

AWS for Healthcare Mission and New Advances in Generative Al & Machine Learning

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AWS

Who are we?

And what are we going to learn today?

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Amazon Web Services (AWS)

17+

8+

18+

Years as the world's most comprehensive and broadly adopted cloud platform

Years with dedicated healthcare and life sciences cloud technology practice

Years of experience, on average, for our team leaders in the healthcare and life sciences industry

1,000,000+

2,000+

5,000+

Active customers

Government agencies

Health and Educational institutions



AWS Canada Healthcare Customers



































































AWS for Healthcare mission

To enable access and delivery of personcentered healthcare, drive improved outcomes at a lower cost, and accelerate the digitization and utilization of healthcare data



We are accomplishing this mission by:



Providing the security, compliance, and data privacy that healthcare & life science organizations can trust



Accelerating innovation with the broadest and deepest portfolio of cloud-based services, including purpose-built health-specific solutions



Unlocking the value of data and providing actionable insights to improve clinical, operational, and research efficiency, develop personalized treatments, and predict health events



Powering the transition to **personalized health**



Security and compliance specifically for healthcare



3rd party validation for 1000s of global requirements



CCCS
Canada - Federal-level





Local Healthcare and Federal Compliance https://aws.amazon.com/compliance/programs

Personal Health Information Act (Nova Scotia)

Overview



The Personal Health Information Act (PHIA) is provincial privacy legislation in Nova Scotia that applies to the collection, use, disclosure, retention, disposal and destruction of personal health information. The PHIA recognizes both the right of individuals to protect their personal health information and the need of custodians to collect, use and disclose personal health information to provide, support and manage health care.

Customers are always in control of how they manage and access their content stored on



Personal Health Information Act (Newfoundland and Labrador)

Overview



The Personal Health Information Act, SNL 2008, c P-7.01 (NL PHIA), is Newfoundland and Labrador's health-sector specific privacy legislation which applies to the collection, use, and disclosure of personal health information (PHI) involved in the delivery of health care services in the Province of Newfoundland and Labrador.



Customers are always in control of how they manage and access their content stored on AWS. AWS does not have visibility into or knowledge of what customers are uploading onto its network, including whether or not that data is deemed subject to NL PHIA legislation, and customers are responsible for ensuring their own NL PHIA compliance. AWS customers can design and implement an AWS environment, and use AWS services in a manner that satisfies their obligations under NL PHIA.

Personal Health Information Privacy and Access Act (New Brunswick)

Overview



The Personal Health Information Privacy and Access Act (NB PHIPAA) and the General Requirements is privacy legislation in New Brunswick that applies to the collection, use, disclosure and protection of personal health information that is in the custody or under the control of a custodian.

Customers are always in control of how they manage and access their content stored on

AWS. AWS does not have visibility into or knowledge of what customers are uploading of



rits net and c Personal Information Protection and Electronic Documents Act

Canada's Federal Private Sector Privacy Legislation



The Personal Information Protection and Electronic Documents Act (PIPEDA) is a Canadian federal law that applies to the collection, use, and disclosure of personal information in the course of commercial activities in all Canadian provinces as supplemented by substantially similar provincial privacy laws in Alberta, British Columbia and Québec. PIPEDA also applies to international and interprovincial transfers of personal information. As AWS does not have visibility into or knowledge of what customers are uploading onto its network, including whether or not that data is deemed subject to PIPEDA regulations, customers are responsible for their own PIPEDA compliance.

The AWS Canada (Central) Region is currently available for multiple services, including Amazon Elastic Compute Cloud (Amazon EC2), Amazon Simple Storage Service (Amazon S3), and Amazon Relational Database Service (Amazon RDS). For a complete list of AWS Regions and services, visit the Global Infrastructure page. Canada Region pricing is available on the detail page of each service, which you can find through our products & services page.

Working across the spectrum of research, therapeutics, and patient care

VENDORS

Healthcare IT ISVs
Diagnostics
Medical devices
Global SIs

PROVIDERS

Hospital systems

Laboratory medicine

Academic medical centers

Pharmacies

GENOMICS

Research
Clinical
Direct to consumer



GOVERNMENT

Public health & regulators
Scientific research organizations
Health ministries
Defense and Veteran health

PAYORS

Health plans Employers

NGOS AND NPOS

Health associations Research organizations

PHARMA & MED DEVICE

Research & development
Clinical development
Manufacturing & supply chain
Commercial & Med Affairs





New advances in Generative Al and Machine Learning for Healthcare

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Fred S. Azar, PhD

Principal, Artificial Intelligence / Machine Learning in Healthcare BD AWS

Building on two decades of ML innovation to power healthcare breakthroughs







































2002

2017

2023



Why AWS for AI/ML? Innovation, choice, and flexibility

100,000+

customers have used machine learning (ML) on AWS

250+

new capabilities for ML and artificial intelligence (AI) in just the last 12 months 92% of deep learning (DL) in the cloud runs on AWS

AWS ML SOLUTIONS

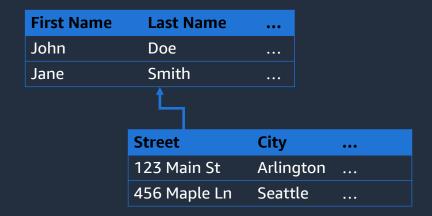
Reduce training time by 50%

Deliver 3x faster network throughput

Improve price and performance by 25%



The majority of healthcare data generated is unstructured





Structured Data (rows and columns in a database model) is great, but...

More than 80% of data in a typical Enterprise is *unstructured*



IRON MOUNTAIN®

The Iron Mountain partnership helped drive our digitization efforts with greater oversight and security protocols. It enabled flexibility and ease of access to our patient information, freeing up valuable space within the hospital and improving the quality of care for patients in our community

David MerkleyDirector and CPO,
Grey Bruce Health Services

Grey Bruce Health Services (GBHS) is a 400-bed rural multi-hospital group in Canada. They wanted to digitize physical patient records to save time to review and retrieve records, as well as reduce storage space and costs.

Iron Mountain's InSight is a platform, running on AWS, that provides insights and predictive analytics through ML-based classification of a company's physical and digital information.

With InSight on AWS, GBHS is digitizing 32,000 patient records and 3.5M images, enabling search and analytical capabilities. Besides accelerating time to review and retrieve records, this also reclaimed 8170 ft³ (231m³) of physical storage space for enhanced patient care.





- Creates new content and ideas, including conversations, stories, images, videos, and music
- Powered by large models that are pretrained on vast corpora of data and commonly referred to as foundation models (FMs)







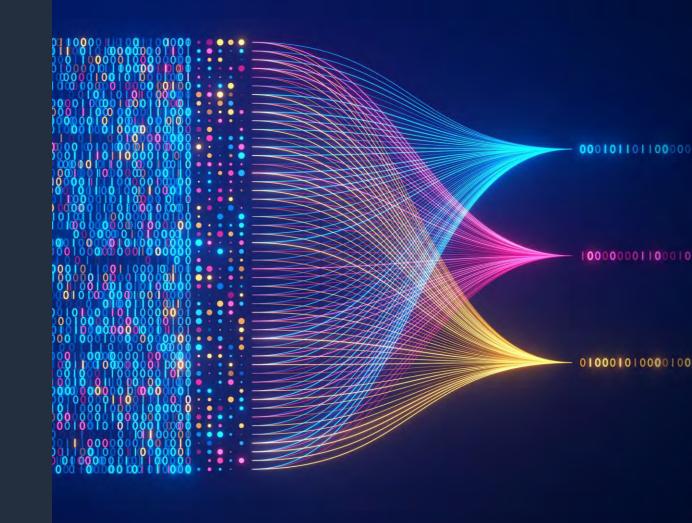
Generative AI is powered by Foundation Models

Pretrained on vast amounts of unstructured data

Contain large number of parameters that make them capable of learning complex concepts

Can be applied in a wide range of contexts

Customize FMs using your data for domainspecific tasks





What are HC customers looking for from GenAl?

Non-exhaustive

-Internal/Enterprise-



Increase Productivity

Reduce non-differentiated heavy lift for employees, Al powered intelligent automation



Improve Decision Making

Unleashing and democratizing actionable insights, contextualized recommendation



Accelerate Innovation

Creating new ideas, content and products, enriching applications

-External/Customer—



Enhance Health Outcomes

More accurate/earlier diagnosis, precision/ personalized care

Improve patient & provider experience

Drive Competitive Advantage

Businesses that adopt GenAI early for the right use case working backwards from a clear problem statement can gain a competitive edge by enabling people, enhancing productivity/efficiency and accelerating innovation



Top Healthcare Provider AI/ Generative AI Use Case

Clinician Workflow

- Listen to patient conversations and summarize clinical notes
- Summarize patient records from various documents into EHR
- Suggest medical imaging and multimodal diagnoses

Care Management

- Review and summarize records for registries
- Analyze patient record to identify risks
- Analyze patient cohorts in EHR to identify risks
- Segment patient population for interventions

Patient Engagement

- Provide selfservice care triage
- Proactively communicate with patients
- Guide patient care after discharge
- Generate patientfriendly reports

Research

- Automate Data Cleaning for Ingest
- Cross-patient query for Clinical Trial Patient Matching

Corporate functions or Education

- Educational/ Medical Students reference chatbot
- Enterprise documents search and address IT/HR/Other Q&A



Building generative AI applications can be challenging



Accessing multiple FMs and newer versions



Customizing FMs is complicated



Maintaining data privacy and security



Getting FMs to execute tasks



Connecting to data sources



Managing infrastructure can be challenging



Two ways to start your generative Al journey with AWS

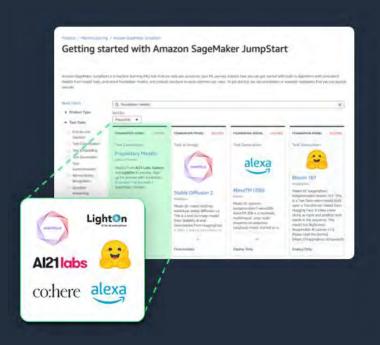
Amazon Bedrock

The easiest way to build and scale generative AI applications with foundation models (FMs)



Amazon SageMaker Jumpstart

Train, fine-tune, deploy, and operationalize FMs at scale





Amazon Bedrock

Now Generally Available, HIPAA & GDPR compliant!

THE EASIEST WAY TO BUILD AND SCALE GENERATIVE ALAPPLICATIONS WITH FMS



Access a range of leading FMs through a single API



Privately customize FMs with your own data



Enable data security and compliance



Build agents that execute complex business tasks by dynamically invoking APIs

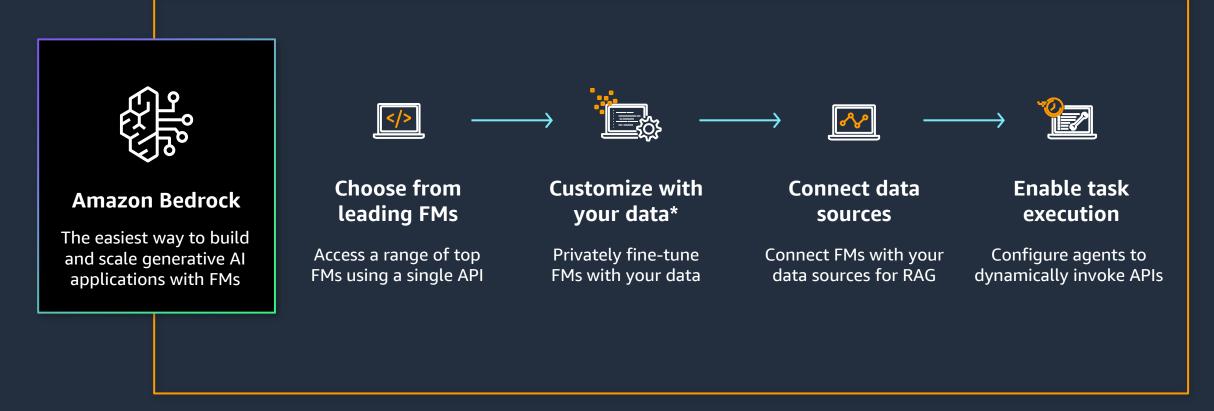


Extend the power of FMs with your data using retrieval augmented generation (RAG)



Get the best price performance without managing infrastructure

How it works



^{*} Your data is not used for service improvements and is not shared with third-party model providers.



Amazon Bedrock supports leading foundation models



Amazon Titan

Text summarization, generation, classification, open-ended Q&A, information extraction, embeddings, and search

Al21labs

Jurassic-2

Multilingual LLMs for text generation in Spanish, French, German, Portuguese, Italian, and Dutch

ANTHROP\C

Claude 2

LLM for conversations, question answering, and workflow automation based on research into training honest and responsible AI systems

% cohere

Command

Text-generation model for business applications and embeddings model for search, clustering, or classification in 100+ languages

∞ Meta

Llama 2 (coming soon)

Fine-tuned models ideal for dialogue use cases and language tasks

stability.ai

Stable Diffusion

Generation of unique, realistic, highquality images, art, logos, and designs



Security and privacy

Private connectivity between Amazon Bedrock and your Amazon Virtual Private Cloud (Amazon VPC)

Your data is encrypted in transit and at rest

Support for standards, including GDPR compliance and HIPAA eligibility



Two ways to start your generative Al journey with AWS

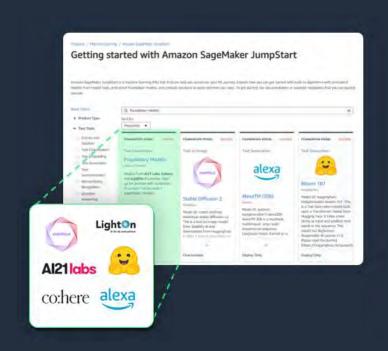
Amazon Bedrock

The easiest way to build and scale generative AI applications with foundation models (FMs)



Amazon SageMaker Jumpstart

Train, fine-tune, deploy, and operationalize FMs at scale



How to use Amazon SageMaker JumpStart for building with FMs

1

Choose from more FMs offered by model providers

2

Try out model and/or deploy

3

Fine tune model and automate ML workflow

Al21 labs



stability.ai

co:here







Try out models via AWS Management Console



Deploy the model for inference using SageMaker, hosting options includes single node



Only selected models can be fine-tuned



Automate ML workflow

Data stays in your account, including model, instances, logs, model inputs, model outputs

Fully integrated with SageMaker features



Build your own FM at scale using SageMaker



Managed infrastructure

Full control of your model training with managed and most priceperformant infrastructure



Efficient distributed training

Complete distributed training up to 40% faster



Debugging and experimentation tools

Capture metrics and profile training jobs in real time to quickly correct performance issues. Track ML model iterations easily.



Price-performant inference

Deploy models in production for any use case with best price-performance



Repeatable and reproducible MLOps

Automate and standardize processes across the ML lifecycle



Governance

Purpose-built governance tools to help you implement ML responsibly



Human-in-loop support

Create high quality datasets and align model outputs with human preferences

Addressing the risks and limitations of generative Al through the right level of customization

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Prompt engineering	Guiding model to generate useful response by teaching it the "pattern" of desired output using context instructions, examples and output indicators	
Retrieval Augmented Generation (RAG)	Text generation based on specified corpus of data, to generate accurate responses with no hallucination	
Instruction fine- tuning	Finetuning a language model on a collection of tasks described via instructions (may include an agent giving access to tools, databases, web page, etc.)	
Domain adaptation Finetuning	Finetuning a model using proprietary or domain specific data to improve output quality and domain-relevant results	
Retraining the model	Retraining a model using a different dataset, or building a model from scratch	



Demonstration: Augment Intelligent Document Processing workflows with Generative AI



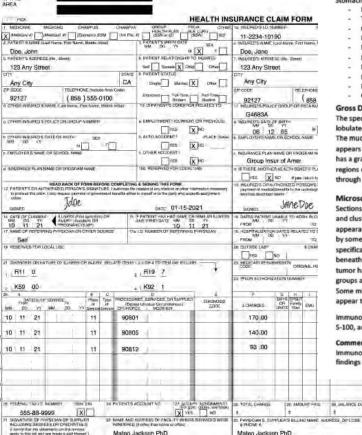
Attending Provider Notes Provider: Dr Mateo Jackson, PhD Patient: John Doe 35 yo M c/o stomach problems since last 2 months. Patient reports epigastric abdominal pain

non-radiating. Pain is described as gnawing and burning, intermittent lasting 1-2 hours, and gotten progressively worse. Antacids used to alleviate pain but not anymore; nothing exacerbates pain. Pain unrelated to daytime or to meals. Patient denies constipation or diarrhea. Patient denies blood in stool but have noticed them darker. Patient also reports nausea. Denies recent

ROS: Negative except Meds: Motrin once/w PMHx: Back pain and

bloating after eating.

FHx: Uncle has a blee Social Hx: Smokes sin high elevation constr



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HHJackson



Surgical Pathology Report

Patient: Doe, John MRN: A11-8-199878 DOB: 07/08/1971

Accession Number: AF123456 Procedure: 03/15/2020

Attending: Dr. Mateo Jackson, MD

Clinical History: Large Gastric Mass

Specimen: Gastric Mucosa

Diagnosis

Stomach, Partial Gastrectomy:

- Malignant Epithelioid Gastrointestinal Stromal Tumor
- Tumor Size 10 x 9 x 8 cm
- Cell Type: Epithelioid and Spindled
- High cellularity; present
- Mucosal Invasion: Focally present adjacent to ulceration
- Mucosal ulceration present
- Mitotic Count: 10/50 HPF
- Myxoid background: Focally present
- Foci of necrosis present
- CD117, vimentin, and CD34; uniformly positive

Gross Description

The specimen consists of an approximately 5 x 7 cm portion of gastric mucosa that is surrounded and underlying by a lobulated mass which is 10 x 9 x 8 cm. The central portion of the mass appears to have an approximately 1.5-cm ulcer. The mucosa away from the area of ulceration is partially removed from the underlying tumor. The underlying mass appears encapsulated and lobular. Gross sections show the lesion to consist of several different patterns. A single area has a gray to gray-tan pattern with an area of central necrosis showing a fairly uniform appearance whereas; other regions of the tumor are gray white- and somewhat lobular in appearance. Areas of yellow necrosis are scattered through the tumor. Representative portions submitted.

Sections through the neoplasm show it to be primarily a high cellular neoplasm. The cells are in part arranged in fascicles and clusters with enlarged elongate nuclei having relatively find nucleoli. In some areas, the fascicles have an interwoven appearance. Mitotic figure up to 10:50 HPF. A few areas show foci of necrosis with the cells appearing to be surrounded by somewhat myxoid stroma. Foci of displayed necrosis are present. The lesions appear circumscribed, although not specifically encapsulated. It focally involved the mucosa and shows full thickness ulceration. The tumor immediately beneath the mucosal area of ulceration has a nearly lobular somewhat spindled growth pattern. Some areas of the tumor have a slightly more rounded nuclei and somewhat epithelioid appearance. The cells appear to be arranged in groups and clusters. Some of the cells have cyptoplasmic vacuoles. These areas also show a prominent mitotic activity. Some mitotic figured are abnormal and atypical. The tumor contains numerous relatively open vascular channels which appear to be part of the neoplasm. The tumor has a pseudo capsule and in some areas appear to be nearly covered.

Immunostains are strongly positive for CD117 (C-kit), CD34, and Vimentin, Smooth muscle actin, Desmin, Synaptophysin, S-100, and Ck8/18 are negative.

Immunostains were performed on the core biopsy and demonstrate that the tumor cells are positive for CD117. The findings are consistent with the above diagnosis.





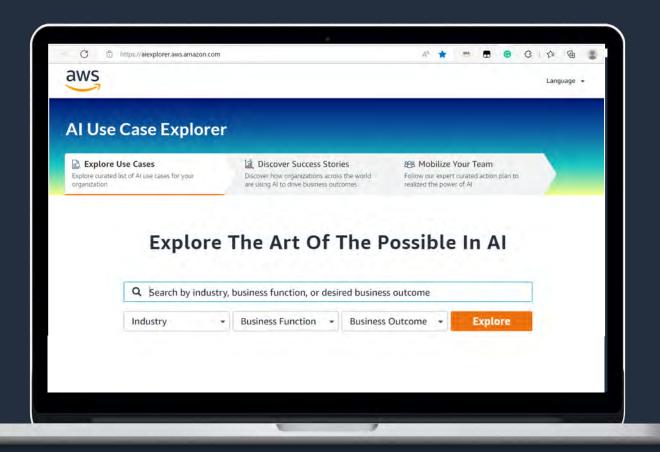
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Any Town, CA 92126



Easily find the most relevant AI use cases with related content and guidance to make them real



aiexplorer.aws.amazon.com



Start your generative AI journey today

Get started on a Build on your own Explore healthcare PoC with the AWS Joint Go-to-Market use cases with us **Data Strategy** Generative Al & train on our **Innovation Center** services





Thank You!

Elizabeth Keller

National Business Development Manager, Healthcare AWS

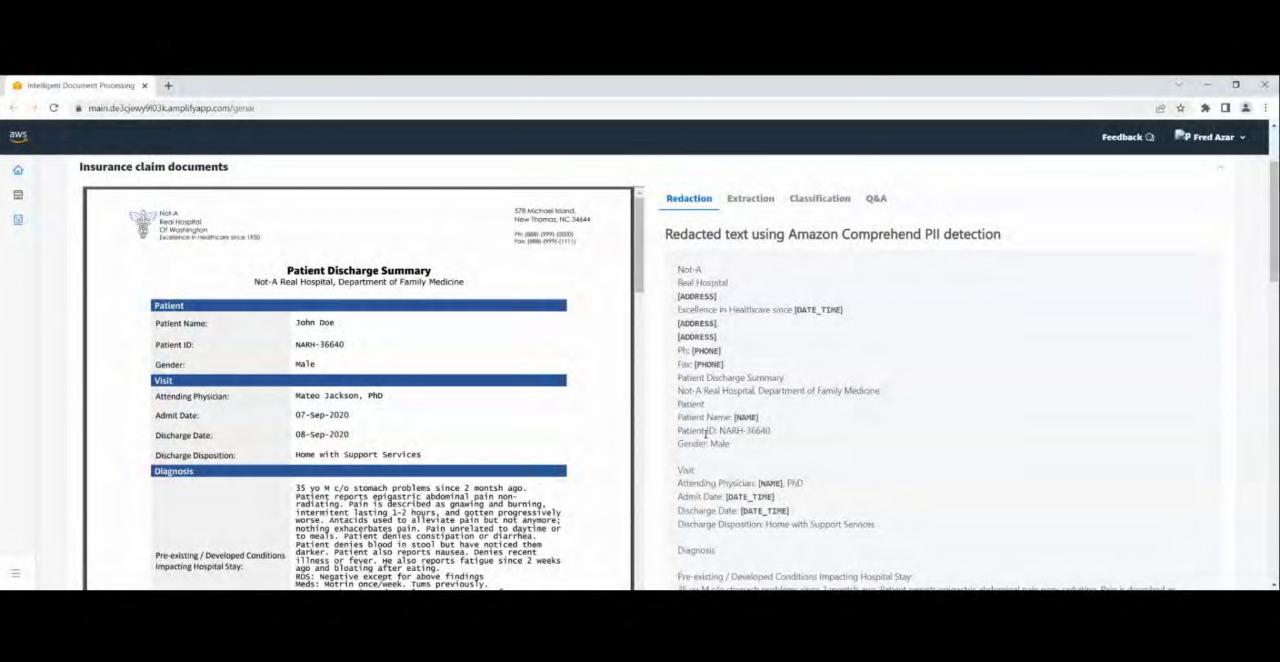
Fred S. Azar, PhD

Global Head, Artificial Intelligence / Machine Learning in Healthcare AWS

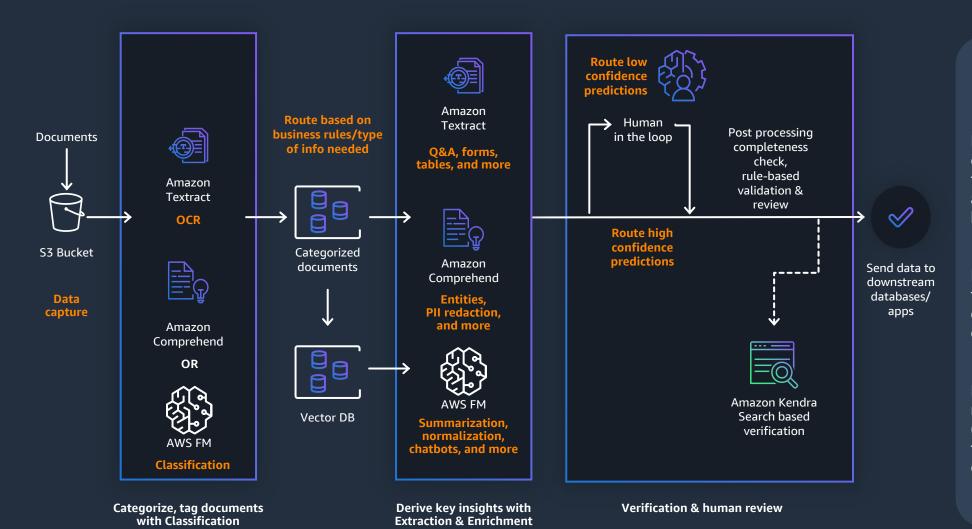


Appendix

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Sample document pipeline using AWS IDP and FM



How to get started

Developers can easily embed AI-powered functionality from Textract and Comprehend into your business workflows and apps

Engage your Data Science team for FM selection, evaluation and tuning based on your GenAI use case

Link your GenAI/FM modules with AWS IDP (e.g., through chaining) to create an end-to-end document processing pipeline

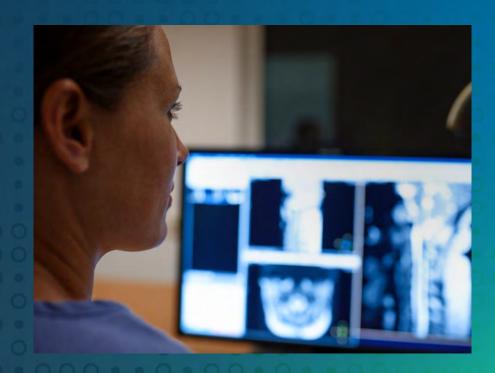
Philips joins forces with AWS to advance AI-enabled tools in support of clinicians

"With healthcare systems under increasing pressure, the focus of clinicians has shifted from technical specifications towards more efficient workflows that lead to accurate diagnoses – and that's what we are delivering here"

- Shez Partovi, Philips Chief Innovation & Strategy Officer and Business Leader Enterprise Informatics

"Through democratizing access to generative AI and applying FMs to help support clinical decision-making, increase diagnostic accuracy, and automate administrative tasks, AWS will continue to support Philips as they uncover new ways to simplify radiologists' workflow and reduce cognitive burden and clinician burnout."

- Swami Sivasubramanian, AWS VP of database, analytics, and machine learning



https://www.philips.com/a-w/about/news/archive/standard/news/press/2023/20230417-philips-joins-forces-with-aws-to-bring-philips-healthsuite-imaging-pacs-to-the-cloud-and-advance-ai-enabled-tools-in-support-of-clinicians.html



3M Health Information Systems collaborates with AWS to accelerate AI innovation in clinical documentation

"The innovation, security and reliability of AWS helps us accelerate the delivery of high-quality clinical documentation. Our overarching goal is to create a better, more sustainable solution and to continue to be a trusted partner that our clients can rely on to reduce administrative tasks and prioritize patient engagement.

We look forward to working with AWS and using machine learning and generative AI services to scale our 3M M*Modal conversational and ambient AI solutions."

- Garri Garrison, 3M Health Information Systems President

https://news.3m.com/2023-04-18-3M-Health-Information-Systems-collaborates-with-AWS-to-accelerate-Al-innovation-in-clinical-documentation

