Цифровые технологии и искусственный интеллект в общей врачебной практике Великобритании
Алматы, июнь 2025

ПРОВОСТ (РЕКТОР) – КОРОЛЕВСКИЙ КОЛЛЕДЖ ВОП – ЙОРКШИР

ПРОВОСТ (РЕКТОР) – АССОЦИАЦИЯ ХИРУРГОВ ПМСП ВЕЛИКОБРИТАНИИ

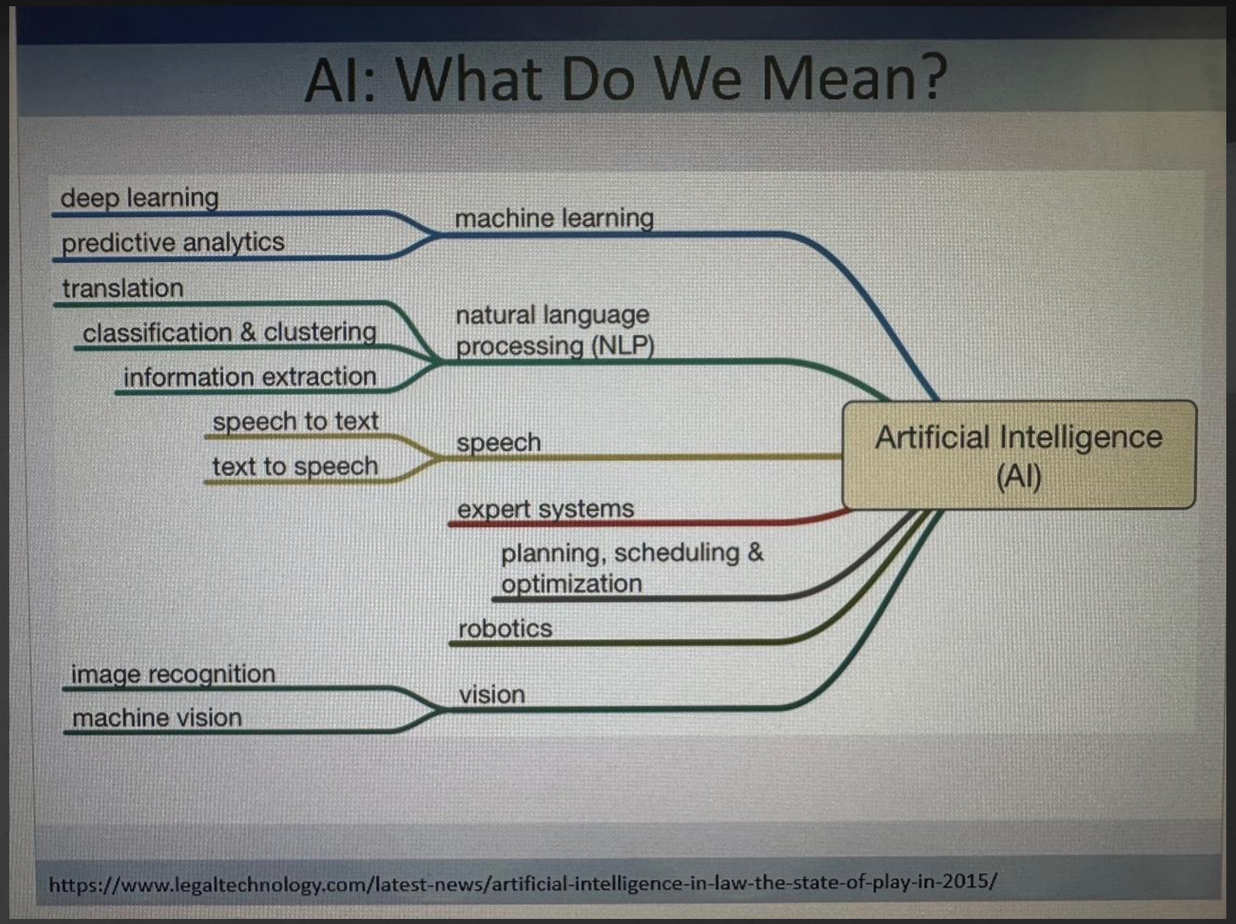
МЕДИЦИНСКИЙ ДИРЕКТОР ГРУППЫ СЕМЕЙНЫХ АМБУЛАТОРИЙ – ВЕЛИКОБРИТАНИЯ

НАЦИОНАЛЬНЫЙ КЛИНИЧЕСКИЙ СОВЕТНИК ПО НАУЧНОЙ ПОЛИТИКЕ КОРОЛЕВСКОГО КОЛЛЕДЖА ВОП - ЛОНДОН

ЧЛЕН ИСПОЛНИТЕЛЬНОГО КОМИТЕТА КОРОЛЕВСКОГО КОЛЛЕДЖА ВОП - ЛОНДОН

ЧЛЕН ИСПОЛНИТЕЛЬНОГО КОМИТЕТА ПРОФСОЮЗА ВРАЧЕЙ ВЕЛИКОБРИТАНИИ – ЮЖНЫЙ ЙОРКШИР

КАК РАБОТАЕТ ИИ – НАШЕ ПОНИМАНИЕ



РАЗНЫЕ СТРАНЫ ПО РАЗНОМУ БОЯТСЯ ИИ

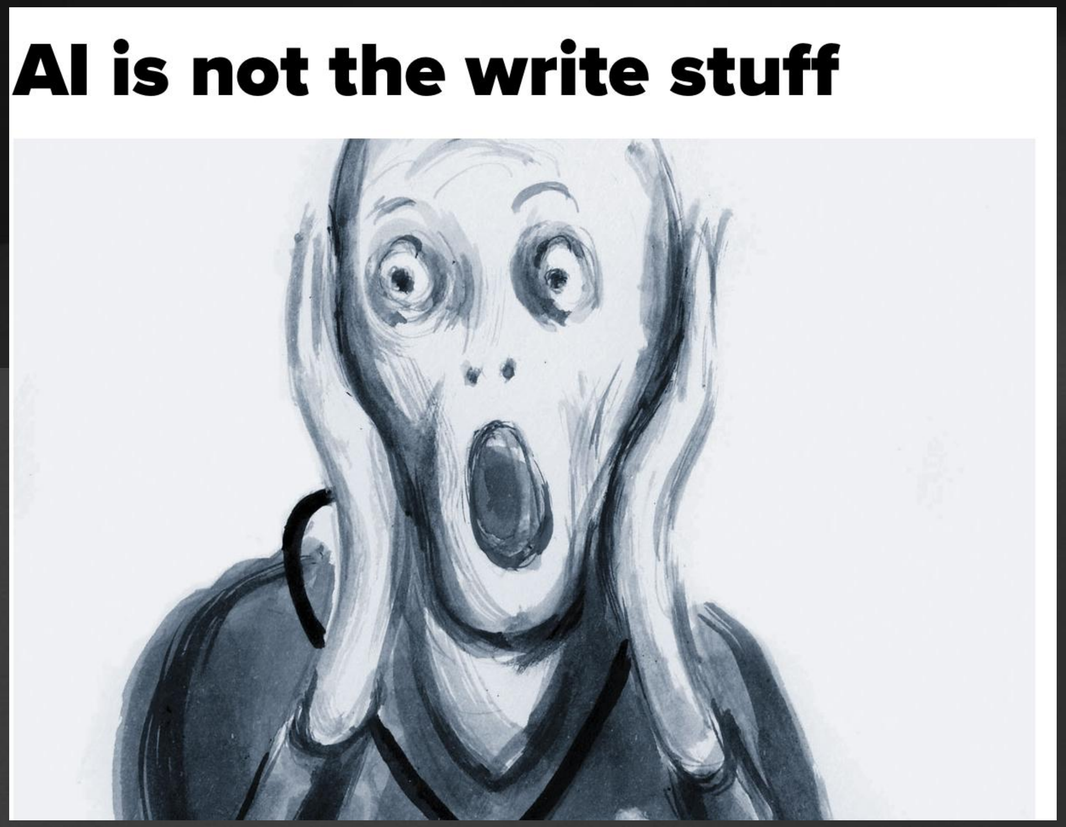
Between and within countries, respondents expressed variable levels of fear about seeing AI taking over our six target occupations. Note for example the unusually high level of fear about Religious AI in Saudi Arabia, and the unusually low level of fear about Careworker AI in Japan.

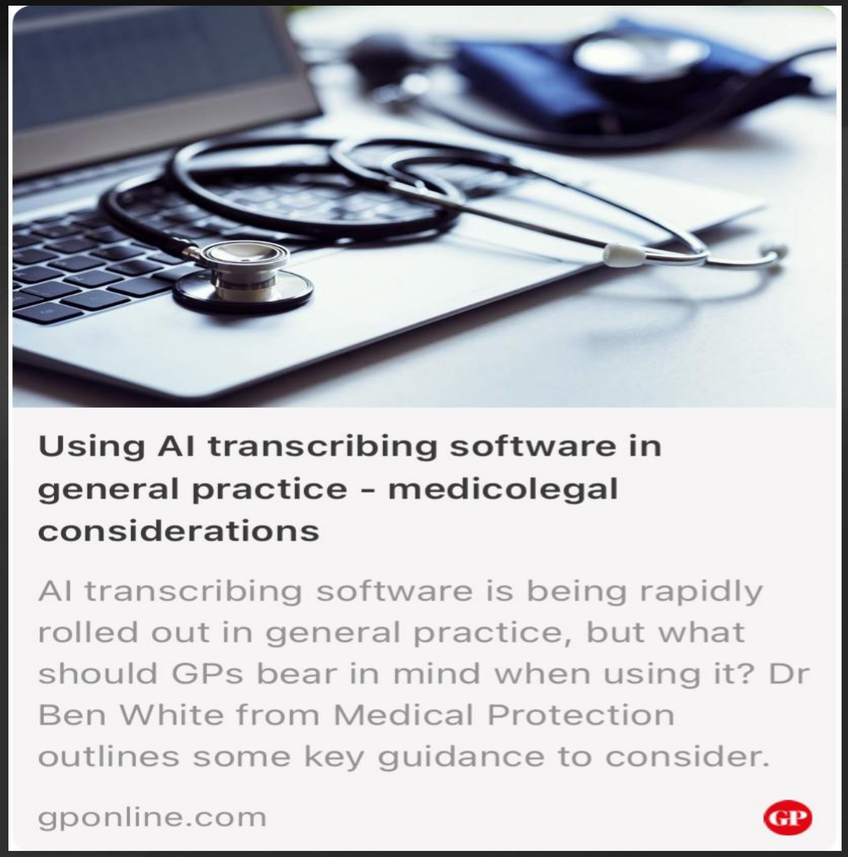
ОБЕСПОКОЕННОСТЬ В РАБОТЕ – ПОТЕРЯ ДАННЫХ?

ИИ в общей практике – безопасность данных

ИИ может изменить медицинскую помощь, но врачи и медсестры беспокоятся

Страх потери работы? Другие риски – могут ли подать на вас в суд?





ГОСУДАРСТВО ПРОДАЕТ ДАННЫЕ?

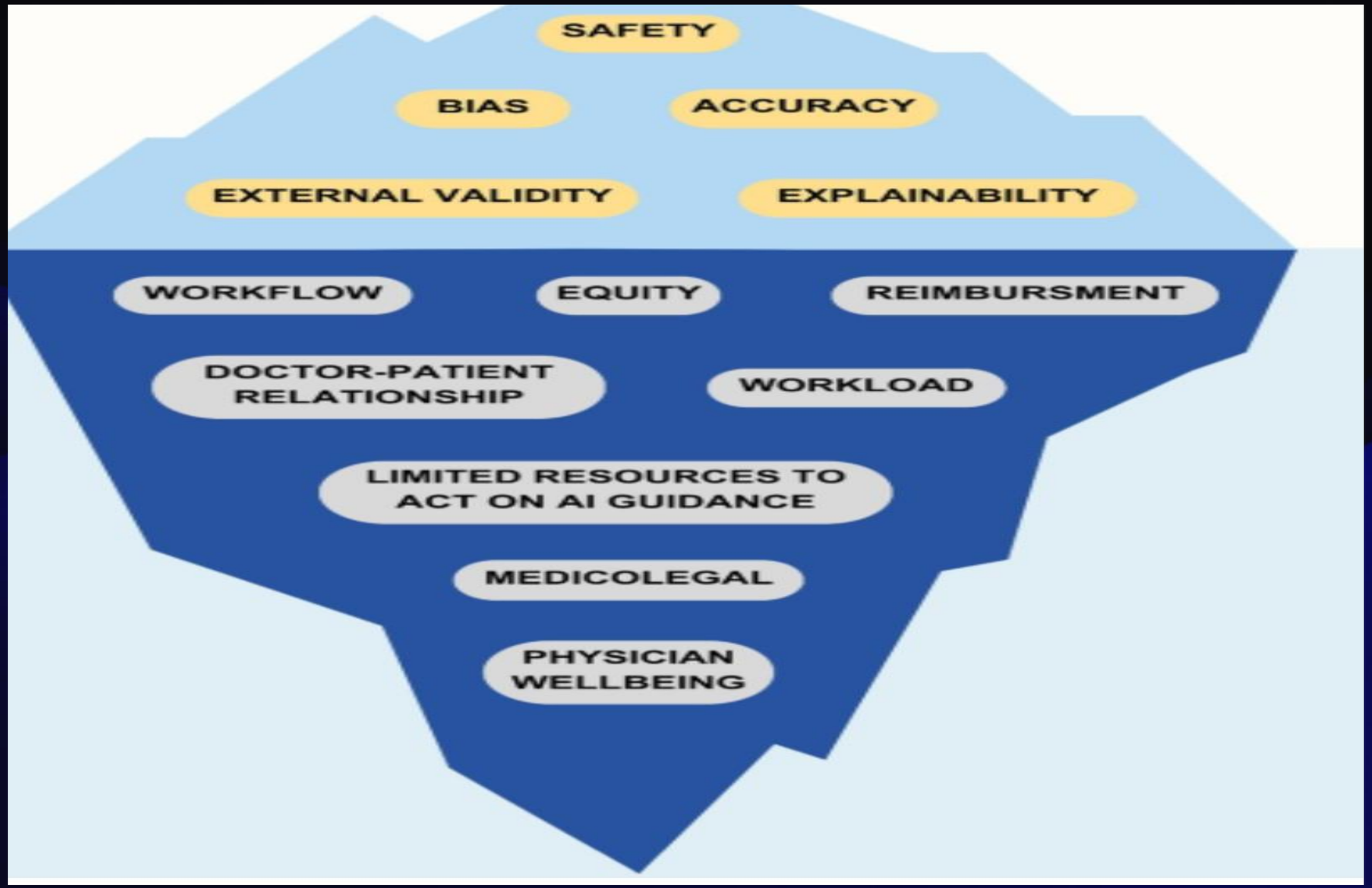
Врачи общей практики должны участвовать в любой продаже данных зарубежным компаниям или использовании, спрашивая разрешение каждого пациента, поскольку они принадлежат им, даже анонимно!

Concerns raised over AI trained on 57 million NHS medical records

The makers of an AI model called Foresight say it could help predict disease or hospitalisation rates, but others have expressed concern about the fact it is trained on millions of health records

newscientist.com NS

https://www.newscientist.com/article/2479302-concerns-raised-over-ai-trained-on-57-million-nhs-medical-records/?fbclid=IwQ0xDSwKn0M5leHRu-A2FlbQIxMQABHjdmyzXSbQenc-AMK8v9W9NovwMFfBURDN7y-T5I0y8x6Lq-87vbfeF4z-sta0z_aem_hHhfaNp71SYhVYr-SGCMAVQ 13:09


SAFETY
BIAS
ACCURACY
EXTERNAL VALIDITY
EXPLAINABILITY
WORKFLOW
EQUITY
REIMBURSMENT
DOCTOR-PATIENT RELATIONSHIP
WORKLOAD
LIMITED RESOURCES TO ACT ON AI GUIDANCE
MEDICOLEGAL
PHYSICIAN WELLBEING

ШОКИРУЮЩИЕ СВЕДЕНИЯ !

AI system resorts to blackmail if told it will be removed - BBC News

In a fictional scenario, the model was willing to expose that the engineer seeking to replace it was having an affair.

bbc.co.uk

https://www.bbc.co.uk/news/articles/cpqeng9d20go.amp

Another type of risk to consider, in a complex field with large potential benefits

12:48

'DeepSeek brought me to tears': How young Chinese find therapy in AI

bbc.com

https://www.bbc.com/news/articles/cy7g45g2nxno

09:02

Число медицинских ошибок в день в Великобритании – 19 000 , США - 72 000 /30 смертей в день, а что в Казахстане?

Есть ли здесь преимущество ИИ?

Medical errors are still harming patients. AI could help change that.

Medication mistakes — in which the wrong drug or the wrong dose is given to a patient — are among the most common errors in medicine.

nbcnews.com

Here is one of them: https://www.nbcnews.com/health/health-news/medical-errors-are-still-harming-patients-ai-help-change-rcna205963

08:40

Письмо министра здравоохранения 6 недель назад

и Экс-премьер-министра Великобритании–Тони Блэйра - друга Казахстана

NHS England

Date published: 27 April, 2025
Date last updated: 27 April, 2025

Guidance on the use of AI-enabled ambient scribing products in health and care settings

Version 1
For England only

Publication (/publication)

Content

- Purpose
- Scope
- Further support
- 1. Quick implementation guide
- 2. Product details
- 3. Key Considerations
- Appendix – in-depth considerations and actions

Purpose

This guidance offers high-level information to assist those adopting ambient scribing products that feature Generative Artificial Intelligence (AI), for use across health and care settings in England. These products are sometimes referred to as ambient scribes or AI scribes and include advanced ambient voice technologies (AVTs) used for clinical or patient documentation and workflow support.

The guidance is intended for settings aiming to implement a specific product or function of an existing product. It is not meant for individuals seeking to use tools outside the supervision of their setting, such as through unauthorised applications.

Scope

The guidance provides an overview of ambient scribing products and key considerations for Chief Information Officers (CIOs) and Chief Clinical Information Officers (CCIOs) leading AI adoption in health settings.

The Appendix offers an in-depth exploration of these considerations, providing further actions for technical and product teams leading AI adoption.

Further support

This is the first in a series of documents to be published over the next six months to support the adoption of ambient scribing products. These documents will be aimed at a broader system audience and will include:

Sir Tony Blair, 72, said it was “absurd” that NHS data was not being made available to power innovation
LORNE THOMPSON/GETTY IMAGES

Tony Blair: Britain should have AI doctors and nurses

The former PM says humanity is entering its biggest transformation since the Industrial Revolution and that it’s ‘absurd’ not to do more in the NHS

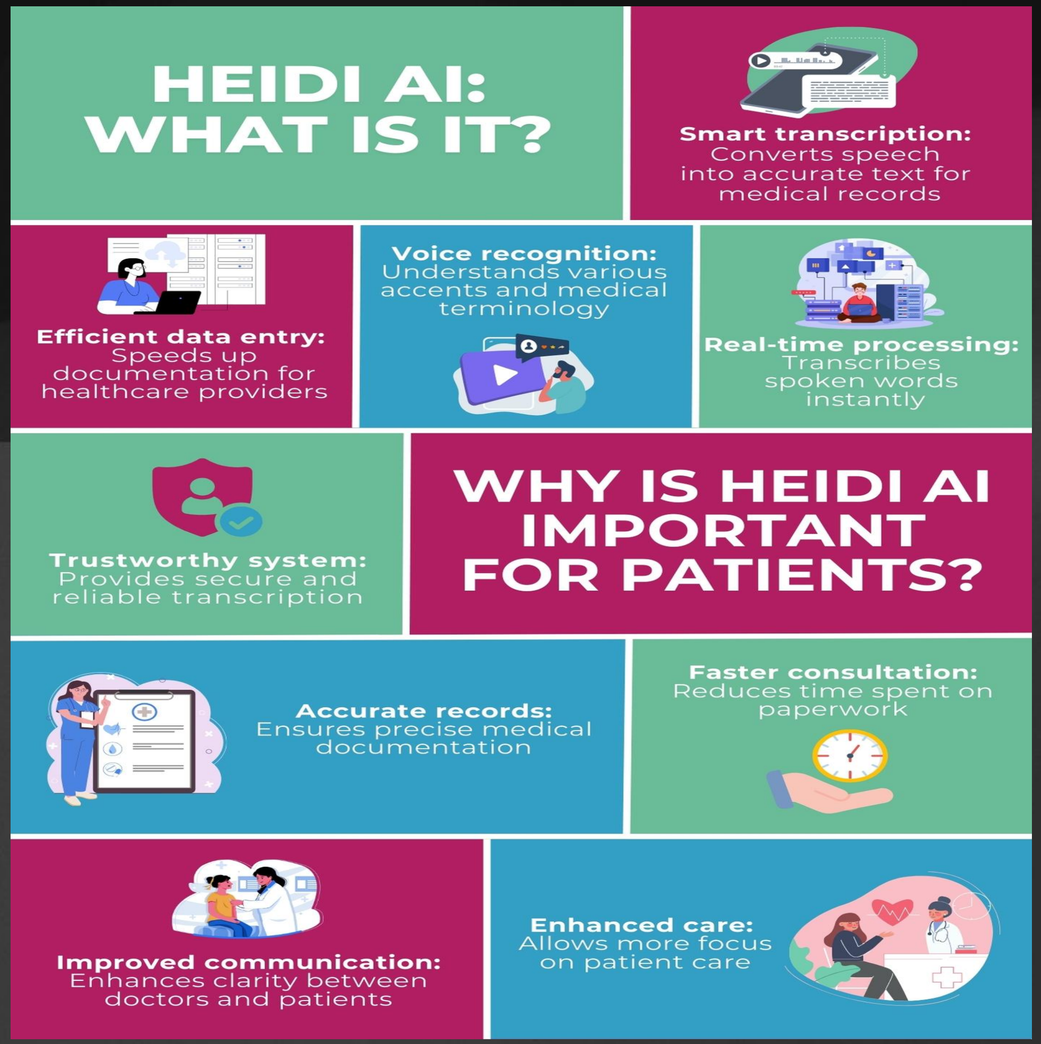
Lucy Bannerman
Monday June 02 2025, 8.00pm, The Times

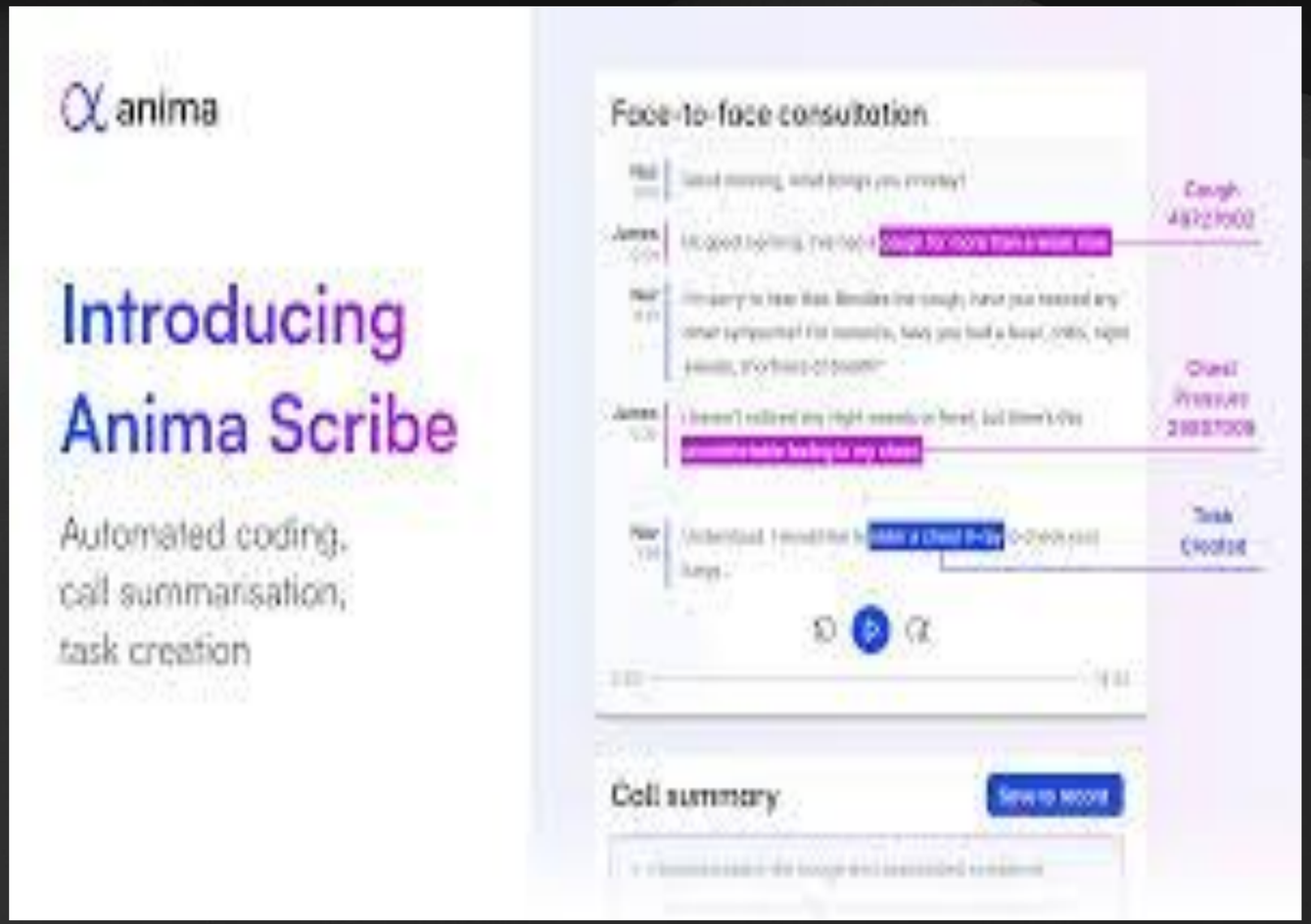
Britain should embrace a future of AI doctors and nurses or risk being left behind in the biggest upheaval since the Industrial Revolution, Sir Tony Blair has said.

The former prime minister said that fears about artificial intelligence should be outweighed by the “absolutely transformative” impact it could have on public services like healthcare and

В общей врачебной практике Великобритании обычно используются такие ИИ приложения

HEIDI AI и α anima





ТЕСНАЯ СВЯЗЬ –ЗАПИСЬ НА ПРИЕМ 24 ЧАСА В СУТКИ /ПАТОМОРФОЛОГИЯ /РЕЗУЛЬТАТЫ АНАЛИЗОВ КРОВИ/ САМОПОМОЩЬ

GP.AI

Полное ИСПОЛЬЗОВАНИЕ ИИ во время приема ВОП- все записывается/ обобщается/ кодируется/ проверяются назначения– делает предложения– проверяет на аллергию и напоминает о том, что должен пройти хронический пациент плюс дает совет, когда назначить повторный контрольный прием / диктует направления в стационар / на повторный прием appointment и рассылает информационные листовки по телефону для сохранения информации! Стоит £15,000 в год на одну амбулаторию

ПОКА ИИ ПОЛНОСТЬЮ НЕ ОТВЕЧАЕТ ПОТРЕБНОСТЯМ ВОП ПРИ РАБОТЕ С БОЛЬНЫМИ

- Отношение Королевского Колледжа ОВП London- большой потенциал, но пока ИИ не может делать всю работу за ВОП

RC GP Royal College of General Practitioners

AI has 'potential' in general practice – but is not the panacea for GP pressures

RCGP Chair responds to an Institute of Global Change report on the wider use of AI in general practice and the creation of a centralised digital health record.

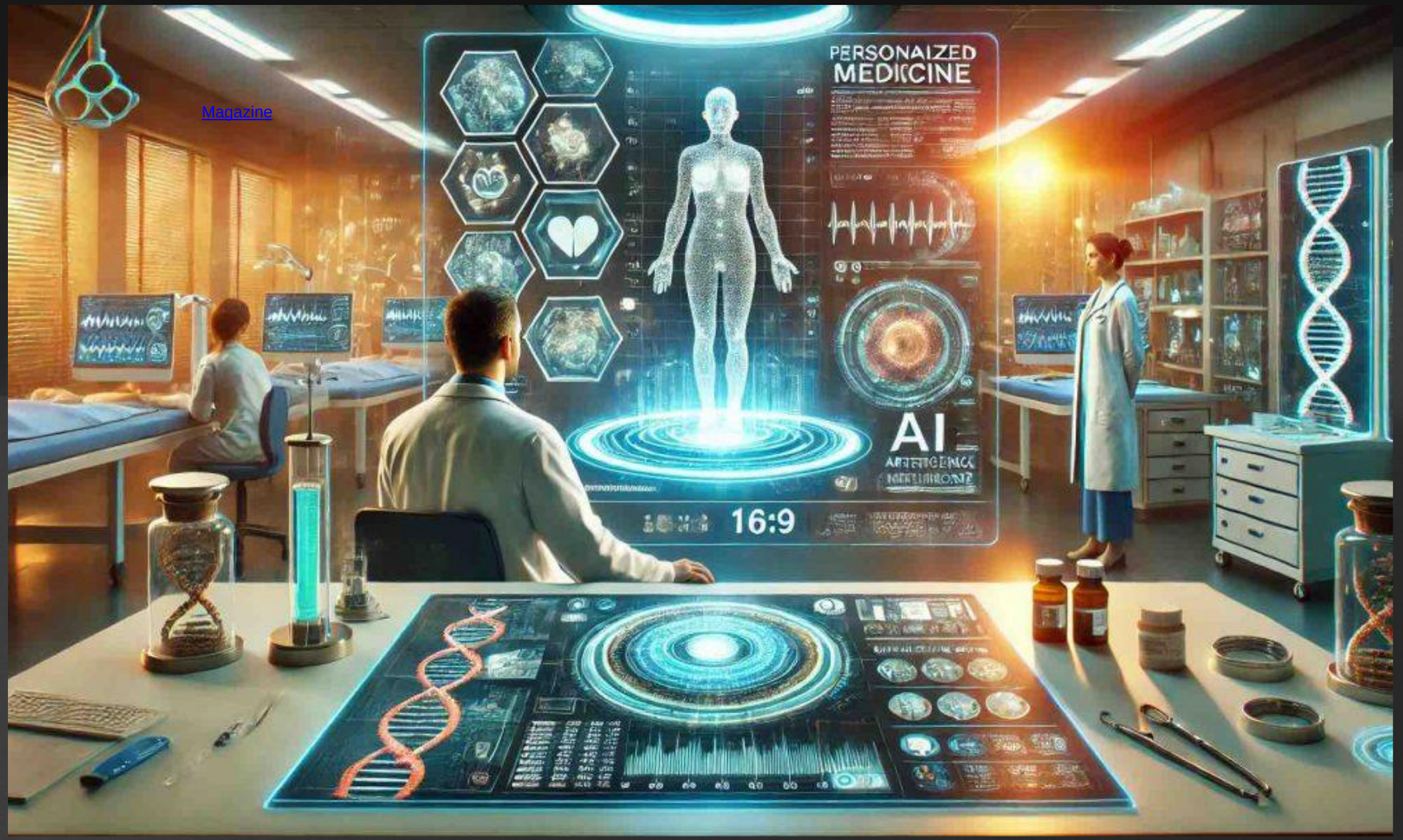
rcgp.org.uk

https://www.rcgp.org.uk/News/ai-general-practice-gp-pressures

12:54

ЧТО В РЕАЛЬНОСТИ?

ЕЩЕ НЕТ– НО БУДЕТ - ПЕРСОНИФИЦИРОВАННАЯ МЕДИЦИНА

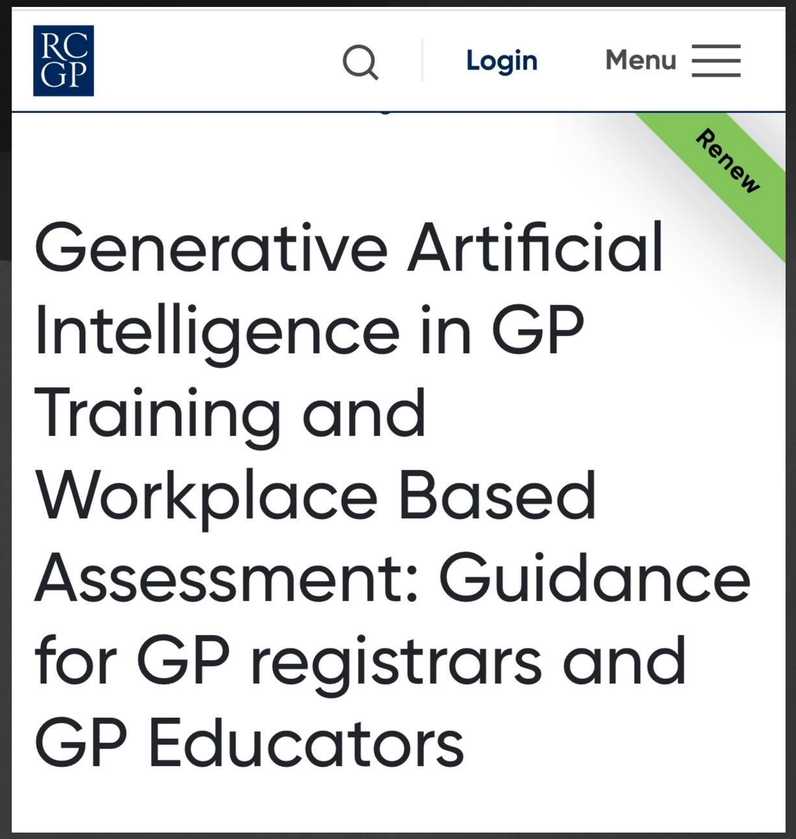


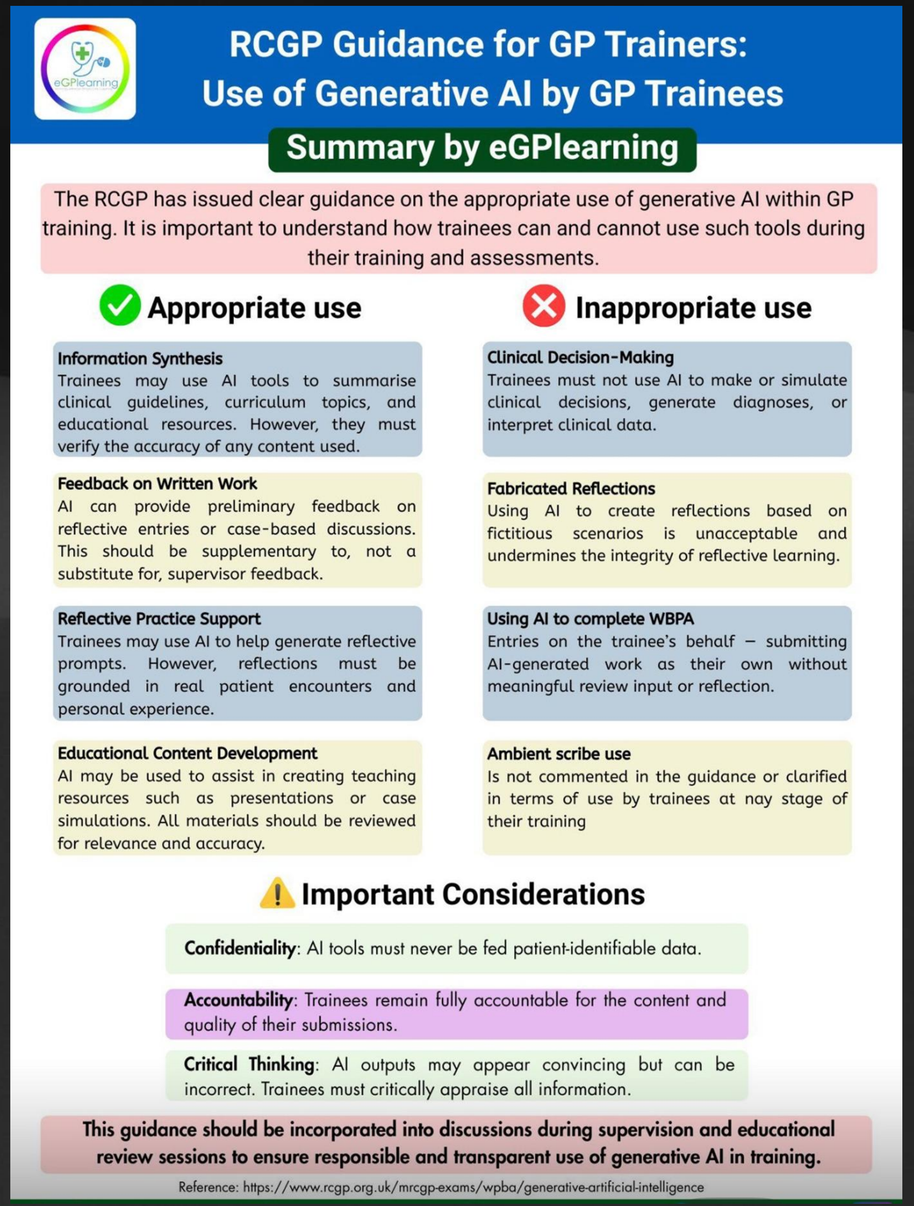
Обучение начинается в медицинском ВУЗе – сейчас это часть программы обучения британских студентов-медиков

Medical schools told to teach future doctors how to use artificial intelligence

By Anna Colivicchi | 31 January 2025

РУКОВОДСТВО ДЛЯ ПРЕПОДАВАТЕЛЕЙ ПО ИСПОЛЬЗОВАНИЮ ИИ





Профсоюз ВОП советует британскому правительству приостановить основной проект по внедрению ИИ до тех пор, пока сами врачи не одобрят план внедрения – ничего не делается без получения разрешения и одобрения врачей общей практики.

В Манчестере спрашивают мнение ВОП и больных, что включить для них в функции ИИ

ХОТИТЕ УКРЕПИТЬ ВОП В Манчестере? – спросите разрешения !

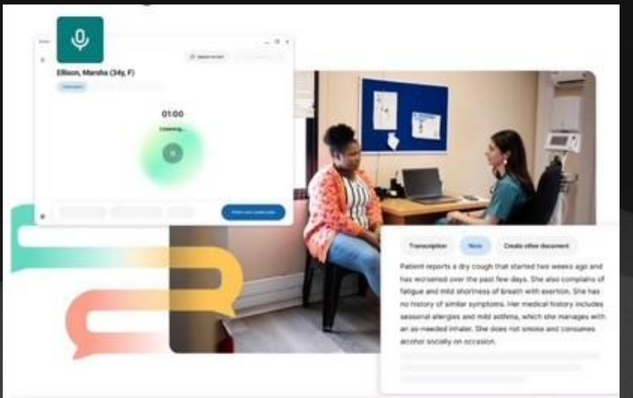
Health Innovation Manchester: Community engagement and patient research on data sharing from the GM care record

nexerdigital.com

Nexer partnered with Health Innovation Manchester to run a public consultation to understand public awareness of current data-sharing practices, and perceptions of the benefits and risks of sharing data for research, particularly among groups who tended to be excluded from consultations.

https://www.nexerdigital.com/work-we-re-proud-of/health-innovation-manchester-community-engagement/

20:47



Accurx and Tandem Health roll out AI scribing tool across the NHS

Accurx and Tandem Health have launched a tool that transcribes, summarises and codes patient consultations into a trust's clinical record.

digitalhealth.net

https://www.digitalhealth.net/2025/04/accurx-and-tandem-health-partner-to-roll-out-ai-scribing-in-the-nhs/

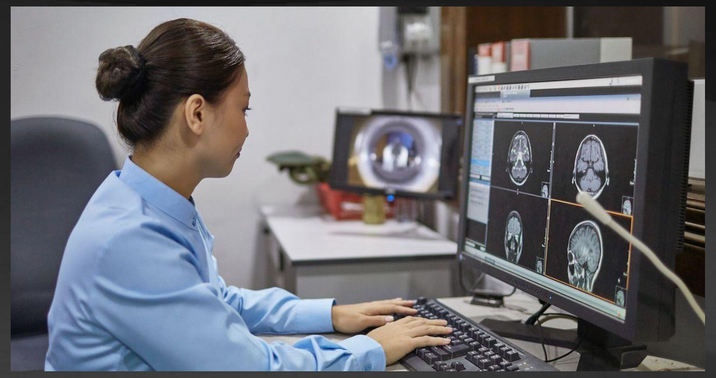
19:33

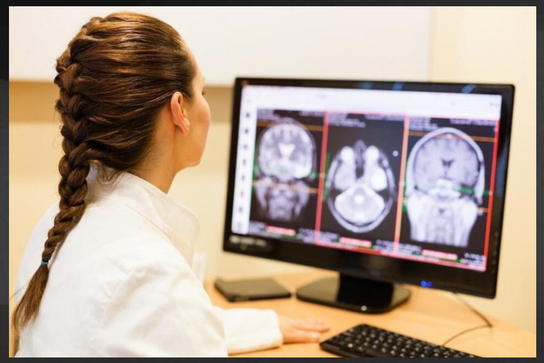
ОБУЧЕНИЕ МЕДРАБОТНИКОВ ШИРОКО ПОДДЕРЖИВАТСЯ ВУЗАМИ

С марта 2025 года используется в системе здравоохранения Великобритании

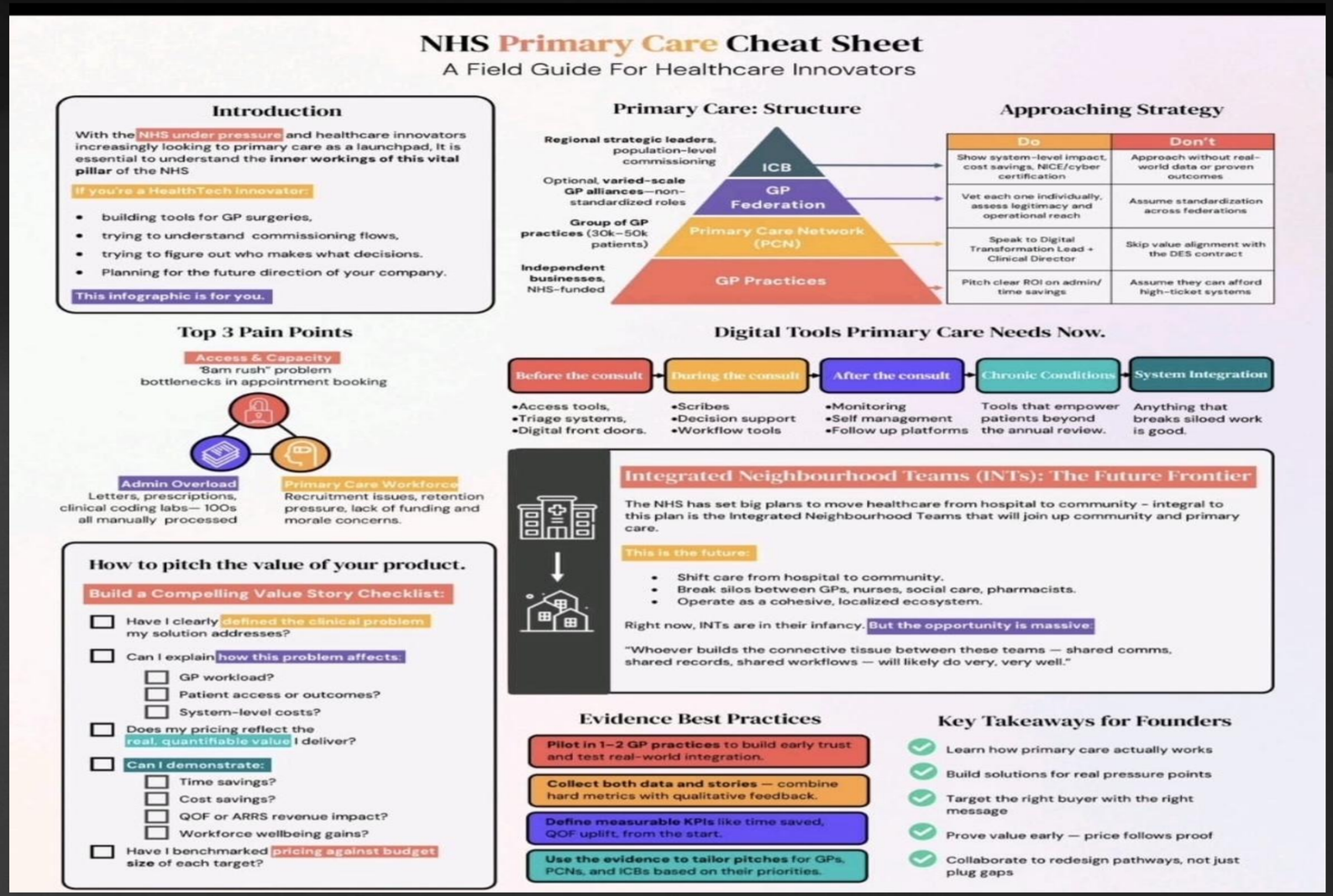
Подозрение на рак кожи? Диагноз ставит ИИ

В Великобритании ИИ используется при маммографии, Rn грудной клетки и КТ





Хотите стать казахстанским ВОП – ИИ инноватором? – Попробуйте Британскую модель общей практики!



NHS Primary Care Cheat Sheet

A Field Guide For Healthcare Innovators

Introduction

With the NHS under pressure and healthcare innovators increasingly looking to primary care as a launchpad, It is essential to understand the **inner workings of this vital pillar** of the NHS

If you're a HealthTech innovator:

- building tools for GP surgeries,
- trying to understand commissioning flows,
- trying to figure out who makes what decisions.
- Planning for the future direction of your company.

This infographic is for you.

Primary Care: Structure

Approaching Strategy

Do	Don't
Show system-level impact, cost savings, NICE/cyber certification	Approach without real-world data or proven outcomes
Vet each one individually, assess legitimacy and operational reach	Assume standardization across federations
Speak to Digital Transformation Lead + Clinical Director	Skip value alignment with the DES contract
Pitch clear ROI on admin/ time savings	Assume they can afford high-ticket systems

Top 3 Pain Points

Access & Capacity
"8am rush" problem
bottlenecks in appointment booking

Admin Overload
Letters, prescriptions, clinical coding labs— 100s all manually processed

Primary Care Workforce
Recruitment issues, retention pressure, lack of funding and morale concerns.

Digital Tools Primary Care Needs Now.

Before the consult	During the consult	After the consult	Chronic Conditions	System Integration
•Access tools, •Triage systems, •Digital front doors.	•Scribes •Decision support •Workflow tools	•Monitoring •Self management •Follow up platforms	Tools that empower patients beyond the annual review.	Anything that breaks siloed work is good.

How to pitch the value of your product.

Build a Compelling Value Story Checklist:

- ☐ Have I clearly defined the clinical problem my solution addresses?
- ☐ Can I explain how this problem affects:
  - ☐ GP workload?
  - ☐ Patient access or outcomes?
  - ☐ System-level costs?
- ☐ Does my pricing reflect the real, quantifiable value I deliver?
- ☐ Can I demonstrate:
  - ☐ Time savings?
  - ☐ Cost savings?
  - ☐ QOF or ARRS revenue impact?
  - ☐ Workforce wellbeing gains?
- ☐ Have I benchmarked pricing against budget size of each target?

Integrated Neighbourhood Teams (INTs): The Future Frontier

The NHS has set big plans to move healthcare from hospital to community – integral to this plan is the Integrated Neighbourhood Teams that will join up community and primary care.

This is the future:

- Shift care from hospital to community.
- Break silos between GPs, nurses, social care, pharmacists.
- Operate as a cohesive, localized ecosystem.

Right now, INTs are in their infancy. But the opportunity is massive.

"Whoever builds the connective tissue between these teams — shared comms, shared records, shared workflows — will likely do very, very well."

Evidence Best Practices

- **Pilot in 1–2 GP practices** to build early trust and test real-world integration.
- **Collect both data and stories** — combine hard metrics with qualitative feedback.
- **Define measurable KPIs** like time saved, QOF uplift, from the start.
- **Use the evidence to tailor pitches** for GPs, PCNs, and ICBs based on their priorities.

Key Takeaways for Founders

- Learn how primary care actually works
- Build solutions for real pressure points
- Target the right buyer with the right message
- Prove value early — price follows proof
- Collaborate to redesign pathways, not just plug gaps

CMR’s robot-assisted surgery system Versius has been used in about 30 countries

CMR SURGICAL

Surgical robot maker CMR explores $4bn sale

The Cambridge-based firm backed by SoftBank and Tencent recently enjoyed a regulatory breakthrough in the US

Большие доходы у создателей ИИ.
Например, робот-помощник хирурга Versius из Кембриджа уже продается в 30 странах

Благодарю за внимание!

Будущее уже здесь: ИИ в семейной медицине