

The disruptive role of AI and real world evidence in delivering 4P Medicine



SPEAKERS

Moderator: Lee Murray

Events Director
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Head Chronic Remote
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Roche

David Reich

Chief Clinical Officer
Mount Sinai Health System

Jörg Debatin

Chairman of the Board
Honic

Jorge Fernández

Chief Innovation Officer
Hospital Clínic Barcelona

In the Disruptive role of AI session panelists considered the concept of 4P Medicine: Prevention, prediction, personalised and participatory. This is a reflection that healthcare has shifted from reactive to proactive medicine.

Imane Moest, Head of Chronic Remote Care Management at Roche Diagnostics, shared some sobering statistics on the economic burden of chronic diseases: "Non-communicable diseases such as heart problems, diabetes or cancer pose a significant challenge for healthcare systems. They are responsible for 41 million deaths yearly, representing 74% of total global deaths." She highlighted that "about 90% of the US's annual healthcare costs go towards managing chronic diseases and mental health conditions."

Moest presented evidence from Roche's work indicating that early detection significantly improves outcomes while reducing costs: "Clinical studies have shown that early detection and intervention in colorectal cancer significantly increases the five-year survival rate and reduces treatment cost by 60% per patient."

David Reich of Mount Sinai Health System meanwhile demonstrated how AI tools implemented in their hospitals had statistically significant impact, including reduced mortality rates when used to identify at-risk patients. However, he cautioned about algorithmic bias: "We have to look constantly at what is the real-world pattern of health inequity and discrimination."

Panelists from Hospital Clínic de Barcelona and Hanoock meanwhile discussed how they're using clinical data to develop new AI models while navigating European privacy regulations.

The speakers were in accord that healthcare organisations must embrace digital transformation to address what Jorg de Batton called a "50% productivity gap" created by increasing healthcare demands and decreasing clinical staff. While AI is not a panacea in itself, it represents one of the best tools in addressing the demographic crises and megatrends shaping Western healthcare systems.