

# AIx2

## AI EXECUTIVE PROGRAM DIGITAL HEALTHCARE

หลักสูตรสำหรับผู้บริหาร ผู้นำองค์กร และนักวิจัย

NAVIGATING THE FUTURE OF DIGITAL HEALTHCARE WITH AI

### COURSE HIGHLIGHT

AI Strategy and Policy & AI Governance Guideline for  
Executives, Organization Leaders, and Researchers



FACEBOOK  
ADTE BY ETDA



EMAIL  
adte@etda.or.th



CALL  
02 123 1234

# CONTENT

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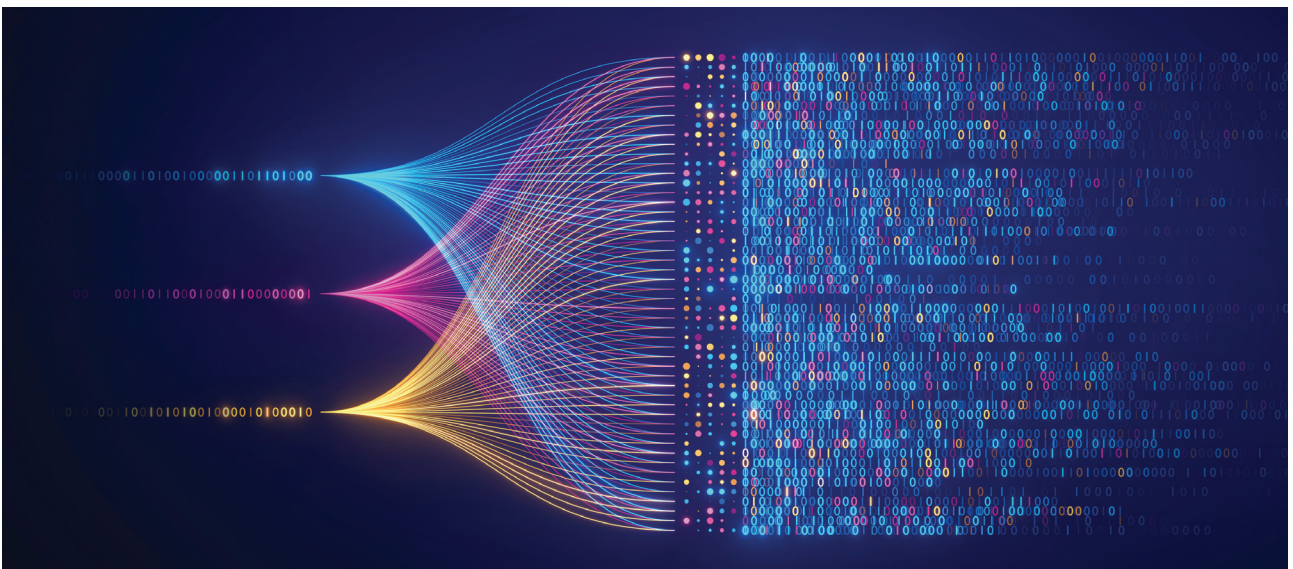
**03** ABOUT ETDA &  
AI EXECUTIVE PROGRAM (AiX) 2

**05** PROGRAM  
OVERVIEW

**05** PROGRAM  
OBJECTIVES

**06** LEARNING APPROACH  
FOR AiX2 PROGRAM

**08** OVERVIEW OF  
PROGRAM





## ABOUT ETDA & AI EXECUTIVE PROGRAM (AiX) 2

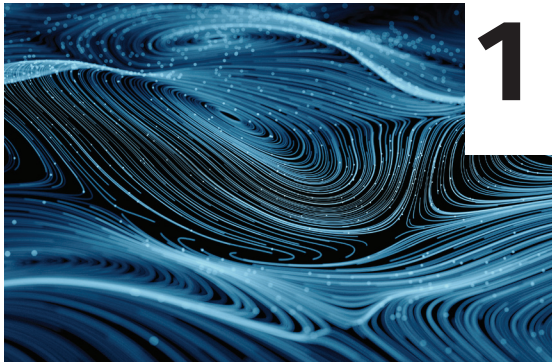
The 2nd year of the AI Executive Program (AiX) in Digital Healthcare has been developed by the AI Governance Clinic (AIGC) under the Electronic Transactions Development Agency (ETDA) ([www.eta.or.th](http://www.eta.or.th)). This comprehensive program builds upon the success of AiX1. It has been well-received by executives in medical organizations, hospitals, government agencies, and top universities in Thailand. The program incorporates enhancements to ensure it remains current and aligned with the latest advancements in artificial intelligence.

ETDA would like to promote the responsible and ethical use of AI in accordance with Thailand artificial intelligence ethics and the national AI strategy plan (2022-2027), which were approved by cabinet. We emphasize the importance of fostering knowledge and understanding among public and private sector in key industries such as healthcare, finance, and public services, where AI technologies are applied to deliver efficient and high-quality services to the public.

The responsible implementation of Artificial Intelligence (AI) in healthcare, with a strong emphasis on ethics and effective governance, is essential. It is vital for healthcare professionals and industry leaders to have a deep understanding of ethical principles to ensure the alignment and safety of AI utilization. Additionally, there should be control and monitoring mechanisms in place to ensure that decision-making processes of AI systems result in fair and highly effective outcomes for patients and the population.

# PROGRAM OVERVIEW

The second iteration of the AI Executive Program (AiX) in Digital Healthcare, is designed specifically for executives, researchers, and professionals in the healthcare sector, welcomes all interested participants. This carefully designed program aims to provide executives with essential understandings:



## 1

### AI LANDSCAPE, TOOLS, AND USE CASES IN HEALTHCARE:

- *Overview of the current AI ecosystem, including technologies and applications specifically in the healthcare sector.*



## 2

### AI GOVERNANCE FOR EXECUTIVES AND TOOLKITS

- *Emphasizes policies and frameworks essential for ethical AI and governance.*
- *Offers valuable toolkits for executives, including AI Use Case Canvas, AI Readiness Measurement, AI Risk Assessment. AI Solutions and Services for Healthcare.*



## 3

### EXPLORATION OF VARIOUS AI-DRIVEN SOLUTIONS AND SERVICE

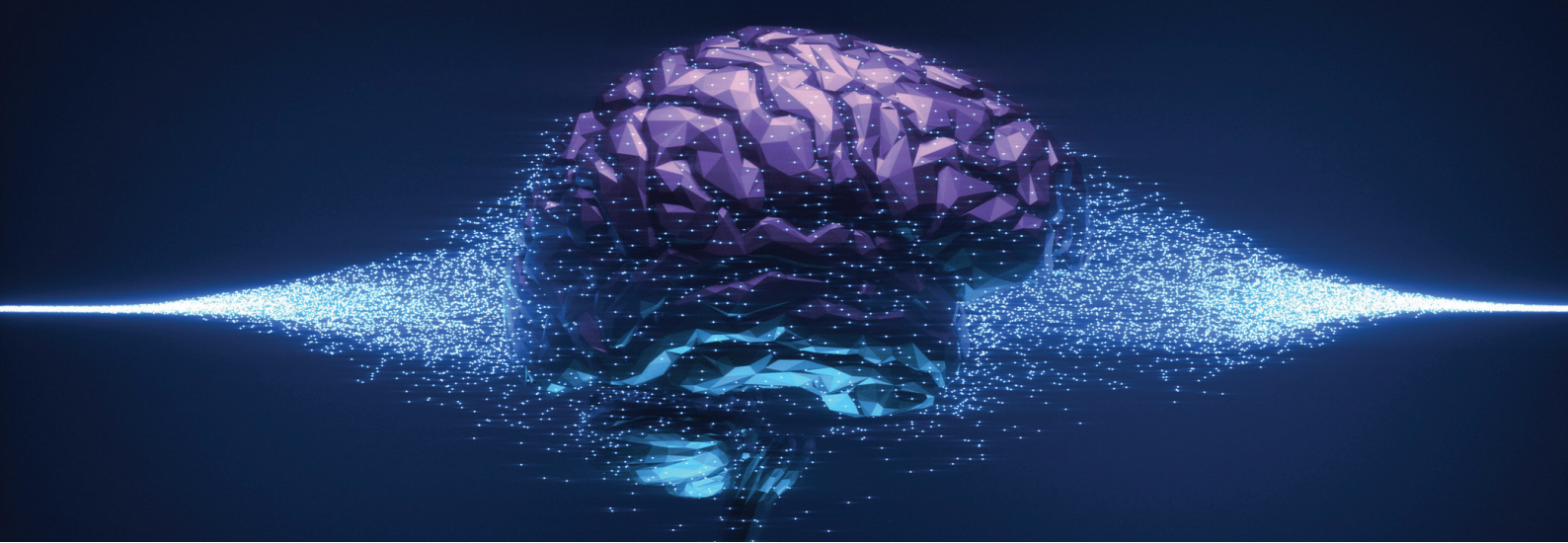
*that enhance healthcare delivery and management from global and local companies.*



## 4

### REAL-WORLD AI IMPLEMENTATION AND USE CASES

- *Case studies and practical examples of AI adoption in top healthcare institutions in Thailand and Abroad.*



# PROGRAM OBJECTIVES

The AI Executive Program (AiX) in Digital Healthcare is strategically designed to offer executives the latest strategies, guidelines, and best practices for the future of healthcare. The program sets out five resolute and ambitious objectives, each crafted to resonate with the interests and aspirations of forward-thinking executives:



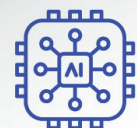
## MASTER ETHICAL AI LEADERSHIP:

Cultivate ethical leadership in AI, focusing on developing skills to navigate complex moral landscapes and governance challenges, ensuring responsible and impactful use of AI in healthcare.



## HARNESS STRATEGIC TOOLKITS:

Equip executives with strategic toolkits, such as AI readiness scan, AI use-case canvas, AI risk Assessment, enabling them to lead AI projects with confidence and precision.



## SHOWCASE AI SUCCESS STORIES:

Offer an exclusive window into successful AI implementations in leading healthcare institutions worldwide, especially in Thailand and Singapore, providing a global perspective on AI transformation."



## FOSTER A CULTURE OF INNOVATION AND ADAPTABILITY:

Encourage a mindset of continuous innovation and adaptability, preparing executives to lead through rapid technological changes and emerging healthcare challenges.



## BUILD A NETWORK OF AI THOUGHT LEADERS:

Create opportunities for executives to connect and collaborate with a network of AI thought leaders and peers, fostering a community of forward-thinking professionals driving the future of healthcare.

# LEARNING APPROACH FOR AiX2 PROGRAM



## Onsite Best Practice

Obtain critical insights into successful AI healthcare strategies from renowned industry leaders and seasoned experts.

## Executive Sharing

Learn through real-world AI use cases and solutions presented by experienced executives.





## AI Governance Workshop

Participate in workshops focusing on ETDA's AI Governance Guidelines and ethical AI implementation.



## Strategic Executive Toolkits

Enhance your skills with practical toolkits including:

- **AI Readiness Assessment:** This toolkit helps organizations evaluate their preparedness for implementing AI solutions.
- **AI Use Case Canvas:** A framework for planning and communicating AI use cases effectively.
- **Risk Assessment:** A framework designed for pinpointing and evaluating potential risks in AI initiatives.
- **New toolkits** are tentative in 2024 [Generative AI governance, AI procurement guideline, etc.]

# OVERVIEW OF PROGRAM

## **Part 1: AI Landscape and Use Cases in Healthcare**

Module 1: AI Foundation

## **Part 2: AI Governance for Executives and Toolkits**

Module 2: AI Ethics and Governance

## **Part 3: AI Solutions and Services for Healthcare**

Module 3: Data for AI

Module 4: AI Risk Management

## **Part 4: Real-World AI Implementation and Use Cases**

Module 5: AI Healthcare in practice

Module 6: AI Study Visit

Module 7: AI Project and Governance





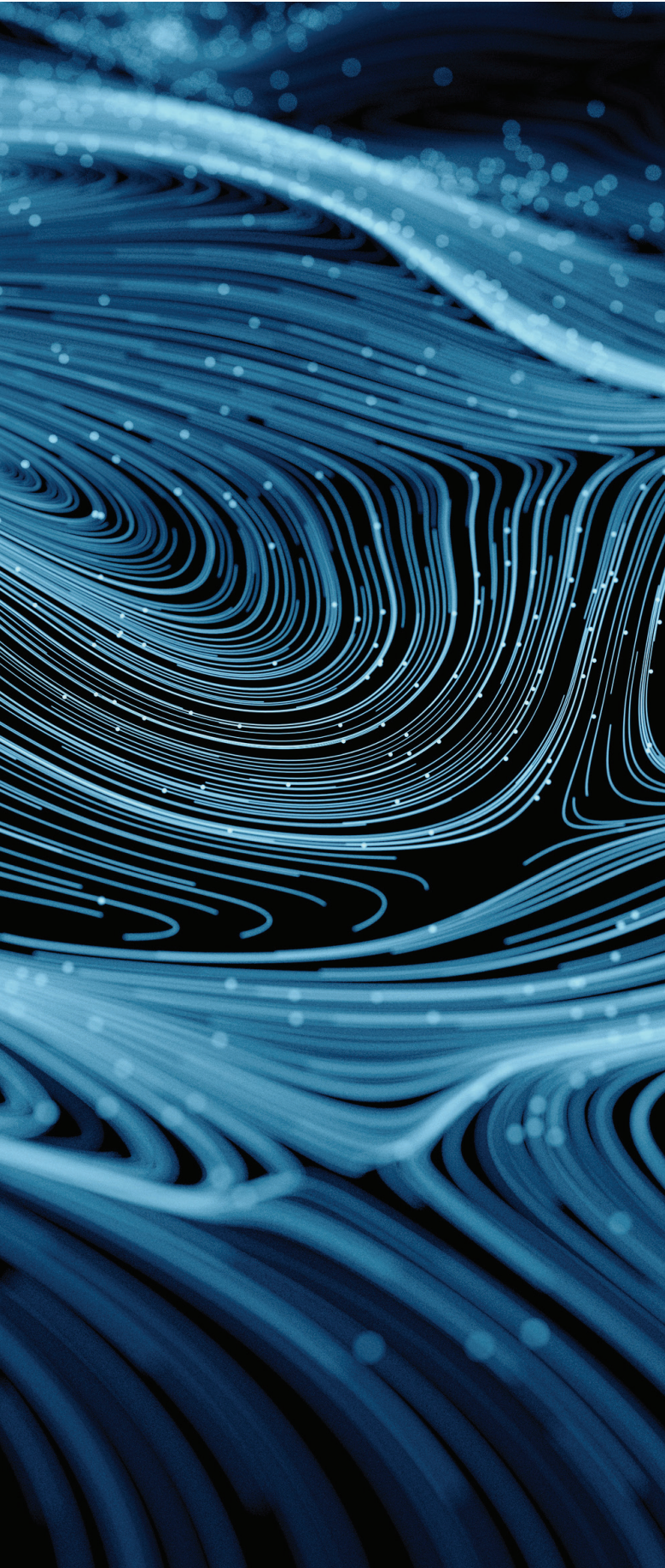


# PROGRAM SCHEDULE:

## 19 APRIL – 14 JUNE 2024

(47 HOURS)

Module	Date
Pre-course	April 19th, 2024 (2 hours)
1: AI Foundation	April 19th, 2024 (3 hours)
2: AI Ethics and Governance	April 26th, 2024 (6 hours)
3: Data for AI	May 3rd , 2024 (6 hours)
4: AI Risk Management	May 17th, 2024 (6 hours)
5: AI Healthcare in practices	May 25th, 2024 (6 hours)
6: AI Study Visit (Singapore)	June 5-7th , 2024 (15 hours)
7: AiX2 Brainstorm & Course completed	June 14th , 2024 (3 hours)



# PART 1

## AI LANDSCAPE AND USE CASES IN HEALTHCARE

### Module 1 AI Foundation

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#### **Key Takeaway:**

Comprehensive understanding of the basics of AI, emphasizing its applications and implications in healthcare.

#### **Learning Outcome:**

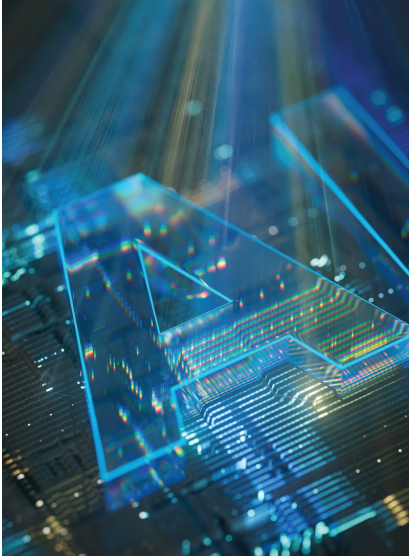
Ability to identify and apply relevant AI technologies and applications in healthcare settings.

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# AGENDA OF MODULE 1: AI FOUNDATION

**Keynote:** AI governance for leaders in the era of Digital 5.0

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## CHAPTER 1 AI FUNDAMENTAL

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- AI Introduction
- AI Use Cases in Current Scenarios
- Ethical Issues and Social Implications of AI

## CHAPTER 2 AI USE IN HEALTHCARE

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- AI in the Healthcare Sector - Future Trends and Challenges
- AI Applications in Healthcare

## CHAPTER 3 GENERATIVE AI

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- Practical Experience with Generative AI

# PART 2

## AI GOVERNANCE FOR EXECUTIVES AND TOOLKITS

### Module 2

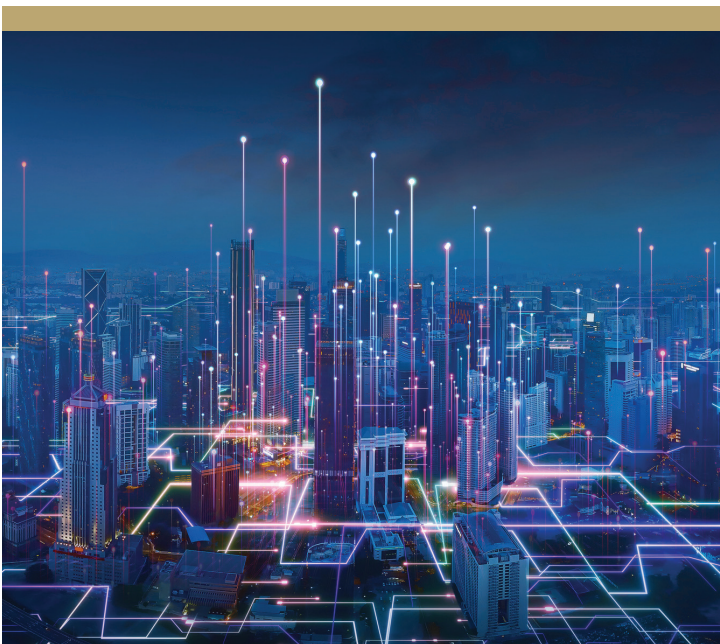
#### AI Ethics & Governance

#### Key Takeaway:

Recognition of the importance of ethical AI implementation and effective governance.

#### Learning Outcome:

Mastery of tools like AI Use Case Canvas, AI Readiness Measurement Scan, AI Risk Assessment, and AI Roadmap Toolkit for strategic AI integration and decision-making.



# AGENDA OF MODULE 2: AI ETHICS & GOVERNANCE

**Keynote:** The Critical Significance of AI Ethics and Governance

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## CHAPTER 1

### GLOBAL AND REGIONAL AI ETHICS & GOVERNANCE

- **AI Principles and Frameworks:** Discussion on international frameworks and principles set by organizations. For example, OECD, UNESCO, and EU.
- **Regional Approaches:** Exploration of how different regions, such as Singapore, Japan, USA, and China, approach AI ethics and governance.
- **Case Studies:** Presentation of case studies from these regions to illustrate practical applications of regional AI governance models.

## CHAPTER 2

### THAILAND AI ETHICS & GOVERNANCE

- **Thailand's AI Strategy:** Explanation of Thailand's plan for AI implementation and development.
- **Guidelines for Executives:** Detailed look at Thailand's AI Governance guidelines tailored for executives, focusing on implementation and oversight within Thai context.

## CHAPTER 3

### AI GOVERNANCE WORKSHOP

- **Interactive Sessions:** Conducting group discussions or workshops using AI toolkits, particularly focusing on healthcare use cases.

## CHAPTER 4

### AI GOVERNANCE AND REAL-WORLD PRACTICES

- **Real-world Application:** How businesses are developing and applying AI governance, including the rationale (Why), the objectives (What), and the methods. (How) of policy deployment.

# PART 3

## AI SOLUTIONS AND SERVICES FOR HEALTHCARE

Module 3 Data for AI, Module 4 AI Risk Management

### Module 3 Data for AI

#### Key Takeaway:

Exploring how rich data sets are harnessed to develop and refine AI-driven solutions and services.

#### Learning Outcome:

Gain proficiency in deploying data-driven AI for improved health-care efficiency and innovation.



# AGENDA OF MODULE 3: DATA FOR AI

**Keynote:** Data The Power Behind Smart AI Development

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## CHAPTER 1

### AI AND BIOMEDICAL INFORMATICS

- **Integration of AI and Biomedical Informatics:** Exploring how AI technologies are applied in the field of biomedical informatics.
  - **Data in Biomedical Research:** Understanding the role of data in biomedical research and healthcare, and how AI enhances data analysis and application.
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## CHAPTER 2

### DATA GOVERNANCE FOR AI

- **Governance Frameworks:** Discussion on frameworks and best practices for data governance in AI, particularly in healthcare.
  - Focus on use case and challenges specific to the Thai context in implementing data governance for AI.
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## CHAPTER 3

### DATA SHARING FOR AI AND HEALTHCARE USE CASE

- **Principles of Data Sharing:** Understanding the key principles and benefits of data sharing in AI and healthcare use cases.
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## CHAPTER 4

### DATA SHARING IN GLOBAL PRACTICES

- **International Data Sharing Perspectives:** Examining data sharing frameworks and strategies used in European countries or UK.
  - Discussion on international data standards and their importance in AI development. How standards are implemented globally, and the implications for AI development.
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## CHAPTER 5

### DATA FOR AI WITH PDPA CONSIDERATIONS

- **PDPA:** Overview of the Personal Data Protection Act (PDPA) and its relevance to AI.
- **Compliance Strategies:** Strategies for managing and using data for AI in compliance with PDPA and other relevant data protection laws.



## Module 4

### AI Risk Management

#### Key Takeaway:

Learning essential aspects of AI risk management in healthcare, covering AI solutions, global frameworks, and mitigation strategies.

#### Learning Outcome:

Ability to effectively assess and mitigate AI-related risks in healthcare, using learned strategies and toolkits for responsible AI implementation and management.



# AGENDA OF MODULE 4: AI RISK MANAGEMENT

**Keynote:** Navigating AI Implementation and Understanding AI Risk

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## CHAPTER 1

### AI SOLUTIONS

- **Presentations by Leading Companies:** showcasing AI solutions in healthcare.
- **Enhancing Efficiency:** Discussion on how AI can improve efficiency and effectiveness in healthcare.

## CHAPTER 2

### GLOBAL AI RISK MANAGEMENT FRAMEWORK

- **NIST Framework:** Detailed overview of the National Institute of Standards and Technology's framework for managing AI risks.
- **EU AI ACT:** Examination of the European Union's AI Act, focusing on risk management issues and compliance requirements.

## CHAPTER 3

### AI RISK MANAGEMENT

- **Risk Management Concepts:** discussion on identifying, assessing, and managing risks associated with AI.
- **Mitigation Strategies:** learning strategies and best practices for mitigating AI risks, with a focus on healthcare applications.

## CHAPTER 4

### AI RISK ASSESSMENT WORKSHOP

- **AI Risk assessment toolkits:** workshop for optimizing AI Strategies and utilizing risk assessment toolkits for informed organizational decisions.



# PART 4

## REAL-WORLD AI IMPLEMENTATION AND USE CASES IN THAILAND AND SINGAPORE

Module 5 AI Healthcare in Practice  
Module 6 AI Study Visit  
Module 7 Brainstorming and Sharing

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### Module 5

#### AI Healthcare in Practice

#### Key Takeaway:

Acquiring insights into AI's role in healthcare, understanding its current applications and future potential, guided by expert insights and case studies.

#### Learning Outcome:

Ability to emerge with a clear grasp of AI implementation in healthcare, recognizing both its current uses and future opportunities.

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# AGENDA OF MODULE 5: AI HEALTHCARE IN PRACTICE

**Keynote:** “Leadership Insights: A Special Address for AI in Hospital.”

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## CHAPTER 1 AI STRATEGIC PLAN AND AI ROADMAP (POLICY ADVOCATES)

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- Outlining the steps to develop comprehensive AI strategies and roadmaps tailored for healthcare, emphasizing the integration of technology with patient care and operational efficiency

## CHAPTER 2 THE CURRENT APPLICATIONS OF AI IN HEALTHCARE PRACTICES

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- Successful AI implementations in healthcare settings
- Case Studies from Different Healthcare Specialties

## CHAPTER 3 INSIGHTS INTO THE FUTURE OF AI IN HEALTHCARE WITH MEDICAL INNOVATION

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- Opportunities and Challenges in Digital Healthcare Innovation such as Artificial Intelligence in Diagnosis and Treatment
- AI Showcase and Hand-on Demos (need to ask for permission)

## Module 6

### AI Study Visit (Singapore)

#### Key Takeaway:

Insights into global AI governance and innovation in healthcare, emphasizing ethical practices and effective data management.

#### Learning Outcome:

Gain practical knowledge of international AI policies in healthcare, focusing on ethical implementation and data interoperability.



# AGENDA OF MODULE 6: AI STUDY VISIT (Singapore)

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## CHAPTER 1

### AI GOVERNANCE MODEL FRAME- WORK/POLICY

- National Approach to AI Ethics and Governance
- Roles of Management in AI Risks & Governance Issues
- AI toolkits such as AI Verify

## CHAPTER 2

### AI POLICIES IN HEALTHCARE SECTOR

- AI Policy and Strategy to foster Healthcare competitiveness.
- AI in Healthcare Guidelines and
- AI Healthcare Project (Use Case)

## CHAPTER 3

### DATA FOR AI

- Biomedical Data Management
- Importance of data interoperability
- The challenge of data sharing and governing

## CHAPTER 4

### AI INNOVATION

- Innovation and sustainable healthcare
- Healthcare solutions and use case

## CHAPTER 5

### RESPONSIBLE AI IN PRACTICES

- Ethical AI Principles
- Implementing Ethical Considerations in AI Systems
- Case Studies: Ethical AI in Practice

## Module 7

### AI project and Governance

#### Key Takeaway:

Wraps up the AiX course, emphasizing reflection, discussion, and future application of AI knowledge.

#### Learning Outcome:

Understanding of AI, prepared for practical application and ongoing learning.



## AGENDA OF MODULE 7: AI PROJECT AND GOVERNANCE (COURSE COMPLETED)



- Project Present/Panel Discussion/Q&A Session: Reflect on the journey through the previous modules (Group)
- Guidance on how to continue learning and applying the course material
- Acknowledgments and appreciation
  - o Official closing of the course
  - o Feedback and Evaluation





**MORE THAN**

**20**  
**EXPERTS**

**OF AIX 2**



# HIGH-LEVEL EXECUTIVES FROM THE HEALTHCARE SECTOR

---

**01** — **Assoc. Prof. Cherdchai Nopmanee-jumruslers, M.D.**  
Vice director of Thailand's Siriraj Hospital

**02** — **Boonchai Kijsanayotin, M.D., Ph.D.**

- Senior Research Manager, Health Systems Research Institute (HSRI), Ministry of Public Health (MOPH)
- Senior Lecturer, Department of Clinical Epidemiology, Faculty of Medicine Ramathibodi hospital, Mahidol University

**03** — **Nawanai Theera-Ampornpunt, M.D., Ph.D.**

- Honorary Member on Personal Data Protection, Office of the Personal Data Protection Committee (PDPA)
- Lecturer, Department of Clinical Epidemiology and Biostatistics, Faculty of Medicine Ramathibodi Hospital
- International Policy Advisory Panel (IPAP), Electronic Transactions Development Agency (ETDA)

# PROFESSIONALS IN AI GOVERNANCE AND DIGITAL FORESIGHT

---

**01** — **Dr. Chaichana Mitrpant**  
Executive Director,  
Electronic Transactions Development Agency (ETDA)

**02** — **Dr. Sak Segkhoonthod**  
Senior Advisor,  
Electronic Transactions Development Agency (ETDA)

**03** — **Dr. Chalitda Madhyamapurushr**  
Senior Advisor,  
Electronic Transactions Development Agency (ETDA)

**04** — **Assoc. Prof. Dr. Bhumindr Butr-Indr**  
Assistant to the Rector for Research and Academic Affairs  
(Lampang Centre), Thammasat University

**05** — **Dr. Salitorn Thongmeensuk**  
Research Fellow,  
Thailand Development Research Institute (TDRI)

**06** — **Thitikorn Trakoonsirisak**  
Expert of AI Governance Clinic,  
Electronic Transactions Development Agency (ETDA)

# INTERNATIONAL POLICY MAKERS AND ADVOCATES

---

**01** — **Dr. Florian Ostmann**  
Head of AI Governance and Regulatory Innovation  
Public Policy Programme,  
The Alan Turing Institute

**02** — **Dr. Jared Robert Keller**  
Principal Researcher,  
The Open Data Institute (ODI)

**03** — **Sang Hao Chung**  
Deputy Director (AI Governance),  
Personal Data Protection Commission (PDPC)

**04** — **Linda Chow**  
Senior Assistant Director, Data Analytics Division,  
Ministry of Health, Singapore

**05** — **Asst. Prof. Bennett Lee**  
Director, Centre for Biomedical Informatics,  
Lee Kong Chian School of Medicine

**06** — **Koo Sengmeng**  
Senior Deputy Director, AI Innovation, AI Singapore

# AI HEALTHCARE SOLUTIONS PROFESSIONALS

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- 01 — Professor M.L. Chagriya Kitiyakara, M.D.**  
Head of Medical Innovations Development (MIND) Center,  
Faculty of Medicine Ramathibodi Hospital, Mahidol University
- 02 — Asst. Prof. Dr. Theerawit Wilaiprasitporn**  
School of Information Science and Technology (IST),  
Vidyasirimedhi Institute of Science & Technology (VISTEC),  
Co-Founder & CSO of Sense AI Company Limited (SensAI), Thailand
- 03 — Piyalitt Ittichaiwong, M.D.**  
Medical Doctor and Data Scientist at Siriraj hospital,  
Co-founder and CEO at PreceptorAI,  
Co-founder and Medical Advisor at SensAI
- 04 — Ome Sivadith**  
National Technology Officer at Microsoft Thailand
- 05 — Satsawat Natakarnkitkul**  
Senior ML Solutions Architect, Worldwide Public Sector (AWS)



# AiX PROGRAM PARTICIPANTS

Join the AiX program and transform the way your organization leverages AI. This program is a pivotal opportunity for:

- **Visionary Executives and Organizational Leaders:** Whether you're from the private or public sector, if your aim is to spearhead AI initiatives with confidence, ensuring trust and security, AiX is your catalyst for change. Bring AI into the core of your organization's strategy and operations, and lead with authority in this digital revolution.
- **Innovators in Healthcare and Research:** For researchers, medical doctors, healthcare professionals, and entrepreneurs keen on elevating their AI capabilities, AiX offers an unparalleled platform. Amplify your impact in the global arena with advanced AI implementation strategies that set you apart from the competition.

## AiX IS NOT JUST A COURSE

It's a strategic investment in your professional journey. Embrace the chance to revolutionize your field with AI, and join a network of peers who share your ambition for progress and excellence.

\*Seats are limited to 25 executive participants\*



# 5

DAYS

## ONSITE TRAINING

(inclusive of lunches & refreshments)

**The Montien Hotel  
Surawong, BANGKOK**

# 1

DAY

## SITE VISIT

leading hospital  
in Thailand  
(TBC: Siriraj)

# 3

DAYS

## SITE VISIT

Singapore 3 days /  
2 nights  
(inclusive of economy  
air ticket accommodation,  
transportation and meals)

*The fee does not include any expenses incurred due to changes of flights, extra luggage weight, or other personal expenses.*

## NETWORKING DINNER

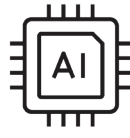
(This program will be occurred between 19 April – 14 June 2024)



Face-to-Face  
Learning



Best Practices



Real-World  
Case Analysis



Networking  
and Discussion



Study Trip  
(Bangkok & Singapore)

Please register & complete the payment before  
the start of the program.

The comprehensive program fee is

# 179,000 Baht

(VAT included)

For an immersive learning adventure, choose our

**Onsite Training with a Site Visit in Thailand for**

# 99,000 Baht

(VAT included)



**REGISTRATION NOW**



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