

AI is already in healthcare

Is your AI trustworthy?



AI is already embedded in healthcare: in approved clinical tools and in vendor platforms running administrative systems. AI is inside pilots that became permanent, and it is in use that is often ungoverned, undocumented and hidden from leadership.

Boards are asking questions they cannot yet answer. Regulators are moving. The EU AI Act is creating compliance obligations that extend beyond Europe. Insurers are beginning to price AI governance risk. Patients are wary, and litigation is increasing.

By 2027, most healthcare boards, regulators, payers and insurers will expect independent evidence that AI is governed – not just adopted. Trust will be earned by organisations that can show AI governance is real.

The risk of waiting

Organisations that delay AI governance investment face higher remediation costs, slower decisions, greater reputational risk and increasing difficulty explaining AI use to boards, patients and regulators. The earlier governance is embedded, the more proportionate and manageable it is.

Independent AI governance certification

AI Trust is an organisation-level certification for healthcare AI governance and operational readiness. Anchored by CIHQ – a CMS-approved hospital accrediting organisation with deeming authority since 1999 – and powered by Picker, AI Trust brings accreditation discipline to AI oversight. It validates governance that is designed, documented, applied, monitored and right sized to the organisation.

AI oversight and accountability

AI governance structure, accountability frameworks, approved-use pathways, AI inventory and use-case classification. Risk assessment proportionate to the organisation's AI profile.

Legal, privacy and security alignment

Privacy safeguards for patient and sensitive health data. Security controls. Legal and regulatory alignment across all applicable frameworks including regional requirements for GCC organisations.

Clinical, quality and safety integration

Clinical oversight, quality and safety alignment, research governance and operations integration. AI embedded in existing governance structures, not running alongside them.

Workforce and vendor management

Workforce education, human oversight requirements, vendor due diligence, bias monitoring, drift detection, incident response and corrective action processes.

Right sized by design

AI Trust is not a one-size-fits-all standard. Requirements are calibrated to your organisation's size and complexity, geography and applicable regulatory requirements, current and planned AI tools, and use-case volume and risk profile. Whether your organisation has three AI use cases or 300, across one facility or 10 sites, the scope, depth and timeline of AI Trust are matched to your environment.

Globally informed

AI Trust is aligned to the leading international AI governance frameworks: NIST AI RMF, ISO 42001, ISO 23894, OECD AI Principles and WHO guidance on AI in health.

For organisations in the Middle East, AI Trust incorporates the Saudi Arabia PDPL and SDAIA AI Ethics Principles, the UAE AI Charter and all applicable regional requirements. EU AI Act and UK AI regulatory framework requirements are also embedded.

The three-step pathway

1

Application

CIHQI assesses your organisation's AI profile. Scope, depth and timeline confirmed. NDA and BAA signed.

2

Orientation and self-assessment

Gap analysis and readiness priorities identified. AnalytAIX supports readiness activities under CIHQI authority.

3

Site validation and certification determination

On-site survey validates governance in practice. CIHQI issues the final report and certification determination.

Four maturity levels

AI Trust uses a four-level maturity architecture – foundational, managed, optimised and leading – so organisations can see not just whether they pass or fail, but where they stand and what the path forward looks like. Maturity is reassessed on a cycle, creating a continuous improvement loop rather than a one-time compliance exercise.

Independent, internationally credible validation

AI Trust Certification gives your organisation independent, internationally credible validation that its AI governance is real, proportionate and operating in practice. It provides greater confidence for boards, clinical leaders, patients, regulators, payors, insurers, partners and vendors.

It creates a documented, auditable record of governance available to all stakeholders who need to see it.

Join the AI Trust Certification pathway

The first step is a readiness call with the AI Trust team. We will assess your organisation's AI profile, discuss the scope that makes sense for your context, and outline the timeline and investment. There is no obligation. The readiness call is where the conversation starts.

Talk to us today – scan the QR code or [click here](#)

