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# Ethics of Building + Implementing Predictive Analytics

#### Phase 1: Acquiring Data

- Consent
- Data Set Representativeness
- Governance

#### Phase 2: Building and Validating Model

- Auditing
- Transparency
- Trade Secrecy

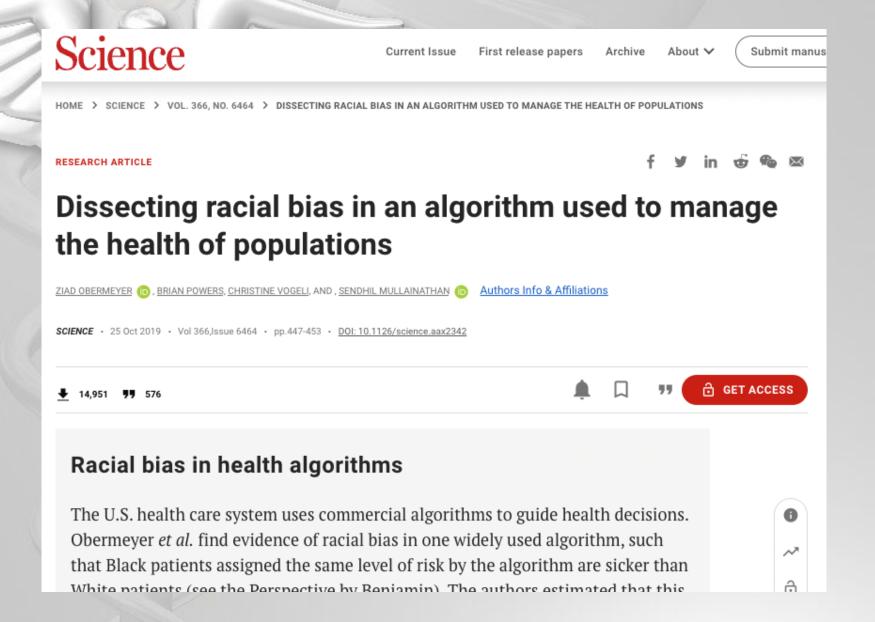
#### Phase 3: Testing Model in Real World Settings

- Notice and Consent for Use on Patients?
- Liability
- Regulator Role

#### **Phase 4: Broad Dissemination**

Equitable Access

#### Al and Bias: More Complex than Meets the Eye





## Thank you!



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