

AmCham Abu Dhabi's Healthcare Committee Webinar "Digitization in Healthcare: Amplifying Value for the Future"

Q&A from our speaker, **Mr. Ahmad Mourad**, EMEA Senior Director, Strategic Solutions Experimentation, Medical Devices, Johnson & Johnson

Have you seen a change of policies in the GCC to accommodate telehealth?

There are appreciated and notable efforts on Telehealth policies in the GCC which collectively should further enable and strengthen the region readiness and aspire leadership on this front, however many of these remain industry, sector and national specific in nature, therefore it is happening but need to happen more especially at regional level, cross industries and sectors.

How is AI being used in delivery of actual healthcare procedures- like X-rays, scans, etc? Are we there yet?

There are already great applications and use cases for AI in the delivery of healthcare procedures, Johnson and Johnson Visible Patient is just one of these great examples. Today surgeons and radiologists look at 2D Black and White patients' MRI and CT-Scan images but they still struggle to form a mental picture of patient's anatomy and organs with black and white 2D images and we have a serious problem with accuracy and efficiency. Leveraging data and AI algorithm we can now read images more accurately than humans and construct them in 3D and 4D models. This was not possible in the past but today with Johnson and Johnson Visible Patient and latest technologies we are able to generate these models for patient-specific pre-operative insights on precise location of tumors and anatomy to effectively plan and perform surgery with great efficacy and outcomes. This is not about replacing surgeons, doctors and radiologists, it is more about technology augmenting human capabilities as such technology provides clearer roadmap for surgery for better diagnosis, better surgical planning and treatments, and ultimately better patients' outcomes, and lower cost.

The concept of "borderless care" is an exciting and fascinating one. What are your thoughts about impact of different regulations in different countries when it comes to delivering "borderless care"? What's allowed in one country may not be allowed in another - are there centralized regulatory bodies to govern this? If not are we headed in that direction?

The biggest challenge to healthcare is the restrictions around making best use of and leveraging data securely and safely to empower the care delivery teams, engage patients, deliver better and more efficient outcomes. With borderless care patients get healed by collective efforts of integrated and well-connected healthcare systems and partners, and where data is critical for improving our understanding of diseases and illnesses. The more we understand, the better the chances of preventing, diagnosing, and curing, and regulations and policies need to continually evolve and adapt to balance the "data privacy" and the "better patients and society outcomes" and collectively as individuals, organizations, industries, public and private sectors have joint responsibility to target and achieve that balance. The good news we already have frameworks such as HIPPA, GDPR and others to protect data on paper and electronically, however the bad news these frameworks only protect data when it is in hospital records, doctors records, and health plan records, but it doesn't protect data in consumer facing applications, tools and platforms (wearables, IoT, Google, Apple, Amazon, many others) and there is so much to leverage from the entire ecosystem in improving the quality of care, and regulations critical to the process. Not an easy topic to tackle for sure, but the key to get ahead is to start and forums similar to the ones AmCham organizes are important to get the narratives, priorities, attention and collaborative contribution of the relevant parties and key stakeholders to move the needle on the regulations front.