

AI Is Rapidly Evolving in Healthcare-Learn More Through SVMIC's New Resource Video



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Artificial Intelligence (AI) is no longer a future concept in healthcare. It is already influencing how physicians diagnose, treat, and document visits, how patients seek medical information, how health systems manage operations, and how technology companies are investing billions to reshape the healthcare experience.

Are you wondering where all of this is heading and what it means for your practice? SVMIC's newest AI Hub video, ***AI and the Future of Health Trends***, presented by healthcare innovation expert Jessica DaMassa, MBA, offers an engaging, big-picture perspective on multiple facets of the healthcare AI landscape.

Known for her podcast, Ms. DaMassa has conducted hundreds of interviews with leaders across healthcare innovation and brings a unique perspective to the conversation. Rather than focusing exclusively on risk and liability concerns, she explores the trends, market

forces, technologies, and patient behaviors that are driving AI adoption across healthcare.

Adoption of AI Tools

One takeaway is how quickly physicians are adopting AI tools and reshaping the practice of medicine. Recent surveys highlighted in the presentation suggest that AI has already become part of many physicians' daily workflows, especially for documentation, literature searches, administrative tasks, and clinical support. Physicians report reduced administrative burden, improved job satisfaction, and increased efficiency when AI tools are used appropriately. Many electronic health record systems have already embedded AI into their systems.

The video also highlights a growing distinction between “general purpose” AI tools, such as ChatGPT, and healthcare-specific platforms designed for clinical use. Understanding how physicians are using both categories may help practice leaders make more informed decisions as new products continue to emerge. Taking proper precautions to avoid entering Protected Health Information (PHI) into non-HIPAA-compliant AI platforms is essential to protecting patient privacy.

Health systems are using predictive models, testing generative AI applications, and beginning to explore AI agents for operational and patient-facing functions. Hospitals are deploying AI for everything from identifying high risk patients to scheduling and revenue cycle management.

Additionally, payers and government programs are increasingly exploring AI for claims processing, fraud detection, utilization review, and prior authorization workflows. These developments will undoubtedly have significant implications for healthcare delivery, reimbursement, and physician practice operations in the years ahead.

On the consumer/patient side, the data was clear on rapid patient adoption of AI for healthcare. Patients are increasingly turning to AI chatbots and digital health tools for wellness information, healthcare navigation, and answers to medical questions. The video explores how changing patient expectations may influence the physician-patient relationship and the overall healthcare experience.

AI Healthcare Investment Boom

The video explains where billions of dollars are flowing into AI-driven healthcare companies, technologies and market trends, with investors focusing on physician workflow solutions, AI scribes, automation tools, clinical decision support systems, and what some innovators describe as the pursuit of “medical super-intelligence.” Some AI tools are focused on supporting health systems and clinicians, while others are developing consumer-facing tools that help patients organize health information, interpret medical data, and navigate healthcare services.

Challenges Arise with Innovation

Challenges related to overreliance on AI, algorithm bias, data quality, transparency, regulatory uncertainty, and the need for thoughtful implementation are highlighted in the video. Physicians and practice leaders are being asked to evaluate new tools, establish policies, and prepare their organizations for changes that are already underway. They are also questioning how to harness the benefits of AI while balancing clinical judgment and accountability with patient trust and expectations. Those questions will likely take years to answer, but we hope this video offers an informative and energetic perspective on where healthcare AI stands today and where it may be headed tomorrow.

Watch the new AI Hub video featuring Jessica DaMassa and explore the trends that are helping define healthcare's AI era [here!](#)

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