# OSF joins national Generative AI collaborative

**FOR IMMEDIATE RELEASE**
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(Chicago, Peoria, Ill.| October 4, 2023) – AVIA, the nation's leading market intelligence and advisory services firm advancing digital transformation in health care, has added several additional health systems, including OSF HealthCare, to its national Generative AI Strategic Collaborative. OSF is among additions which include industry leaders and some of the largest health systems in the country.

AVIA has rallied nearly 30 health systems, key industry associations, and government leaders—including a recently announced slate of 10 expert advisors—to join its collaborative to identify risks, opportunities, and actionable steps for responsible, impactful, and ethical AI adoption for the healthcare industry.  In addition to OSF HealthCare, the new additions include:

● **Banner Health**
● **Boston Children's Hospital**
● **Children's Mercy Kansas City**
● **Cottage Health**
● **Novant Health**
● **UVA Health**

OSF HealthCare has developed large language models to identify unique needs for our patients so we can be proactive in helping diagnose or provide decision support for our medical providers to promote screenings and prevention, or potential clinical interventions.

> "We believe there is enormous value for us to embrace the benefits of this transformative technology and we want to be among the health care leaders who are developing best practices and using the power of data for the greatest benefit to our patients."
> -**Becky Buchen, Senior Vice President, OSF Innovation**

"Generative AI has the potential to make an enormous impact on health systems and patients. We're proud to be collaborating with such an impressive group of health system leaders, as well as industry associations and expert advisors who will help shape this important initiative. AVIA has always been on the forefront of what is next in healthcare transformation, and we believe this collaborative will help ensure the potential of generative AI in our industry is fulfilled, ushering in a transformative era in healthcare delivery," said Dr. Scott Cullen, EVP and Chief Clinical Officer at AVIA and leader of the collaborative.

Other health care leaders expanded on the importance of becoming part of a collaborative.

"By joining with nearly 30 health systems, we have a unique opportunity to shape the future of healthcare AI, ensuring it meets the needs of patients and communities, said Tom Maddox, Vice President of Digital Products and Innovation and BJC HealthCare and Executive Director of the Healthcare Innovation Lab at BJC HealthCare and the Washington University School of Medicine. "Together, we will navigate the challenges and opportunities of responsible and ethical AI adoption, revolutionizing the way healthcare is delivered,"

"Children's hospitals have unique challenges when it comes to generative AI and other new technology – such as gaining consent from our patients and families – so we look forward to working with other systems, experts, and technology firms to ensure peds needs are incorporated. By joining AVIA's Generative AI Collaborative, Children's Mercy Kansas City is getting ahead of these challenges using a co-created action plan from the country's best and brightest," said Rob Steele, MD, MBA, Executive Vice President and Chief Strategy and Innovation Officer at Children's Mercy.

Although pioneering research has already begun, there is still time for additional organizations to join the collaborative. Interested health systems, industry or professional organizations can attend an AVIA briefing on its Generative AI Collaborative Monday, October 9th from 4:00-5:30pm at the Encore at Wynn Las Vegas during HLTH 2023. To learn more, contact AVIA at genai@avia.health.

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**OSF HealthCare** is an integrated health system owned and operated by The Sisters of the Third Order of St. Francis, headquartered in Peoria, Illinois. OSF HealthCare has 15 hospitals – 10 acute care, five critical access - with 2,084 licensed beds throughout Illinois and Michigan. OSF employs nearly 24,000 Mission Partners throughout 150+ locations; has two colleges of nursing; operates OSF Home Care Services, an extensive network of home health and hospice services; owns Pointcore, Inc., comprised of health care-related businesses; OSF HealthCare Foundation, the philanthropic arm for the organization; and OSF Ventures, which provides investment capital for promising health care innovation startups. OSF OnCall, a digital health operating unit, was established in 2020 to improve patient experience, using digital tools for 24-7 communication, on-demand care, remote patient monitoring, and offers the largest hospital-at-home program in Illinois. OSF HealthCare has been recognized by Fortune as one of the most innovative companies in the country. More at osfhealthcare.org.

**OSF Innovation** is a collaborative network of different disciplines that designs bold, strategic solutions to advance the future of health care. Learn more at osfinnovation.org.

**AVIA** advances digital transformation in health care through leading market intelligence, performance analytics, and advisory services that accelerate time-to-value on operational, clinical, and consumer strategies deployed at health systems. With a national network of 60 health systems relationships with thousands of digital health companies, and more than a decade of digital health experience, AVIA ensures greater speed, fewer risks, and lower costs of digital transformation. Learn more about AVIA and AVIA Marketplace, the industry's premier marketplace for health care leaders to research, evaluate and select digital health solutions at aviahealth.com.