Abstract: Modernizing Medicine is a leading healthcare technology company which provides specialty medical practices with a suite of software solutions including its flagship electronic health record (EHR) system, EMA® which is used by more than 15,000 providers across the country. In this talk, Alice will provide real world examples of how physicians can use data to help make more informed medical and business decisions. She will provide examples of the use of artificial intelligence (AI) in healthcare products and discuss some of the challenges healthcare companies may face when building products with embedded AI.