

# GenAI: The care plan for powering positive health outcomes

AI is transforming healthcare and life sciences. By streamlining complex workflows and supporting real-time, data-driven insights, these technologies speed time to market for new clinical breakthroughs, improve user experiences and boost financial outcomes.

Healthcare organizations are embracing GenAI and increasing their investment in it

**33%** are currently investing significantly

**59%** plan to invest significantly in the next 2 years

**94%**

of healthcare and life sciences organizations believe GenAI will greatly improve their productivity

**9 in 10**

say GenAI accelerates research and development (R&D), thus enabling faster development of and access to treatments

## Top outcomes of GenAI investments



Improved compliance and process adherence



Improved employee/clinician experience



Optimized workforce



Improved security and reduced fraud



Improved patient experience

Although investment is increasing and deployment is progressing, organizations still struggle to create cohesion between their GenAI ambitions and their strategic focus.

**81%**

of organizations have a well-defined GenAI strategy

**But only 40%**

of healthcare leadership agrees that GenAI strategy strongly aligns to their business strategy

**And just 54%**

of healthcare and life sciences professionals currently classify their GenAI capability as 'high performance'

## Why governance creates the trust factor: Protected Health Information and GenAI

**91%** of healthcare executives are very fearful of privacy violations and the potential misuse of PHI

**Just 42%** strongly agree their existing cybersecurity controls are effective in protecting current GenAI applications

**Only 40%** strongly agree they can track bias and privacy risks

## Top 3 trust issues negatively affecting patient/user adoption

**01**

### Cybersecurity standards

(threats, deepfakes, misinformation)

**02**

### Legal considerations

(for example, intellectual property rights or lack of regulatory frameworks)

**03**

### Transparency

(including difficulty explaining the reasoning behind complex GenAI models)

## However, responsible GenAI outweighs the risks

**87%**

say the ROI promise of GenAI outweighs the potential security and legal risks

## Accelerate GenAI implementations with modern technology and data readiness

Healthcare organizations face two major challenges to rapidly and effectively implementing and using GenAI responsibly: **Outdated infrastructure/technology** and **data readiness**.

**91%**

say legacy infrastructure is greatly affecting their business agility and their ability to use GenAI

**95%**

say cloud-based solutions offer the most practical and cost-effective means to support GenAI applications

## Get the data foundations right

**Only 48%**

have assessed their data readiness (including data platforms and management)

**Only 44%**

agree strongly they have invested sufficiently in data storage and processing capabilities to support GenAI workloads

## Invest in data infrastructure to integrate modern technologies

**Just 33%**

strongly agree their IoT devices currently generate sufficient data volume to support the development of robust GenAI models

**Only 38%**

agree strongly their organization has a clear strategy for leveraging machine learning to optimize GenAI model performance

**And 94%**

say the integration of GenAI and digital twins will require significant investment in data infrastructure and computing power

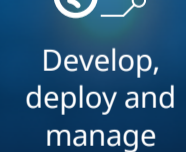
## Implementation strategies for accelerating GenAI's value



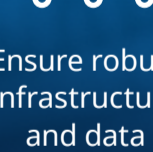
Strategically implement GenAI solutions



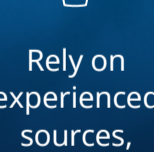
Improve productivity and decision-making



Develop, deploy and manage AI-powered solutions



Ensure robust infrastructure and data governance



Rely on experienced sources, solutions and services

## GenAI can be your healthcare staff's biggest advocate and a productivity powerhouse

While the lack of skills and training are a current hurdle for many healthcare and life sciences organizations, the majority are on their way to overcoming it.

**75%**

say their team doesn't have the skills to work with GenAI

But...

**93%**

of healthcare organizations are addressing GenAI's impact on employee roles and responsibilities

## 3 steps to level-up success: The GenAI to-do list

**1**

Develop a multilayered and proactive governance strategy that puts people first

**2**

Modernize technology and prepare data to fast-track GenAI proofs of concept

**3**

Focus on human-centric GenAI solutions and train/upskill the workforce

NTT DATA helps healthcare and life sciences organizations power positive health outcomes.

[Read the full report](#)

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