

Responsible + Responsive AI™

Trustworthy intelligence for a more human future of health.

Responsible AI establishes the ethical, safe, transparent, and accountable boundaries for trustworthy use.

Responsive AI ensures intelligence remains useful, adaptive, contextual, workflow-aware, and human-centered in real-world environments.

RESPONSIBLE AI

ETHICAL • SAFE • TRANSPARENT • ACCOUNTABLE

-  **FAIRNESS**
Equitable outcomes across people and populations.
-  **PRIVACY**
Protecting personal data and respecting consent.
-  **SAFETY**
Minimizing harm through robust design and validation.
-  **SECURITY**
Safeguarding systems against threats and misuse.
-  **TRANSPARENCY**
Clear about how intelligence is built and used.
-  **ACCOUNTABILITY**
Clear ownership for decisions and outcomes.

TRUSTWORTHY + USEFUL INTELLIGENCE

Human purpose.
Better outcomes.
Lasting impact.

RESPONSIVE AI

USEFUL • ADAPTIVE • CONTEXTUAL • HUMAN-CENTERED

-  **USEFULNESS**
Solves real problems and delivers meaningful value.
-  **ADAPTABILITY**
Learns and adjusts to changing needs and settings.
-  **CONTEXT-AWARENESS**
Understands the people, moment, and environment.
-  **TIMELINESS**
Delivers insights and support when it matters.
-  **WORKFLOW FIT**
Integrates seamlessly into how work gets done.
-  **HUMAN-CENTERED DESIGN**
Supports human judgment and dignity.



Together, Responsible + Responsive AI™ creates the conditions for Repossible Thinking— *possibility emerging, explored, and made real.*

This framework advances **Healthcare 2030**: a future that is more human, not less.

The Dual Imperative

Why responsible and responsive intelligence must work together.

Trustworthy intelligence is not enough if it is not useful in context.
Useful intelligence is not enough if it is not trustworthy.

The future of health depends on AI that is both **responsible by design** and **responsive in practice**.

	RESPONSIBLE AI	BOTH +	RESPONSIVE AI
 PURPOSE Why does it exist?	Sets the ethical foundation. Ensures the system serves people and populations equitably, respectfully, and in alignment with human values.		Delivers meaningful value. Focuses on real needs and clear outcomes for patients, clinicians, and communities.
 DESIGN How is it built?	Builds with integrity and guardrails. Applies privacy, safety, security, transparency, and accountability from the start.		Optimizes for context and adaptability. Designed to fit diverse settings, reflect local realities, and evolve with needs.
 DEPLOYMENT How is it introduced?	Introduces with trust and oversight. Validates performance, mitigates risk, and ensures transparency and accountability at launch.		Fits the real world. Aligns with workflows, systems, and culture to drive adoption and impact at scale.
 USE IN WORKFLOW How is it used?	Protects people in the moment. Safeguards human judgment, reduces harm, and ensures clear explanations and appropriate use.		Works with people, not around them. Enhances decision-making, reduces friction, and increases usability and satisfaction.
 ONGOING LEARNING How does it improve?	Learns with rigor and safeguards. Monitors for bias, drift, and unintended consequences; improves responsibly.		Learns from use and impact. Continuously adapts to changing needs, environments, and feedback to stay relevant and effective.



Both dimensions are required to produce intelligent systems that are **safe, trusted, adaptive, and meaningful** in real-world healthcare.

Design + Operating Principles

How trustworthy and useful intelligence should be shaped in practice.

These principles guide how we design, build, deploy, and evolve Responsible + Responsive AI™ systems.

When practiced together, they ensure intelligence that is both governed well and responsive to the realities of care.



PRINCIPLES IN ACTION ACROSS THE LIFECYCLE



The most human future of health requires intelligence that is both governed well and responsive to real-world care.

Responsible + Responsive AI™ helps organizations build systems that earn trust, deliver value, and advance Healthcare 2030.

From Principle to Practice

What leaders can do to operationalize Responsible + Responsive AI.

Moving from principles to practice requires intentional leadership, cross-functional collaboration, and ongoing learning. Use this guide to turn the Responsible + Responsive AI™ framework into everyday actions that create value for people, performance, and the future of health.

1 DEFINE THE PURPOSE + GUARDRAILS

Start with clarity. Align AI to your mission, values, and the needs of the people you serve.

-  **CLARIFY PURPOSE + INTENT**
Define the problem you're solving and the human outcomes you want to achieve.
-  **SET ETHICAL GUARDRAILS**
Establish principles, policies, and risk boundaries to guide responsible use.
-  **ENGAGE STAKEHOLDERS EARLY**
Involve diverse voices—patients, clinicians, operators, and communities.
-  **ASSESS READINESS**
Evaluate data, technology, talent, and culture to identify gaps and enablers.

2 DESIGN FOR REAL-WORLD USE

Build AI solutions that are useful, usable, and aligned to real-world workflows.

-  **CO-DESIGN WITH USERS**
Partner with end users to ensure relevance, usability, and trust.
-  **ENSURE CONTEXTUAL FIT**
Adapt to local workflows, environments, and population needs.
-  **PRIORITIZE TRANSPARENCY**
Design for explainability, clarity, and appropriate human-AI interaction.
-  **PILOT + REFINE ITERATIVELY**
Test in real settings, gather feedback, and improve continuously.

3 GOVERN, MONITOR, AND LEARN

Keep AI accountable, adaptive, and aligned as needs and contexts evolve.

-  **ESTABLISH OVERSIGHT**
Define roles, accountability, and governance to ensure responsible use.
-  **MONITOR PERFORMANCE + IMPACT**
Track outcomes, equity, safety, and usage against defined metrics.
-  **ADAPT + RESPOND**
Address issues, reduce bias, and update models as needs and data change.
-  **CULTIVATE AI LITERACY**
Invest in education and skills to empower people across your organization.



THE OUTCOMES WE ADVANCE



TRUSTWORTHY ADOPTION
People trust AI and use it with confidence.



BETTER DECISIONS
Smarter insights lead to better outcomes for patients and teams.



STRONGER HUMAN EXPERIENCE
AI augments human potential and improves day-to-day work.



SUSTAINABLE TRANSFORMATION
Responsible AI drives long-term value and resilience.



The Responsible + Responsive AI™ framework helps leaders advance AI in ways that are ethical, adaptive, contextual, and human-centered. It's how we build a future of health that is more human, not less.

REPOSSIBLE THINKING
HEALTHCARE 2030