

Philips welcomes the White Paper on Artificial Intelligence and the opportunity to provide feedback. As rightly pointed in the White Paper, AI is developing fast and has the potential to improve healthcare.

To deliver on the promise of e-health and to provide the best quality care to patients, we need to leverage the potential of healthcare data in a way that ensures privacy and security while enabling innovation and further development of AI. A European Health Data Space would be an important requisite for the development and roll-out of AI-enabled medical solutions and services to patients across Europe.

There is a strong need and opportunity for the deployment of AI in healthcare driven by technological and social factors such as disease outbreaks, ageing population, chronic diseases and rising healthcare costs.

AI lays the groundwork for a transition to value-based care and related healthcare performance transparency and benchmarking.

We encourage governments to align AI related policies. Regulatory fragmentation hampers access to data, creates diversity in data governance leading to quality of data issues and introduces market access hurdles when for instance an algorithm does not comply with national regulations for responsible use of AI.