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Book Preview

A Sneak Peek at the Future of Healthcare AI, Written by a Human



By Dr. Robert Pearl

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A note from 4sight Health CEO David W. Johnson:

One of the hottest if not the hottest topic in healthcare right now is how artificial intelligence (AI) will affect the future of healthcare. Thanks to Robert Pearl, M.D., we have a potential answer to that question. Dr. Pearl, former CEO of The Permanente Medical Group, is a clinical professor of plastic surgery at Stanford's medical school and a faculty member at Stanford's business school.

4sight Health recognized and profiled Dr. Pearl in the monthly series, [10 Questions with Healthcare Revolutionaries](#).

Dr. Pearl is just out with his third book, "[ChatGPT, MD: How AI-Empowered Patients & Doctors Can Take Back Control of American Medicine](#)." All profits from sales of his books go to [Doctors Without Borders](#).

We asked Dr. Pearl to write up a short column to preview the book for fellow healthcare revolutionaries. Please enjoy a sneak peek at the future of healthcare, courtesy of Dr. Pearl.



CHATGPT MD

The book begins with an exploration of medical history in part one, “Generations,” tracing the evolution of healthcare from the groundbreaking diagnostics and therapies of the past century to the unfulfilled promises of more recent technological advancements. I reflect on the transition from the pioneering era of Healthcare 1.0 (introduction of heart surgery, total joint replacement, transplantation, CT, MRI, etc.) to the two subsequent healthcare eras, characterized by electronic health records and telemedicine, which failed to live up to their potential due to systemic and cultural barriers. The narrative underscores a recurring theme: the loss of control by patients and doctors to corporate interests, leading to a healthcare system plagued by inefficiencies and declining clinical outcomes.

GENERATIVITY

In part two, “Generativity,” the narrative shifts to medicine’s next phase, Healthcare 4.0, heralded by the integration of generative AI tools like ChatGPT into the healthcare

ecosystem. I point out the powerful economic forces at play in the United States, which will force American medicine to change, whether led from inside or outside of the current healthcare system. I elucidate the exponential growth trajectory of generative AI, predicting breakthroughs in personalized medicine, diagnostics and therapeutics. I emphasize that the successful integration of AI in healthcare hinges on overcoming existing systemic barriers and fostering a connected, collaborative and patient-centric medical system.

GENESIS

“Genesis” delves deeper into the foundational changes necessary for the effective adoption of AI in healthcare. I champion the concept of systemness, advocating for a unified approach that enhances patient care and addresses the burnout epidemic among clinicians. I highlight the potential of external disruptors like Amazon, CVS and Walmart to catalyze innovation and underscore the need for clinicians to break from outdated norms to embrace the new paradigms enabled by AI.

GENTLY

In "Gently," I discuss the role of AI in alleviating clinician burnout by providing patients with medical expertise, allowing them to better manage their chronic diseases and enabling more fulfilling doctor-patient interactions. I tackle the ethical considerations (privacy, security, bias, misinformation) and potential pitfalls of AI deployment in healthcare. I address common fears and skepticism towards new technologies, arguing that, as with past innovations, habituation will ease these apprehensions. The book advocates for regulatory frameworks that encourage, rather than stifle, AI innovation, ensuring that patient welfare remains paramount.

NEXT GEN

The concluding fifth part, "Next Gen," highlights the crucial role of visionary leadership in realizing the potential of generative AI in healthcare. Through case studies and the practical "A to G" model, I illustrate how effective leadership can guide healthcare professionals through the change process, overcoming skepticism and resistance. The final chapter, "Seizing Serendipity," encapsulates the notion that medical miracles often result from the convergence of opportunity and preparedness. Here, my co-author and I urge leaders to embrace the transformative possibilities of generative AI.

Find out more and get a copy of the book from [Dr. Pearl's website](#).

AUTHOR



For 18 years, **Robert Pearl, MD**, served as CEO of The Permanente Medical Group (Kaiser Permanente). He is also former president of The Mid-Atlantic Permanente Medical Group. In these roles he led 10,000 physicians, 38,000 staff and was responsible for the nationally recognized medical care of five million Kaiser Permanente members on the west and east coasts.

He is a clinical professor of plastic surgery at Stanford University School of Medicine and on the faculty at the Stanford Graduate School of Business, where he teaches courses on healthcare strategy, technology and leadership. Dr. Pearl is board certified in plastic and reconstructive surgery, receiving his medical degree from Yale, followed by a residency in plastic and reconstructive surgery at Stanford University.