equipping the workforce with the skills and training to use them effectively.

"Automating the drafting of clinical study reports could result in savings of up to $200 million in global tuberculosis R&D alone."

Training is a critical part of ensuring healthcare workers trust and can use AI tools. We must embed AI training across disciplines and promote inclusive lifelong learning opportunities so that businesses can help build a more agile and future-ready workforce.[18] Emerging case studies show that private sector actors are already partnering with educational institutions and health providers to co-develop training programmes that align with evolving technological and labour market needs.

[12] See also the recent insights from the AI & Digital Health Basel event highlight successes in documentation automation for clinical study reports and strategies for managing organizational resistance to AI adoption. Access to the insights here.

[13] Physicians' greatest use for AI? Cutting administrative burdens | American Medical Association, 2025

[14] OECD Generative AI

[15] The economic potential of generative AI: The next productivity frontier, McKinsey, June 14, 2023.

[16] Public health's inflection point with generative AI, McKinsey, February 28, 2024.

[17] EU Commission, Study on the deployment of AI in healthcare – Final Report, 2025.

[18] Business at OECD, Boosting Productivity and Business Growth: The Role of AI Skills, 2025.

Through such efforts, AI can empower the health workforce, creating smarter systems and better outcomes for all.

Policy Recommendations for OECD Policymakers

- **Engage with the health workforce to understand their needs and concerns** regarding the adoption of AI in their work and use these insights to shape policy measures and management strategies. Based on this, invest in workforce training and capacity building through continuous professional development programs, simulation-based learning, partnerships with academic institutions, among others. Training should be interdisciplinary, in other words it should combine clinical knowledge with data science, AI ethics, regulation, monitoring, as well as human-AI collaboration, and tailored to each role to ensure effective upskilling and reskilling, from basic digital literacy to advanced data analysis and ethical AI use.

- **Strengthen legal and regulatory protections for the health workforce**. Establishing clear liability frameworks to protect healthcare providers, including physicians, nurses, pharmacists, and medical groups, from legal risks arising from the use of AI technologies developed by third parties. This includes ensuring that responsibility is proportionately distributed between the developers, vendors, but also end-users of AI systems.[19]

- **Encourage the creation of a supportive environment for innovation in the development of the healthcare workforce** by encouraging innovative and forward-thinking regulation, collaboration across sectors, as well as support for increased investments in digital infrastructure. One way that policymakers can think about improving innovation in healthcare is with innovative programs that will provide National Pilot Programs for AI training within the context of a clinical setting, along with an ethical framework. Partnerships would be necessary between universities, health authorities (e.g., Ministries of Health), and professional associations to develop such programs. The establishment of National Pilot Programs for AI training in a clinical/ethical context will facilitate the inclusion of Digital Competencies in Health Professions, supporting the adoption of AI in health again as an enhancement rather than as a replacement to clinical judgment. Also, as an upshot of this process, new roles will evolve from this new digital and data-driven healthcare system.

- Support the integration of **responsible AI principles** into the governance structures of health organisations. Where appropriate, healthcare organisations may consider integrating health and AI governance by embedding responsible AI at senior leadership level and establishing multidisciplinary AI review forums. These forums could include clinicians, data scientists, business leaders, privacy and security experts, and ethicists to help review and guide the development and use of AI models within the organisation[20].

[19] See also J&J Position Paper on Responsible Interaction with Healthcare Professionals, 2023.

[20] Ensuring responsible use of AI in health care - UnitedHealth Group

Closer to the Patients: AI's Role in Transforming Healthcare

AI is reshaping both the provision of healthcare services and the patient experience, supporting more tailored, person-centred models of care. Beyond transforming drug discovery and treatment, AI offers a powerful set of tools to assist healthcare professionals while also informing, engaging, and empowering patients as active participants in their own care. By enabling more personalised services, improving access to reliable information, and strengthening communication between patients and providers, AI has the potential to make healthcare more responsive and closer to each individual's needs.

While there is great potential, it remains essential to recognise the current limitations of large language models (LLMs). These non-specialised tools are not designed for direct patient use as a source of medical advice and should not replace personalised care, diagnosis, or guidance from qualified healthcare professionals. In a recent study in which physicians evaluated the quality of responses from commonly used LLMs have found variability in quality, with some responses rated as problematic or unsafe.[21] This highlights the need for ongoing efforts to improve the clinical reliability and safety of these technologies, particularly when they are publicly accessible.

Risks and Barriers to AI Adoption in Healthcare

The global urgency for health system transformation is underscored by the fact that half the world's population still lacks access to essential health services, according to the World Health Organization (WHO).[22] At the same time, this shift demands careful consideration to ensure that AI tools are developed and deployed in a way that is transparent for patients, ensures patient safety, respects patient autonomy, promotes equity, and builds public trust. While AI has the capacity to radically improve the experience of patients, several challenges and risks can hinder its deployment.

Firstly, while AI-powered customisation holds great potential to improve care outcomes by tailoring interventions to individual patient profiles, such tailored approaches are generally more costly than standardised care models. However, AI has the potential to reduce the costs associated with personalised interventions, making them more feasible at scale. A key barrier remains the lack of reflective, high-quality data needed to ensure the reliability of AI responses across diverse and individual patient situations. To ensure AI in health delivers accurate and equitable outcomes, it is essential that data reflects the full diversity of populations (e.g., across age, gender, geography, health conditions etc.). Inclusive datasets help prevent reinforcing existing health inequalities and build trust in AI systems by improving their effectiveness and reliability.

It also suggests caution when referring to AI as delivering truly "personalised" care. While AI can help tailor information or services to individual needs, genuine personalisation ultimately relies on the clinical judgment of healthcare professionals, who can interpret a person's full context, identify relevant risk factors, ask appropriate questions, and determine the need for further tests. In this sense, AI is best understood as a complementary tool that can support and not substitute the expertise of qualified practitioners.

[21] Rachel L. Draelos et al., Large language models provide unsafe answers to patient-posed medical questions, 2025.

[22] WHO Universal Health Coverage Factsheet, 18 September 2023

Firstly, **unmediated use of AI tools for health advice**. Using AI tools without professional oversight poses serious clinical risks, including misdiagnosis or inappropriate self-treatment. Acting on AI-generated advice without verification can lead to harm or psychological distress.

Secondly, challenges with patient use of AI for **health advice**. Patients using AI for health advice face risks such as misdiagnosis[23], false or "hallucinated" responses[24], and biases[25] in both queries and outputs. These concerns highlight that AI should complement, not replace, interaction with qualified healthcare professionals.

Thirdly, if the issues of data quality and risk can be overcome, the **digital divide** remains a strategic barrier. Limited access and digital literacy among patients can restrict adoption, reduce market reach, and deepen inequalities—threatening the scalability of AI solutions.

Fourthly, **patient trust** depends on transparency and understanding of digital tools managing their health data. Businesses must go beyond consent forms to foster digital literacy, ensuring patients feel confident and engaged.

Finally, **reliability and the potential for inaccurate outputs remains a challenge**. AI systems offer valuable insights but cannot fully replace expert judgment, as errors and hallucinations remain possible. A balanced human-AI approach is essential for safety and effectiveness in sensitive health domains.

Converting Bottlenecks into Pathways to AI for the Benefit of All

After identifying the risks and barriers to AI adoption in healthcare, the next step is to transform these challenges into opportunities, converting bottlenecks into pathways that ensure AI delivers benefits for all. Indeed, AI offers powerful opportunities to better tailor healthcare systems around the needs of consumers and patients, creating more accessible, efficient, and customised systems that also benefit businesses.

- **Enhanced access and tailored healthcare**. AI can streamline consumer experiences by simplifying access to care and delivering more personalised services across the care journey. Qualified health professionals can use trustworthy AI tools to analyse individual health data, which in turn, support tailored diagnostics and treatments, anticipate disease progression, strengthen engagement and improve patients' outcomes. In value-based care models, AI helps providers create a holistic view of patients by aggregating data from clinical programs, risk assessments, quality metrics, but also social determinants of health. This integrated approach allows providers to identify gaps in care and documentation, generate actionable insights, and recommend targeted interventions, among others. Ultimately, connecting patients with the right programs and specialists improves health outcomes, reducing admissions, as well as supporting medication adherence.

- **Smarter public engagement through generative AI.** Generative AI can transform patient communication by

[23] Jonathan A. Saenger et al., "Delayed Diagnosis of a Transient Ischemic Attack Caused by ChatGPT", Wiener Klinische Wochenschrift 136, Nr. 7–8, 2024.
[24] Tulsi Suchak et al., "Explosion of Formulaic Research Articles, Including Inappropriate Study Designs and False Discoveries, Based on the NHANES US National Health Database", PLOS Biology 23, Nr. 5, 2025.
[25] Silvia C Carpallo, AI 'Hallucinations' Are Changing Medicine — Should We Worry?", Medscape, 14 March 2025.

facilitating and adapting rapid messaging at scale. AI is already transforming how consumers interact with healthcare by enabling natural, conversational experiences. Instead of navigating complex menus or multiple apps, users can manage prescriptions, schedule appointments, and access medication info through a single chat interface. When appropriately guided by healthcare professionals to avoid misinformation, AI-enabled messaging could be leveraged in vaccine awareness or chronic disease management campaigns. This could result in more relevant outreach and measurable savings: estimates suggest that the use of generative AI to produce more tailored content could have reduced public engagement budgets of 2021 in the US by 5–15%, translating into $85 to $300 million in annual savings.[26]

- **Patient empowerment and digital inclusion**. Responsibly deployed AI tools have the potential to enhance both patient empowerment and the quality of care. By helping analyse patient-specific inputs and generating tailored guidance or recommendations, AI can support more personalised interactions and make digital services easier to navigate. These tools can also help simplify information, improve accessibility, and offer conversational interfaces that adapt to users' needs. In doing so, AI can strengthen trust but also support health literacy, as well as facilitate more effective collaboration between patients and healthcare professionals, which ultimately contributes to better outcomes and more meaningful engagement with health platforms (e.g. patient portals, appointment systems, telehealth apps, digital care pathways, among others). Practical applications already exist. For example, in online patient support, AI systems can anticipate the reason for a patient's call by securely drawing on information such as eligibility or prescription history.

  This enables callers to be directed either to appropriate self-service options or to agents equipped with relevant insights, reducing unnecessary transfers and improving first-call resolution. For instance, similar approaches are already being piloted in large health systems, as some national health services and integrated care providers use AI-enabled triage to route patients based on recent appointment requests, medication refills, or also chronic-condition management needs. At the same time, it remains important that these tools are used with appropriate safeguards and professional oversight. Without this, there is a risk of undermining trust, widening digital inequalities, or inadvertently leading to poorer health outcomes.

- **Improved diagnostics and reduced medical errors**. AI may enhance diagnostic accuracy by analysing complex datasets and flagging anomalies in real time. AI is already used to help clinicians predict the onset and progression of approximately 200 diseases, leading to better overall patient outcomes (e.g., a 2.4times increase in the diagnosis of new medical conditions that might have otherwise been missed). Health care providers need to synthesise a lot of patient information from many different sources such as consultation notes, diagnostic test results, referral letters, and others. In that case, AI can also reduce errors caused by miscommunication, which is estimated to account for 30% of all medical errors, thereby improving patient safety and reducing avoidable costs across the system.[27]

[26] Public health's inflection point with generative AI, McKinsey, February 28, 2024.
[27] European Alliance for Access to Safe Medicines, "Medication Errors – the Most Common Adverse Event in Hospitals Threatens Patient Safety and Causes 160,000 Deaths per Year", European Alliance for Access to Safe Medicines, 2022.

- **Population health management and disease prediction.** AI can strengthen public health systems by forecasting infectious disease hotspots, enabling proactive interventions and more effective resource planning.

- **AI is increasingly supporting public health surveillance and population health management.** By analysing real-time data streams from diverse sources, such as electronic health records, AI can detect early signals of infectious disease outbreaks, monitor chronic disease trends, and predict health risks at the population scale. These insights enable timely, targeted interventions and resource allocation, strengthening health system resilience.

- **Clinical trial candidate identification.** Up to 80% of all clinical trials fail to meet their initial participant recruitment targets and schedule.[28] AI can accelerate clinical trial recruitment by automatically reviewing patient records, including unstructured data like physician notes, to suggest candidates who meet eligibility criteria. This can reduce the manual burden on reviewers, increase the accuracy of candidate identification, and speed up enrolment. By improving recruitment efficiency, AI helps bring new therapies to market faster and benefits both researchers and patients.

For businesses, AI's application in healthcare is not just a technological advancement: it represents an opportunity. Answering the rising expectations for personalised, accessible, and transparent care is essential to building brand trust, driving patient engagement, and expanding market share. Even with advanced AI systems, there remains an inherent information asymmetry and associated risks that only a qualified healthcare professional can resolve. AI-generated advice should never be considered a substitute for a qualified health professional's clinical, personalised assessment. The role of AI is to support, not replace, the expertise and judgement of healthcare professionals.

"Use of generative AI to produce more tailored content could have reduced public engagement budgets of 2021 in the US by 5–15%, translating into $85 to $300 million in annual savings."

Companies that prioritise inclusivity, user-centred design, and appropriate data transparency, supported by appropriate regulatory advancements, will not only unlock new revenue streams but also play a critical role in shaping a more resilient and equitable healthcare future. In an increasingly consumer-driven health landscape, success will depend on the ability to deliver innovative solutions that healthcare professionals can trust, and which enhance patient care and engagement.

Recommendations for OECD Policymakers

- **Create an environment where AI in health care will be applied safely**. Regulatory agencies should develop concrete guidance, including monitoring systems that will help monitor AI performance and develop necessary changes, while creating systems that will actively prevent systematic discrimination, promote fairness, and create a more inclusive environment for both clinicians and patients. Furthermore, ongoing oversight through audits conducted in real time of performance of AI, the use of collaborative systems to report adverse events, and validation against diverse clinical data, updated and representative

[28] Journal of Medical Internet Research - Online Patient Recruitment in Clinical Trials: Systematic Review and Meta-Analysis

of the entire population, will ensure the safety of patients, minimize prejudice within AI programs, and allow the programs to respond to new clinical knowledge.

- **Promote patient-centred design in AI development**. Engaging healthcare professionals, patients, caregivers, and civil society representatives from the earliest stages of AI tool creation is an inclusive approach that ensures technologies meet diverse real-world needs, respect cultural differences, and are appropriately used and accessible to all user demographics, ultimately driving higher adoption and impact while limiting risks.

- **Enhance digital and health literacy for patients**. Businesses and governments should support education campaigns and the development of user-friendly resources that ensure patients are well-informed of the possible consequences of using AI in healthcare, and emphasising that it does not replace consultation, diagnosis, advice and treatment provided by their healthcare professional. Transparent communication about data use and the role of AI in care fosters trust and enables patients to make informed decisions.

- **Clarifying roles and responsibilities for AI-related outcomes**. Businesses need both clear and proportionate frameworks that define how accountability is shared. These frameworks should focus on transparency, patient safety, continuous improvement, ensuring that patients have appropriate channels for recourse while fostering collaboration and innovation across the ecosystem.

- **Promote standards for data sharing and system integration**. Interoperability standards will ensure AI systems can seamlessly integrate with existing healthcare infrastructure, reducing inefficiencies and improving care coordination while improving the effectiveness and likelihood of widespread uptake by providers.

- **International coherence**. Coherent regulatory approaches across borders to facilitate global collaboration while maintaining high safety and ethical standards, avoiding fragmented compliance burdens.

Enhancing Effectiveness in Healthcare: AI in Health System Functioning, Drug Discovery, Diagnosis and Treatment

AI is rapidly transforming the way health systems operate, including how new medicines are developed and how diseases are both diagnosed and treated. According to the WHO, an estimated 15 million people die prematurely each year from NCDs, many of which could be prevented or better managed with earlier detection and intervention powered by AI.[29]

Thus, AI's potential to advance diagnosis and treatment is both substantial and urgent. At a health-system level, AI allows for more effective resource planning and care delivery across a healthcare organization, removing friction from the system by improving the accuracy of communications (e.g., ambient note-taking or drafting referral letters), speeding up administrative and back-office tasks (e.g., automated prescription refills), and reducing the opportunity for fraud, waste and abuse by identifying aberrant claims or behaviours in medical billing and payment integrity.

AI tools can leverage and cross-analyse public and private datasets to more accurately predict disease outbreaks (e.g., flu season), adverse climate events that could negatively affect public health (e.g., heatwaves), or pandemic spikes (e.g., coronavirus) faster than current modelling. This would allow health systems to better anticipate and prepare for adverse public health events by providing time to allocate appropriate resources, vaccines and medical stockpiles.

Drug discovery and development is a slow, costly, and unpredictable process. It requires years of laboratory research and clinical trials before a single product reaches patients. AI also offers significant potential to improve medication safety, adherence, and the management of complex therapies.

Similarly, diagnostic pathways often suffer from delays, limited availability of diagnostic tools and services, and variability in clinical accuracy. AI is accelerating both processes by enabling faster screening, smarter trial design, and real-time data analysis. It has the potential to become a key driver of precision medicine, offering earlier disease detection and personalised treatments.

Also, persistent barriers in diagnostic innovation (e.g., poor data interoperability and limited clinical training) prevent widespread deployment of AI-powered diagnostics. However, achieving this will depend on addressing regulatory, technical, and ethical challenges.

Why AI in Healthcare Still Faces Roadblocks

Redefining health systems with AI and AI integration into drug discovery, diagnosis, and treatment has immense potential, but faces significant challenges that directly impact business innovation and investment.

- The speed of AI innovation often outpaces the **healthcare system's capacity** to evaluate, approve and implement new tools, and develop new pathways. This can lead to fragmented and delayed adoption across markets.

- **AI requires high-quality data**, yet legal, technical, and ethical barriers create fragmented access and poor interoperability, slowing adoption and reducing effectiveness. As the EU and the

[29] WHO Global Status Report on Noncommunicable Diseases, 2022

OECD work to strengthen health data governance, it will be essential to ensure that standards are aligned globally, and that the necessary investment is made to support effective implementation. Clearer policies on access, anonymisation, and responsible reuse, combined with strong governance throughout the AI lifecycle, are crucial to keeping systems fair, trustworthy, and adaptable.

- Pharmaceutical R&D is characterised by **high costs and long development timelines**, often exceeding a decade and billions in investment, with a high failure rate for drug candidates. R&D spending has been rising, increasing by almost 60% in the 10 years from 2012 to 2022, while only 0,01% of all compounds synthesised in laboratories successfully pass all development stages required to enter the market, and there is still a time gap between regulatory approval and reimbursement that varies across markets.[30] AI promises to streamline this process, but its full potential is hindered by heavy regulatory frameworks that are not equipped to assess adaptive, learning-based systems. This regulatory uncertainty creates hesitation among developers and investors. Additionally, timelines between New Drug Application (NDA) approval and reimbursement decisions further add to delays in patient access.

- Innovative AI-powered diagnostic, clinical decision support, and system optimization tools require **modern infrastructure and high-performing tech stack –** the opposite of the complex legacy systems that many health systems currently use due to persistent underinvestment.

- As discussed earlier, healthcare professionals need to trust that AI tools are accurate, reliable, and improve their work without displacing them.

- Businesses must navigate growing **public health volatility**, with emerging diseases and shifting government priorities introducing unpredictability into long-term planning and AI investment strategies.

- AI-enhanced development pipelines still depend on **global supply chains and manufacturing systems** vulnerable to geopolitical, environmental, or logistical disruptions.

Beyond the Bottleneck: Strategic Business Opportunities in AI-Driven Healthcare

AI offers transformative opportunities for business in healthcare by addressing critical pain points, removing friction in the health system and unlocking new value across the continuum of drug discovery, diagnosis, and treatment.

- **Operational efficiency and resource optimisation:** AI automates routine tasks, streamlines regulatory and documentation processes, and can drastically improve inefficiencies in patient support. This helps businesses manage uncertainty, reduce reliance on overstretched systems, and build resilience into supply chains. By using AI to reduce fraud, waste, and error, it reduces the costs to the healthcare system and improves its affordability and quality.

- **Reducing user frustration:** The digital healthcare experience is often fragmented, confusing, and difficult to navigate. Users, whether healthcare providers or patients, are typically required to understand internal systems, switch between platforms, and follow rigid workflows to complete even simple tasks. This complexity leads to frustration,

[30] IFPMA, Always Innovating Pharmaceutical Industry Facts & Figures, 2025.

increased support volume, and lower satisfaction. AI can address these challenges by enabling natural, conversational interactions that allow users to complete healthcare tasks without needing to understand backend systems. It seamlessly integrates tools and data into the chat interface, eliminating the need to redirect users to external links or pages when completing common tasks like updating a prescription delivery address, refilling prescriptions, resolving holds, granting family access to medical records, and scheduling appointments—all in one conversational flow.

- **Reducing clinician burnout and time spent on administrative tasks:** Physicians and clinic staff are increasingly overwhelmed by administrative tasks – including consultation notes, managing prescription refills, patient messages and manual outreach. These repetitive duties contribute to clinician burnout, reduce time available for direct patient care, and strain operational efficiency. AI-powered inbox assistants are being used to make the prescription refill workflow more streamlined. It reads, categorises and prioritises EMR inbox messages, surfaces refill requests to a dashboard for bulk review and approval, automatically notifies patients of outcomes, and uses traditional clinical protocols to support informed ordering decisions. Additionally, AI-powered documentation solutions are transforming clinician workflows. By integrating ambient, conversational, and generative AI, these tools capture patient-provider conversations in real time and generate structured clinical summaries. Clinicians spend less time typing and more time engaging with patients, reducing burnout and improving care. This end-to-end automation reduces cognitive burden and shifts administrative work to lower-cost resources – freeing up clinical staff for higher-value tasks. The tool also improves patient communication and helps close office visit gaps in care.

- **Personalised and precision medicine:** By combining genomic, clinical, and real-world data, AI facilitates the creation of tailored treatment plans that improve efficacy, identify missing diagnoses and reduce side effects, overall driving better patient outcomes and creating new business models for targeted therapies. Beyond personalisation, these capabilities open new frontiers for R&D by supporting the development of increasingly complex therapies and improving health outcomes. To fully realise this potential, health systems must evolve in lockstep with these innovations (e.g., adapting infrastructure, regulatory frameworks, and even care delivery models, among others) to accommodate more advanced, data-driven approaches.

- **Accelerated and cost-effective drug discovery:** AI can simulate molecular interactions, predict compound efficacy, and optimise clinical trial design, potentially significantly optimizing resource allocation in global R&D expenditure. This shift has already led to the first AI-designed drug entering clinical trials, which could pave the way for a more efficient research and discovery. However, it is important to acknowledge that, historically, average development costs have not decreased despite technological advances. In fact, they have often risen such as due to the complexity of advanced therapies. AI could enable the discovery of about 50 additional therapies over the next decade and reduce R&D costs by 15–22% in the near term, with even greater savings in development as adoption matures. However, these benefits will be at least partly offset by investments in data infrastructure, interoperable systems, specialised platforms, and compliance with complex regulatory requirements, making effective data and technology governance essential to achieving net

gains in efficiency, quality of care, as well as system sustainability.[31]

- **Smarter, scalable diagnostics and clinical decision support**: AI enhances diagnostic accuracy and speed through imaging analysis and pattern recognition, while supporting clinicians with real-time, evidence-based treatment recommend-dations, within clearly defined accountability and liability frameworks that clarify human oversight and ultimate responsibility for AI-assisted diagnoses, thereby bridging the gap between innovation and implementation. For instance, digital twin models combined with generative AI are being used to simulate patient responses in in-silico clinical trials, reducing the need for extensive physical testing and expediting early-phase drug development.[32] However, the ability of companies to scale and deploy such innovations depends on a supportive regulatory, reimbursement, and investment environment. When these enabling conditions are in place, digital medical technologies, including connected devices, diagnostic software, and AI solutions, are at the forefront of healthcare transformation in Europe, enabling earlier diagnoses, more personalised care, and improved patient outcomes.[33]

- **Operational efficiency and resource optimisation:** AI automates routine tasks, streamlines regulatory and documentation processes, and enables in-silico trials through digital twin technologies, helping businesses manage uncertainty, reduce reliance on overstretched systems, and build resilience into supply chains.

For business, AI tools in health not only offer opportunities to improve cost-efficiency and accelerate speed to market, but also enable leadership in delivering smarter, more effective healthcare solutions. Addressing these challenges is not merely a technical or regulatory necessity; it is a strategic imperative. However, a potentially significant barrier to market access (beyond the R&D process) is the reimbursement lag, which can take years. This delay, combined with the need to optimise multiple processes across the pharmaceutical value chain, means that achieving meaningful returns requires a holistic approach. Companies that invest early in overcoming these barriers will be best positioned to shape the future of healthcare, drive long-term value, and gain a competitive edge in an increasingly AI-driven global market.

In health systems overall, using AI to identify and prioritise the sickest and high-risk patients improves patient outcomes and reduces costs. Similarly, using AI to cut fraud, waste and abuse in the health system, which is estimated at 3-15% of total healthcare expenditures annually[34], helps improve both the cost-efficiency and quality of care.

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AI also holds untapped potential in pharmacovigilance and post-market monitoring. By leveraging predictive models and real-world data, businesses can enhance safety surveillance, detect adverse events earlier, and optimise lifecycle management of

[31] See Artificial Intelligence in Pharmaceuticals and Biotechnology: Current Trends and Innovations, 2025 and see also Measuring AI ROI in Drug Discovery: Key Metrics & Outcomes, 2025.

[32] Katsoulakis, E., Wang, Q., Wu, H. et al. Digital twins for health: a scoping review. npj Digit. Med. 7, 77, 2024.

[33] EU Commission, Study on the deployment of AI in healthcare – Final Report, 2025.

[34] A global scoping review on the patterns of medical fraud and abuse: integrating data-driven detection, prevention, and legal responses | Archives of Public Health | Full Text, 2025

medicines. Establishing regulatory sandboxes within the OECD framework could accelerate the validation and scaling of such applications.

Policy Recommendations for OECD Policymakers

- **Invest strategically and early in AI across the AI value chain.** Businesses and governments should go beyond funding basic AI research to support the full innovation pipeline. Funding early-stage clinical and economic evaluation of digital and AI-based health technologies to accelerate the demonstration of their impact on specific health outcomes. Crucially, investment should focus on solutions that not only resolve existing challenges but also drive fundamental transformations in healthcare.

  In pharmaceutical R&D, AI is revolutionising the sector by accelerating molecule discovery, improving trial design, and reducing failure rates especially in early development phases. The benefits of AI extend to clinical settings, potentially delivering faster and more targeted therapies that enhance societal returns on innovation.

- **Drive cross-sector collaboration to de-risk and scale innovation:** Effective AI in healthcare requires coordinated action across the ecosystem. Strategic partnerships between pharmaceutical companies, technology firms, Medtech industry, academic institutions, and healthcare payers and providers and policymakers are essential to ensure AI solutions are clinically relevant, interoperable, and designed for patients and clinicians at the centre. We believe that these collaborations reduce development risks, accelerate market readiness, and improve adoption at scale.

- **Accelerate health system readiness and AI uptake:** Alongside policymakers, business has a key role to play in enabling health systems to effectively adopt AI at scale. Further support is needed for AI literacy, accelerating clinical validation studies, and co-designing processes with frontline healthcare professionals. At the same time, to ensure readiness, governments and businesses should invest together in interoperable health data infrastructures based on international standards.

- Integrate **sustainability and environmental responsibility**. In addition to clinical and economic evaluation, consider the environmental impact of digital health and AI solutions. Incorporate sustainability principles, such as energy efficiency, responsible resource use, and alignment with ESG goals, to optimise resources and contribute to long-term environmental responsibility.

Building Trustworthy AI in Healthcare

As AI becomes more integrated into healthcare systems, establishing trust is not only a moral imperative but also a strategic business priority. Driven in part by the increase in AI regulatory frameworks globally, policymakers, clinicians, and the broader public now hold clearer expectations of what a reliable AI system must demonstrate: robustness, accountability, transparency, and demonstrable safety. Trust can be further strengthened by involving healthcare professionals and patient representatives in the design, validation, and monitoring of AI systems, ensuring that tools are clinically relevant, safe, and aligned with patient values. The success of AI hinges on widespread trust from patients, clinicians, and policymakers. Without it, even the most advanced solutions risk rejection, underuse, or regulatory pushback. In this new landscape, building trust requires rigorous clinical validation aligned with evolving regulatory norms and continuous monitoring to detect bias, performance drift, or safety risks.

For businesses, this means that investing in trustworthy, ethical, and transparent AI is core to market viability, brand reputation, and long-term growth. AI in healthcare must be developed responsibly, with clear governance and a strong commitment to trustworthy systems that respect human rights, minimize harm but also uphold democratic values. By addressing these principles, risks can be effectively managed and confidence in AI strengthened.

The healthcare sector is uniquely equipped for this transition, given its deep-rooted expertise in managing risk, evaluating cost-effectiveness, and monitoring outcomes, safety, and quality, as well as the responsible use and re-use of sensitive health data, a domain of equal importance. Companies that lead on responsible AI will not only earn trust but also gain a competitive advantage in a rapidly evolving digital health landscape.

Why Does AI Still Struggle to Earn Trust in Healthcare?

Businesses operating in the health AI space face pressure to address growing scepticism, both from within healthcare systems as well as among the public. First, while **lack of transparency and explainability** were major barriers to adoption even a few years ago, recent regulatory developments across multiple jurisdictions have significantly raised global expectations for trustworthy AI, with frameworks such as the EU AI Act contributing to this broader international shift. However, the main obstacles to meaningful AI deployment have shifted. Adoption is now hindered less by model opacity and more by systemic barriers: insufficient linked datasets, a lack of AI-ready clinical pathways, uneven digital skills among healthcare professionals, outdated technical infrastructure, high cyber-risk exposure, and continued uncertainty around return on investment. The market also remains fragmented, with vendors offering narrow point solutions in systems that require broader structural redesign. In this context, the challenge is no longer just to make AI explainable, but to make health systems technically and culturally ready to integrate it safely and effectively.

Second, another major concern lies in the **data powering AI tools**. These systems depend on large, diverse, and representative datasets to function effectively. When datasets are incomplete, biased, or lack demographic breadth, the resulting models can produce skewed outputs, amplifying health disparities and undermining equity. Businesses must not only prioritise data quality and diversity but also demonstrate how they mitigate bias throughout the AI lifecycle.

Third, the **management of privacy and cybersecurity** is a growing point of friction. As generative AI and predictive tools evolve, individuals are becoming increasingly aware and cautious about how their health data is

collected, processed, secured and used. Yet many current systems lack robust, patient-centred consent mechanisms and cybersecurity safeguards that allow people to control or update their data-sharing and storage preferences in a safe way.

Finally, another critical challenge is **reproducibility**. Scientific and medical practice fundamentally relies on reproducible results, yet many AI systems, particularly deep learning models, are stochastic and opaque. This makes verification and validation difficult, undermining trust and complicating regulatory approval.

Strategic Business Opportunities to Build Trust in the Health Sector with AI

We are confident that there are clear, actionable opportunities for businesses to lead in building trust in AI across the healthcare sector.

First, Business has a role to play in **adopting an "ethic-by-design" approach to AI in healthcare.** By prioritising fairness, safety, and human oversight, businesses can help ensure that AI tools are aligned with clinical and ethical standards, thereby strengthening trust among both patients and healthcare professionals.

Responsible AI deployment also presents an opportunity to empower patients and enhance clinical decision-making. For the private sector, this represents a dual opportunity: to improve efficiency across healthcare systems and to empower patients by giving them a more active role in their health journeys.

In addition, Businesses can **promote transparency regarding how AI models operate**, therefore supporting understandability and trust with users. By implementing clear documentation and explainability tools, Businesses can be at the forefront of these efforts. Importantly, businesses should focus on improving continuous data training. By investing in high-quality and representative datasets, companies can reduce algorithmic bias and deliver more equitable and reliable outcomes.

Trustworthy AI must also be grounded in strong data governance and data protection regulations. Businesses can lead the shift toward more transparent and user-friendly consent frameworks that give patients greater control over how their health data is used and shared. These frameworks promote ethical data practices and address the growing public demand for privacy and autonomy. A significant opportunity lies in enhancing secure data connectivity across healthcare systems. By investing in interoperable platforms and secure data-sharing frameworks, businesses can unlock valuable insights and support real-time care coordination.

Similarly, **integrating risks related to dual-use technologies and misinformation into AI governance is important.** Ethical reviews should go beyond clinical safety to include dual-use concerns, AI-driven misinformation, as well as broader societal impacts. Proactive monitoring, responsible communication, and alignment with international standards can strengthen trust and reduce reputational and regulatory risks.

Companies that invest in building trustworthy AI are not only addressing ethical imperatives, but they are also securing their future relevance and competitiveness. By taking a proactive, responsible approach, companies can position themselves as credible partners to healthcare providers and patients. Ethical AI should not be viewed solely as a regulatory checkbox, but as a strategic asset that drives innovation and fosters public trust.

We also advocate for adopting standardised metrics to measure AI's real-world impact. Champion the development and use of harmonised metrics and evaluation frameworks to assess AI's effects on health outcomes and equity. Transparent, comparable benchmarks will support accountability and investment decisions, but

also, help scale solutions that deliver proven value.

Recommendations for OECD Policy makers

- **Advance responsible AI-driven healthcare transformation and demonstrate economic impact**. A whole-of-government approach is required here, bringing together health, digital, finance, labour, and education departments to support the transformation of healthcare with AI and the creation of an AI ecosystem. Encourage clear, transparent guidance on the development and deployment of AI tools, ensuring their alignment with medical ethics and clinical decision-making. At the same time, systematically assess the economic impact of various AI use cases to demonstrate return on investment and their effect on affordability, quality, and access. This evidence base will give health systems confidence to invest in AI solutions.

- **Strengthen system-level enablers for trustworthy AI in the health sector**. Guided by the **OECD AI Principles**[35], especially Principle 2, which promotes responsible stewardship of trustworthy AI through fairness, transparency, robustness, safety, and respect for privacy, businesses and policymakers must work together to reinforce the system-level foundations that enable ethical AI deployment in the health sector. Secure by design should be the default for clinical AI. Health infrastructure needs to be hardened against AI-scale threats; cybersecurity should be treated as patient security. This means investing in secure and privacy-preserving data infrastructure, promoting interoperable and portable technologies, and developing governance frameworks that support transparency and clarify operational roles. Risk-based regulatory approaches should be tailored to the specific needs of healthcare, with a focus on clarifying operational roles, ensuring transparency, and facilitating cross-system interoperability to build trust and scale innovation.

- **Promote ethics, equity, and trust in healthcare AI.** We encourage policymakers to establish clear frameworks to address bias, fairness, and explainability, drawing on bioethics' standards and risk-based validation practices, as stated in the OECD AI Principles. At the same time, efforts must ensure that AI benefits are accessible across all communities through investments in infrastructure and digital literacy. We also underlined in the importance of building confidence in healthcare systems by maintaining a human-centred approach, promoting transparency, and equipping healthcare professionals with the right tools. Clinicians should be co-designers of AI-powered health systems. A trusted AI ecosystem should be inclusive, fair, and supportive of clinical judgment as well as broader health and social care needs.

[35] OECD AI Principles, 2024.

Conclusion

This paper demonstrates that AI has transformative potential in the health sector in different use cases: support to the health workforce, improvement of diagnosis and treatment, acceleration of drug discovery, and better experiences for patients. Additionally, AI can create a pathway towards systems that are more transparent and trustworthy. Promising applications are already delivering benefits. However, it is important to keep humans at the centre of care, with AI serving as a valuable support tool that enhances rather than replaces human judgment and decision-making.

With the increasingly important part played by AI in the health sector's future, the cost of inaction is rising. Delaying integration risks missing opportunities to save lives, improve performance, and advance cross-border collaboration, which is critical for tackling shared health challenges. Beyond increasing the adoption, we strongly recommend using AI responsibly to strengthen the resilience and responsiveness of health systems.

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Nevertheless, realising this potential means tackling persistent challenges. We encourage policymakers to address ethical risks (e.g., fairness, privacy, security, responsibility, and transparency) as well as gaps in data governance and unequal access to innovation. A regulatory environment that supports innovation while avoiding duplication and fragmentation is essential. Clear alignment across national and international frameworks will reduce legal uncertainty and increase trust. Regulatory impact assessments and regulatory sandboxes will be critical to building trust and scaling responsible innovation.

To fully realise the potential of AI in the health sector, stronger cross-sector collaboration is therefore essential. Public-private partnerships can help create AI ecosystems that are dynamic, inclusive, and fit for purpose. Only then can AI truly deliver on its promise to improve health for all.

Call to action for OECD policymakers

To fully unlock the potential of AI for healthcare, we must act decisively and in collaboration with all stakeholders. Businesses, policymakers, and civil society each have a role to play. We need to align around shared principles, guided by OECD frameworks, but also move from intention to implementation. This means creating space for innovation, investing in digital skills, and ensuring AI technologies are accessible and inclusive.

We must strengthen public-private partnerships and foster open communication to build the trust that responsible AI requires. The OECD is well placed to lead this global effort by facilitating cross-border collaboration, setting international standards, and supporting the integration of AI that enhances healthcare quality, resilience, and equity.

The OECD should seek alignment between its policy recommendations and regional regulatory frameworks. A coherent, risk-based approach across jurisdictions would reduce duplication, strengthen legal certainty, and facilitate responsible innovation, particularly for SMEs and emerging health-tech companies. Now is the moment for collective commitment. Together, we have a better chance to shape a future where AI in health serves people, upholds public trust, and delivers lasting value for society.

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Business at OECD (BIAC)
13/15 Chaussée de la Muette
75016 Paris, France

www.businessatoecd.org
@BusinessatOECD
Business at OECD

Tel: +33 (0)1 42 30 09 60
communications@biac.org