# The ATA's Policy Principles on Artificial Intelligence

**Artificial intelligence (AI) is rapidly transforming the delivery of healthcare, expanding the capacity of providers, improving patient access, and enabling more personalized, efficient, and proactive models of care. As the nation's leading voice for virtual and digitally enabled healthcare, the ATA embraces the promise of AI as a powerful tool to strengthen clinical excellence, advance health access, and support a more connected, resilient care ecosystem.**

**To ensure this innovation strengthens, not disrupts, patient trust, clinical quality, and responsible advancement of care, the ATA supports a clear, balanced framework for the safe, ethical, and scalable deployment of AI in healthcare. These principles reflect a commitment to thoughtful governance, responsible policymaking, and a tech-positive approach that empowers providers, protects patients, and enables the full potential of AI to support a digital-first future of care.**

## 1. Accountability & Engagement

AI should enhance clinical workflows and support care decisions in a manner consistent with accepted standards of care and patient safety. Accountability for design, deployment and use of AI should align and be proportionate to the system's functionality, control, capability, and impact on clinical outcomes. Clear roles and responsibilities among developers, infrastructure providers, and clinical deployers are essential to maintaining trust and enabling high-quality care. Responsibility for AI systems should be allocated in a manner that reflects the degree of influence each participant has over system behavior and outcomes.

## 2. Transparency and Explainability

Transparency is crucial to building trust and protecting consumers within AI deployment. AI that directly interacts with users should, upon initiation, clearly disclose to users that they are engaging in an AI interaction. When AI is used to convey clinical information or materially influence patient care, that use should also be made explicit to the patient. In addition, developers should provide transparency about the AI system's intended purpose and the nature of the patient information it analyzes. Transparency may be tailored for tools that operate in the background or support non-clinical or administrative functions. To guard against consent fatigue, disclosure requirements should avoid unnecessary repetition, be reasonable, and proportionate to the nature and risk of the AI system.


## 3. Safeguards to Mitigate Bias

AI used in clinical care should be routinely evaluated for bias and its impact on health access, with recognition that fairness standards may shift over time. Policymakers should promote transparency, support tools for ongoing assessment, and encourage responsible governance at both regulatory and organizational levels. This means encouraging policies that positively incentivize organizations to detect and correct legal violations involving AI when they occur and support the use of appropriate data to train AI systems, so they become more accurate and less likely to produce biased results. The goal is to address and mitigate bias or adverse disparities thoughtfully while allowing innovation in care delivery to progress.

## 4. Clear Regulatory Guardrails

Unified, harmonized, and risk-based AI laws and regulatory frameworks in combination with strong self-regulatory industry practices are essential for both consistent compliance across the nation by providers, developers, and researchers and the efficient adoption of trusted, validated AI systems and tools. Existing law should be evaluated for applicability to AI, and new laws should only be introduced where gaps exist, with careful review of existing regulations and authorities that offer well-established, clear definitions, consumer rights and prohibitions on discrimination. New general use prohibitions or pre-authorization and registration schemes for the use of AI should be avoided, and enforcement of new laws should be exclusive to state and federal agencies. Federal regulation of AI should be prioritized to ensure a consistent regulatory framework, and states should be encouraged to align with federal standards and seek harmonization with other states, to ensure a cohesive and consistent regulatory approach. State laws should generally exempt AI systems that are regulated and approved by federal agencies. Transparency, explainability, and alignment with emerging standards should guide both regulatory action and organization internal oversight promoting the safe and ethical use of AI.

## 5. Validation and Performance Monitoring

Outputs from the use of clinical AI systems should be supported by evidence of safety, reliability, and clinical relevance. To maintain trust and encourage responsible adoption, developers and deployers should lead in establishing self-regulatory practices for real-world validation, ongoing performance monitoring, and continuous improvement. Transparent, industry-driven approaches to oversight can ensure effective safeguards while reducing the need for overly prescriptive regulation.

## 6. Privacy and Data Security

AI systems should protect patient health data consistent with established privacy frameworks while enabling responsible data use and broad training uses of data to improve care and reduce the risk of bias. This includes robust data security in line with industry best practices. Developers and deployers of AI systems should provide transparency regarding what the health data AI systems collect and process, calibrated to their role in the AI lifecycle, while regulatory frameworks should protect proprietary information to support innovation and investment.

Policies should balance individual privacy and confidentiality with innovation, recognize that privacy-preserving approaches may necessitate appropriate limits on disclosure, tailor safeguards to system function and risk, and align with evolving federal and state standards.

## 7. Economic and Workforce Evolution

AI has the opportunity to augment and empower the clinical workforce to meet growing patient needs and evolving care models. Technology should be designed and deployed to support healthcare providers in delivering high-quality care, reduce administrative burden, and help address workforce shortages. Policies should encourage collaboration between technology developers, providers, and educators to ensure that AI complements clinical expertise and supports the long-term sustainability of the healthcare workforce.



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