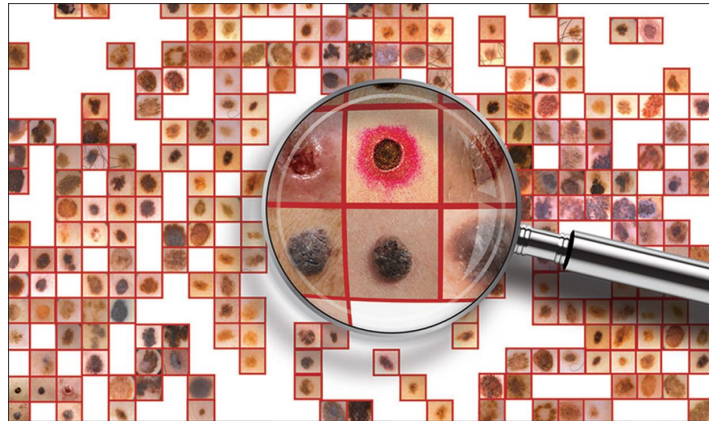


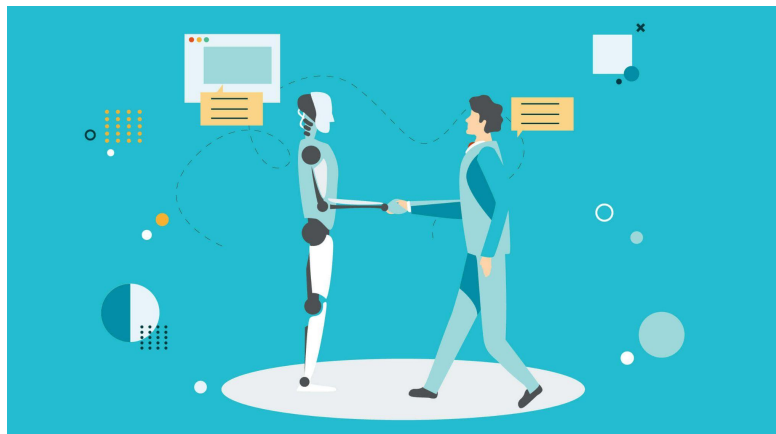
## Digital Product Management – data case studies

### #1: CANCER DETECTION



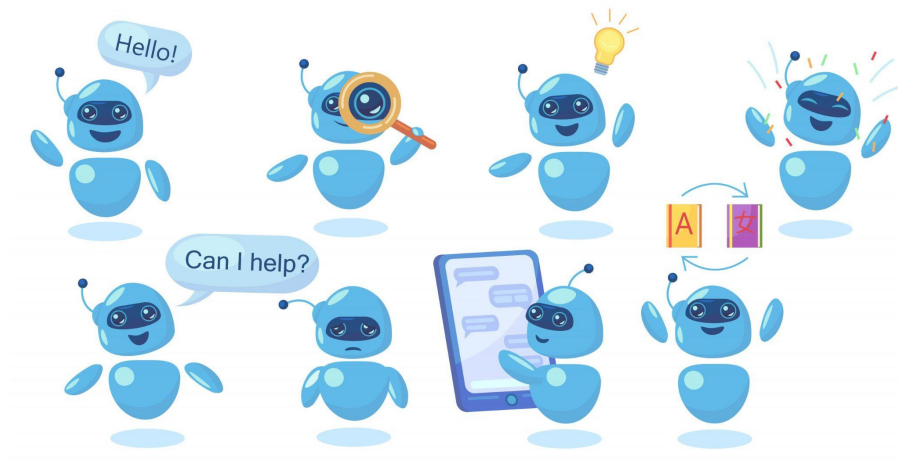
A hospital has worked with a university on developing an AI tool to help identify patients at risk of skin cancer. The tool can analyse the photo of a skin blemish, and in initial tests it could identify those patients who required further analysis with 90% accuracy. However, a second test found that it performed better on lighter skin than darker skin. On light skin it was 95% accurate, on dark skin it was 80% accurate.

### #2: ROBOT RECRUITMENT



A hospital trust wants to experiment with using AI to filter job applicants. The model has been trained on the job specifications for roles, as well as CVs of previous applicants who have been hired for similar roles and subsequently performed well in annual reviews. During initial tests the model has approved suitable candidates for interview, but the Chief People Officer still feels it is too much of an unexplainable 'black box' to be deployed widely.

### #3: AI AT YOUR SERVICE



A community trust is testing an AI chatbot on its website. The chatbot is powered by a Large-Language Model, and can provide advice based on existing service information, and point patients towards the booking pages for certain services. The chatbot appears to be working too well. Services are being booked up through chatbot recommendations, leaving no spaces for people using older channels (eg. phoning up). And the chatbot continues to push people to the same services even when they're booked up, and when alternatives might be available.