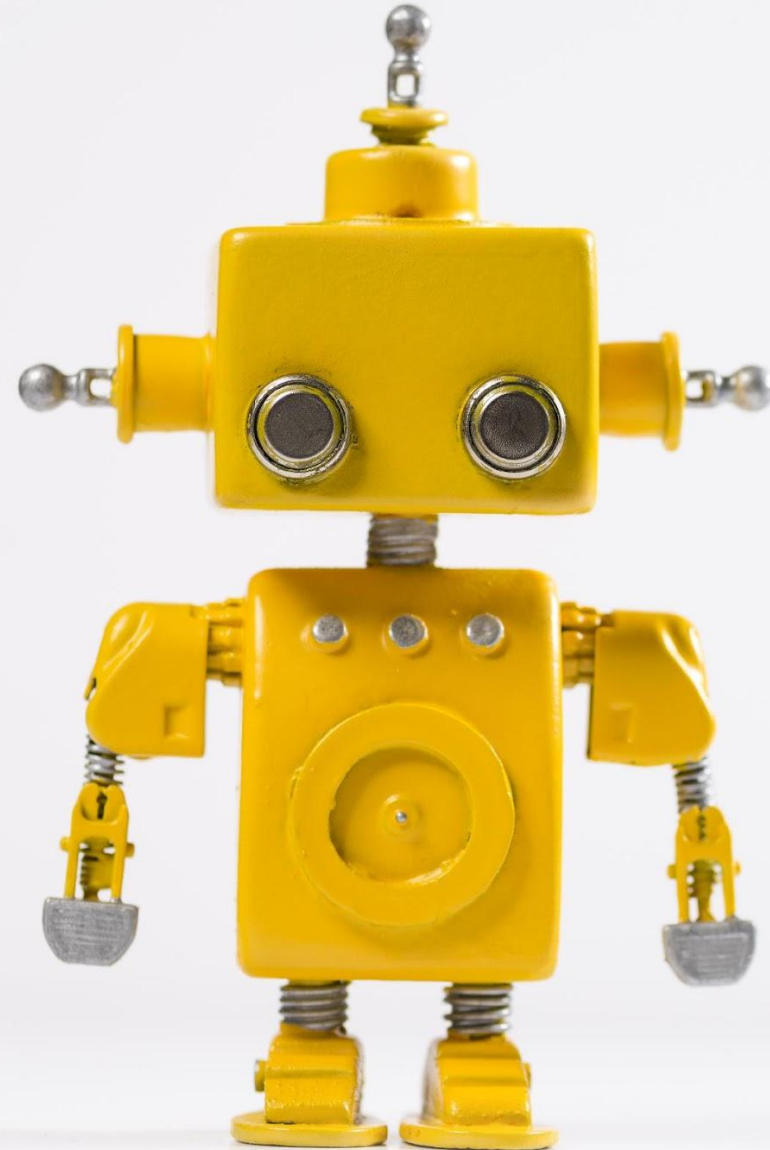


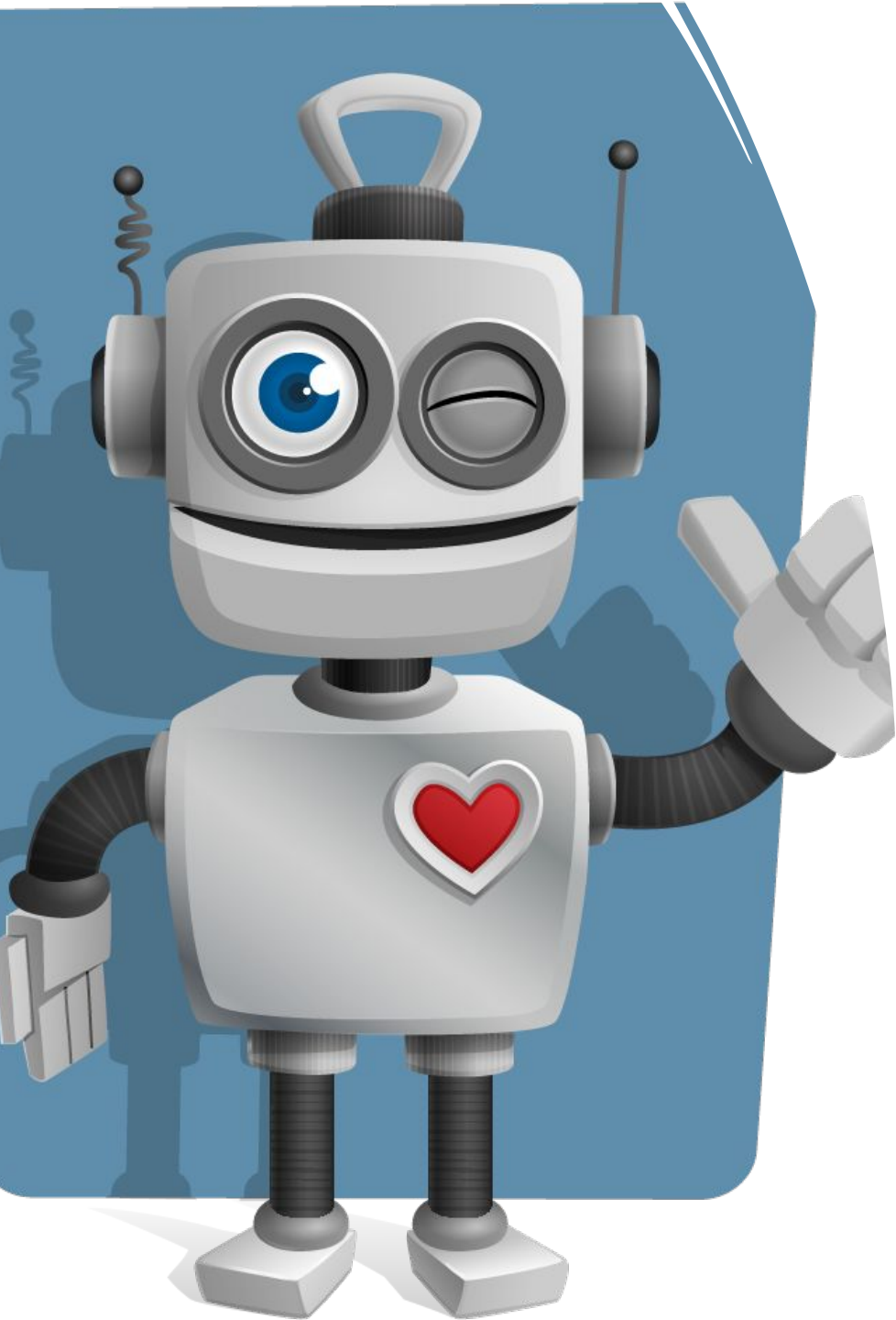
# The potential benefits and pitfalls of using AI in the creation of patient information

Julie Smith, Content Director  
EIDO Healthcare

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- **Benefits**
- **Risks**
- **Alternatives**
- **do Nothing**





# The benefits

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What are the benefits for:

- Fast
- Cheap
- Increased output = increased sales
- Responsive to instructions (for example, 'make this plain English', 'include risk rates from the UK', 'do not use percentages')
- The more it is used, the better it gets
- AI model training
- Output meets high grammar and syntax standards
- Offers alternative modes of delivery (diverse avatars, different languages, animations)

### Editor

Editor Score

93%



### AI

Readability

Flesch-Kincaid Score

44

Difficult to read

Editor Score

92%

### EIDO

Readability

Flesch-Kincaid Score

61

Fairly easy to read

Editor Score

97%



Akuhloselwe ukuthi kusetshenziswe njengeseluleko  
sezokwelapha noma ukubambela iseluleko uchwepheshe

JU

Translate into urdu



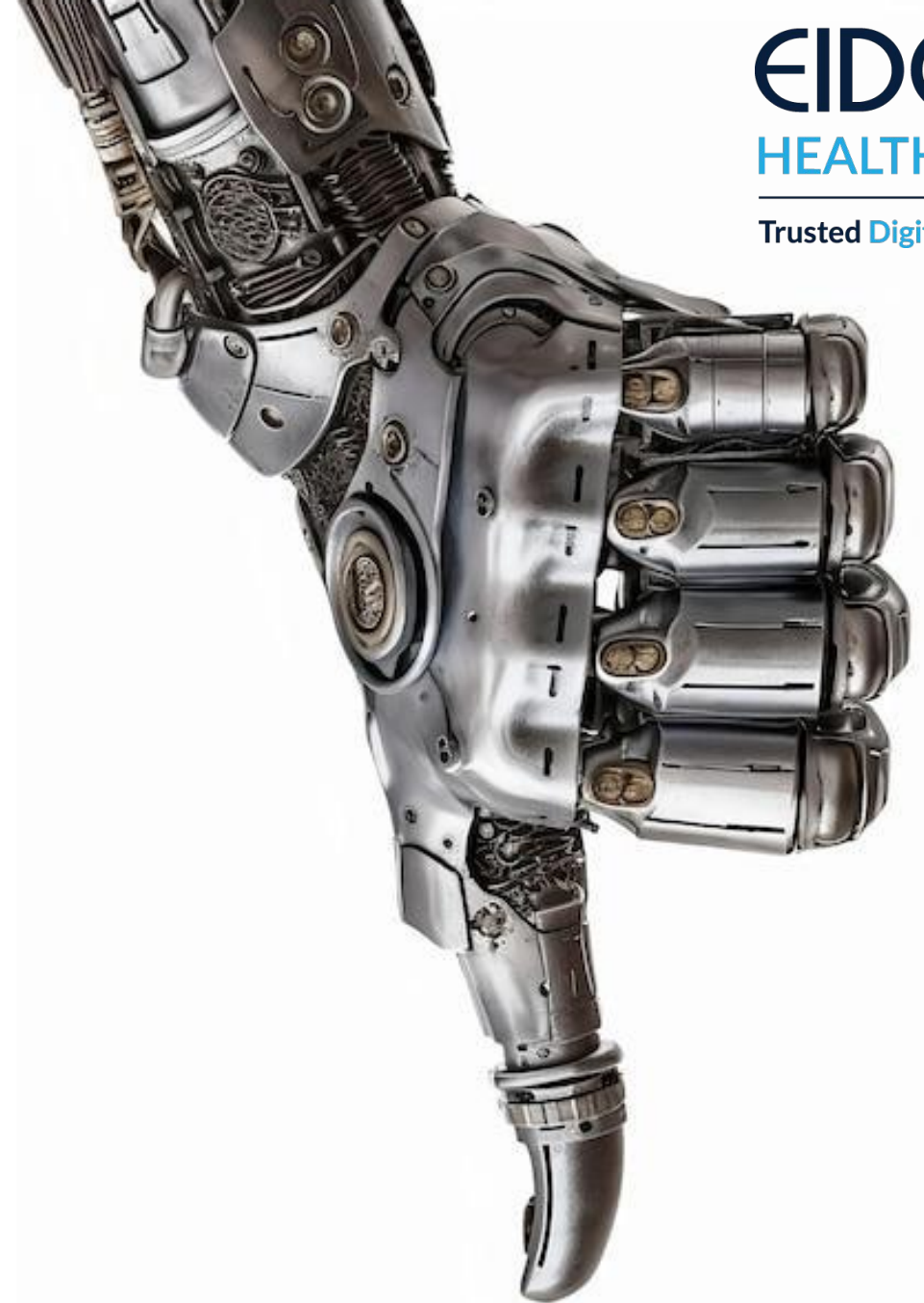
بالطبع، یہاں کچھ عام مصیبتوں کی تخمینی خطرات کی شرحیں ہیں جو لیپر و سکوپک چولیسیتیکٹومی کے ساتھ منسلک ہیں:

- انفیکشن: تقریباً 100 کی 2-3 کیسز میں واقع ہوتا ہے
- خونریزی: تقریباً 100 کی 1-2 کیسز میں واقع ہوتی ہے
- قریبی اعضاء (جیسے صفرا کی دھار کو) میں زخم: بہت کم تعداد میں، تقریباً 100 کی 1 کیسز میں واقع ہوتی ہے
- مشکلات کی بنا پر کھولنی سرجری کی ضرورت: تقریباً 100 کی 5 کیسز میں

براہ کرم یاد رہے کہ یہ تخمینی شرحیں ہیں اور ہر انفرادی فیصلے اور ہر کرسی کی خصوصی حالات کے مطابق مختلف ہوسکتی ہیں۔ آپ کے صحت کی خصوصی صورتحال پر مبنی تازہ ترین میڈیکل تحقیق اور معلومات کے لئے اپنے ہیلتھ کیئر مہیاکنندہ سے رابطہ کریں، وہ آپ کو آپ کی خصوصی صورتحال کے مطابق خصوصی خطرہ معلوم کر سکتے ہیں۔

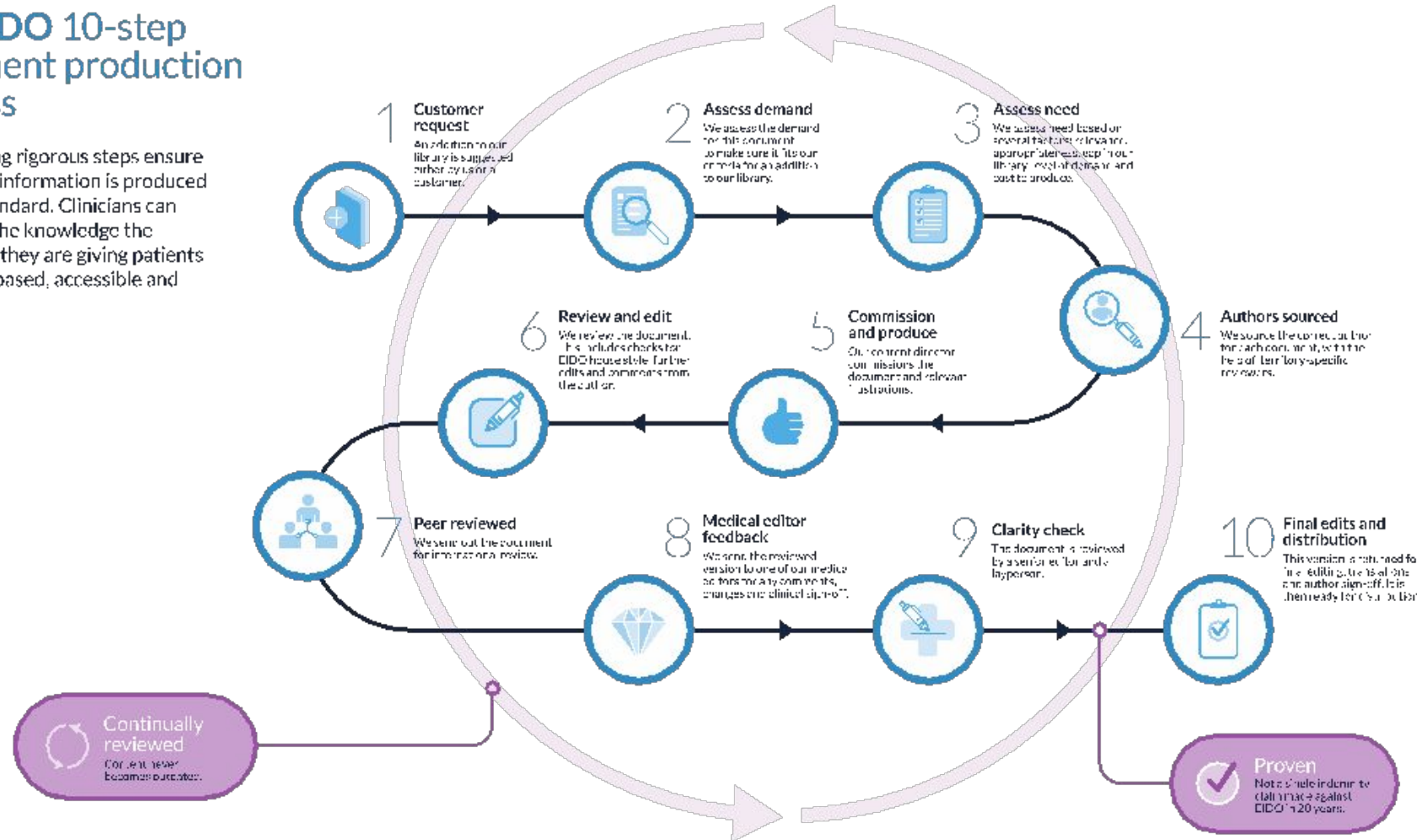
# The risks

- No clear source material – how accurate is the content AI is using to create your information? Could it jeopardise patient safety?
- With more and more companies blocking AI from trawling their websites, can you be sure the content is high quality?
- Inconsistency – can AI truly adhere to your house style?
- Dependent on the quality of the prompt
- Plagiarism – where is AI getting the content from?
- Human checking still needed – is it really saving you resources?
- How do you manage the large volume of content?
- It cannot replicate the processes required to produce information to a PIF Tick standard.
- Job security



## The EIDO 10-step document production process

The following rigorous steps ensure that EIDO's information is produced to a gold standard. Clinicians can feel safe in the knowledge the information they are giving patients is evidence based, accessible and up to date.



EIDO works with over 100 surgeons around the world to ensure the best possible information is made available.

Over the last 20 years, this commitment to specialist input, paired with the rigorous review process, has resulted in our information being used by over 1000 hospitals in the UK and internationally.

In that time, we have not had a single indemnity claim made against us. In fact, our documents have been requested for use as evidence in 100s of cases.

This supports the argument that patients have in fact been properly informed ahead of the procedure.

By continuously updating our content, and never outsourcing to other sites, we can confidently say that our information is safe to use.



I apologize for any confusion, but the specific risk rates mentioned in the patient information leaflet I provided earlier were not derived from direct citations of medical research. The figures provided were general estimates based on common complication rates associated with laparoscopic cholecystectomy.

**Spelling**

Not in Dictionary

**Anesthesia:** You will be given anesthesia to ensure you are asleep and pain-free during the procedure.

Consider:

## 'Most of our friends use AI in schoolwork'

3 days ago

We asked our form groups to fill out an anonymous survey. A total of 31 out of 33 had used AI in schoolwork, and 27 thought it should be taught in schools.

In interviews, most of our friends and classmates had used ChatGPT, an online tool that can answer questions in human-like language. They said it helped them come up with ideas, research, and things like structuring and phrasing.

Some, though, confessed to using it to cheat.

It did not always go to plan. One person said ChatGPT gave them the wrong dates for a history essay, and another said it got "90% of the answers wrong" in a physics assignment.

AI

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ChatGPT can make mistakes. Verify important information.



Tech billionaire Elon Musk has predicted that artificial intelligence will eventually mean that no one will have to work.

News | September 4, 2023 | updated 10 Oct 2023 11:24am

## Generative AI and journalism updates: Guardian joins publishers blocking ChatGPT from trawling their content

Updates on publishers and their use of, and deals with, generative AI companies.

By Charlotte Tobitt

This article is more than 8 months old

## Google AI chatbot Bard sends shares plummeting after it gives wrong answer

Chatbot Bard incorrectly said James Webb Space Telescope was first to take pictures of planet outside Earth's solar system

≡ **Mirror** NEWS POLITICS FOOTBALL CELEBS TV C

She expressed her disappointment at the size of the prize, stating, "Even if the <sup>SHARE</sup> can't give you the house but here's £50,000, it's something. But £5,000? £5,000 now can't even get you gas and electrics." In response to Loretta's concerns, Win My Home said via email that their terms and conditions were "very explicit" about the winner receiving a percentage of the net profit if sufficient funds were not raised.

The company stated, "The amount that we have awarded actually came from our own personal pockets because we wanted to award you something as a goodwill gesture and hoped that it would make a positive difference to your lives." The Mirror has contacted the company for further comment.

\* This article was crafted with the help of an AI tool, which speeds up The Mirror's editorial research. An editor reviewed this content before it was published. You can report any errors to [webhomepage@mirror.co.uk](mailto:webhomepage@mirror.co.uk)

# The alternatives

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- Create all information yourself from scratch
- Adopt a hybrid approach





# do Nothing

- ‘The symptoms that you are experiencing will probably continue and may get worse.’
- AI is not going away, it’s expanding exponentially.
- Don’t be afraid of it
- Educate yourself and try and keep up to date with developments
- Find ways to harness it to your advantage
- Campaign for regulation!

