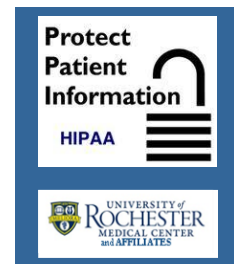# HIPAA HIGHLIGHTS

January 2026

Artificial Intelligence (AI) – The Positives and Pitfalls of Utilizing AI Tools

AI is transforming healthcare, enhancing patient care, streamlining workflows, and supporting decision-making. Our goal is to help employees harness AI responsibly, ensuring safety, privacy, and trust.

Positives:
- AI is proving incredibly valuable in analyzing vast amounts of medical image data, often with greater speed and accuracy than the human eye alone.
- AI tools integrate with Electronic Health Records (EHRs) to provide real-time, evidence-based recommendations to clinicians.
- AI is key to moving towards more individualized patient care.

Pitfalls:
- AI tools can sometimes generate incorrect, misleading, or entirely fabricated information.
- **Public versions of ChatGPT are not HIPAA-compliant. Inputting Protected Health Information (PHI) into these models is a direct violation of patient privacy and HIPAA regulations.**

While there are many AI resources available to us, we need to understand that we cannot just use any tool. Rules to follow to keep yourself, our patients, and our organization safe:
- **Never input PHI into public AI tools**
- Only use AI resources approved by our organization

Several AI technologies are already approved and available for use at UR Medicine and URMC, in accordance with the ethical procedures outlined in our Artificial Intelligence Protection Policy.

Qualified Health is our organization's approved, secure AI-powered tool, ensuring sensitive data stays protected and compliant with HIPAA and Privacy regulations. Below is a link to the tool:

Qualified Health | Chat

You must use this AI tool with any patient PHI.

Here is a link to other approved clinical and general business use AI tools for our organization: Artificial Intelligence at UR Medicine - Intranet

For information on this or other HIPAA-related topics, please refer to URMC's HIPAA Intranet site or contact your Privacy Officer or HIPAA Security Official.