XAVIER UNIVERSITY

NEWS RELEASE

For Immediate Release | Aug. 16, 2017

Media contacts:
Elliot Grossman, grossmane@xavier.edu, 513-240-9801
Marla Phillips, phillipsm4@xavier.edu, 513-745-3073

Xavier To Hold Summit On Artificial Intelligence, Bringing Top Experts To Cincinnati

Goal Is To Stimulate Major Improvements In Health Care

To promote and protect patient health, Xavier University has launched a pioneering effort to accelerate the use of artificial intelligence in the health care industry.

The first major initiative in artificial intelligence will be the AI Summit on Aug. 24 and 25 on Xavier's campus in Cincinnati. Xavier will lead representatives from the medical device and pharmaceutical industries and the U.S. Food and Drug Administration to further develop artificial intelligence for health care purposes.

Marla Phillips

In addition to learning from each other, attendees will form working teams tasked with developing plans that apply AI to solve their quality, regulatory and supply chain challenges. They will continue to meet in the months after the summit and present their solutions at the 2018 AI Summit. Solutions from the summit will be available for free for any company or organization across the globe to implement, consistent with Xavier's Jesuit mission of service to the world.

Representatives from the FDA, Johnson & Johnson, AstraZeneca, Eli Lilly & Co., Abbott, Dell and IBM Watson Health will be among the speakers. IBM Watson helped to popularize AI when *Watson*, an AI supercomputer, competed on the TV game show *Jeopardy!*, beating two champions.

 "We're bringing together the major global players in artificial intelligence to focus on technology that could transform the health care industry," said Marla Phillips, director of Xavier Health, which is organizing the AI Summit. "We believe the implementation of AI in the health care field is needed now more than ever."

Xavier Health, formed in 2008, is a center in the College of Professional Sciences charged with making a difference in the pharmaceutical and medical device industries by building

bridges between the industries and the FDA. Since 2010, Xavier Health's major efforts have included the annual FDA co-sponsored MedCon and PharmaLink Conferences, which have drawn hundreds of industry representatives and FDA officials to campus to focus on the medical device and pharmaceutical industries. The conferences have fostered strong connections between the FDA and industry, helping them to shape the future of the industry together.

AI could be used to improve patient safety, reduce drug costs, and avoid product and drug recalls, in addition to the advances being made in health care diagnostics, including the early detection of conditions such as dementia and depression.

AI Summit speakers will share how AI already is advancing health care, providing hope that AI will advance the diagnosis and treatment of complex conditions by putting powerful information in the hands of physicians. Participants also will learn how computers can be used to scan unstructured data – that is, text – to identify trends and patterns that humans are unable to detect. That can minimize failures in drug and product safety, moving organizations from reactive to predictive mindsets.

FDA officials will share the agency's strategic priorities involving AI implementation to increase product quality and patient safety.

"Some people think that artificial intelligence is still just a concept, that its practical application is still years away," Phillips said. "But it's been used for years in many applications and has tremendous potential to make a difference in the pharmaceutical and medical device industries."

The AI Summit will be held at the university's Cintas Center. Registration information and other details about the summit are available at www.xavierai.com.

# # #

Xavier Health, founded in 2008, is in Xavier University's College of Professional Sciences. It is charged with making a difference in the pharmaceutical and medical device industries by bringing together the industries and the U.S. FDA to share knowledge, explore issues, spark innovative thinking and develop meaningful solutions.

Xavier University is a private university located in Cincinnati, Ohio, providing a liberal arts education in the Catholic, Jesuit tradition. Founded in 1831, the university is the sixth-oldest Catholic university in the nation. U.S. News & World Report ranks it No.4 among master's-level universities in the Midwest and The Princeton Review names it as one of the "Best 377 Colleges in America."