

AI in Smart Healthcare: Balancing Innovation, Ethics and Law

Abstract: Smart healthcare is advancing rapidly, transforming hospitals into digital platforms and creating new ecosystems with startups and global technology leaders. These developments promise faster diagnoses, more personalised care and greater efficiency, but also raise urgent questions about privacy, accountability and trust.

This presentation explores how innovation in AI for health is moving faster than regulation, with a focus on data protection requirements and cybersecurity standards. The session concludes with practical strategies for responsible innovation, drawing on legal and ethical guidelines as well as relevant ISO standards to support transparency, patient protection and public trust in smart healthcare ecosystems.

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