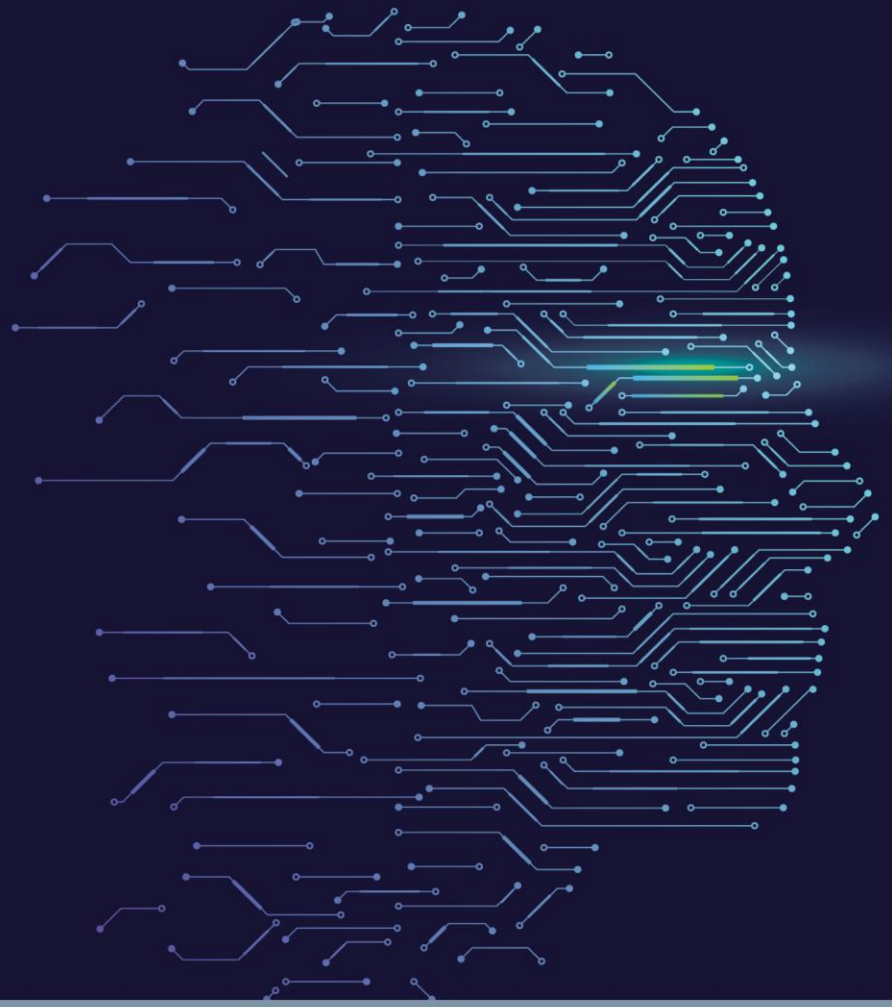
2019 IMAGING INFORMATICS SUMMIT



Patient Perspective

Patient

Member of ACR Appropriateness Criteria Committee

Member of ACR PFCC Commission

Member of Commission of Publications and Life Long Learning

DSI Patient Facing Sub-Panel

Etc, etc.

ACR® American College of Radiology

WASHINGTON

Disclosures

- Nothing to Disclose

Learning Objectives

- Appreciate the variety of patient perspectives
- Understand the relative value of AI to Patients
- Understand the importance of the human connection as a part of successful implementation of any AI
- Understand the importance of the human connection in winning over those who may be resistant to the use of AI

Disclaimer

- There is no such thing as what patients want – there is only what specific individuals and their caretakers want.

- Having one person provide a sense of what patients want is dangerous . . . And limiting. Beware!

An Imperfect Analogy

- Fixing a car is not the same as fixing a human!
- But there are parallels – and car owners don't generally object to having computer diagnostics as long as the result is positive
- But car owners (like human body owners) want to know what was wrong, how you know and what can or has been done to fix it

Role of the Human Connection

“Doctor” comes from the same root as “Docent” – teacher

Humans are social animals with emotions – especially around health

There will always be humans involved in evaluating and treating health issues – patients want to feel a connection with those humans. “They don’t care what you know until they know how much you care.”

All healthcare will get better with the more patients learn and understand what has and will happen and what it means.

Winning over the doubters

- Not all patients want to be better or believe the Dr. is an honest broker in that process
  - E.g. the Munchausen wing, hypochondriacs, patients who think Drs. don't know anything or are just trying to generate revenue, or the ones who already "know" the answer from Dr. Google or Uncle Harry, etc. etc.
  - Only with a meaningful and emotionally engaging relationship can you begin to win those people over to working with you and learning to love AI in the best interest of their health.

Food(s) for Thought

- How does AI articulate/improve workflow?
- How are patient individual differences incorporated in AI innovations?
- How is patient privacy handles in AI innovations?
- How are AI research designs and statistical tactics affecting the accuracy and value of the results?
- What is gained and lost from AI innovations/incorporation – e.g. does greater efficiency and accuracy (assuming those occur) impact the human connection and patient understanding/self-management?
- BEWARE OF IRRATIONAL EXHUBERANCE!