Pacific Journal of Business Innovation and Strategy

https://scienceget.org/index.php/pjbis Vol. 2, Issue 2, 2025



pISSN: 3067-4115

REVIEW

DOI: https://doi.org/10.70818/pjbis.2025.v02i02.056



Artificial Intelligence in Strategic Healthcare Business Decisions: Engineering Competitive Advantage Across Health Systems

Md Zubayer Islam*

* Department of Business administration, Ulster University, United Kingdom

ABSTRACT: Health organizations everywhere are dealing with increased expenses, fewer available workers and the need to deliver high-quality care. Thanks to AI, companies now enjoy automation, forecasting tools and the ability to use data to make decisions which help them address these persistent issues in the supply chain. This report brings together progress from 2018 to 2024, examining the ways AI is used in healthcare by supporting clinical decisions, improving operations, shaping financial plans and designing hardware and software systems. Using Bangladesh's experience in adopting AI expands our relevance to the region. AI-supported diagnosis seems to reach high precision and some research has found that it is 17% more accurate than traditional diagnostics. Patients now spend, on average, up to 35% less time waiting in the emergency room which boosts their experience and eases the flow of people. The use of AI for financial analytics has boosted coder productivity by 40% and lowered discharged-not-final-billed cases by 50% which has greatly improved revenue cycles and made costs more reasonable. Mobile platforms powered by AI in Bangladesh have made it easier for rural people to access maternal and child healthcare. The review provides instructions for decision-makers to implement AI aiming for equity and while meeting regulatory, ethical and technical requirements.

Keywords: Artificial Intelligence in Healthcare, Strategic Decision-Making, Clinical Decision Support Systems, Predictive Analytics, Healthcare Innovation.

How to Cite: Islam, MZ. (2025). Artificial Intelligence in Strategic Healthcare Business Decisions: Engineering Competitive Advantage Across Health Systems. *Pac J Bus Innov Strateg*, 2 (2), 29-40.

*Corresponding Author:

Md Zubayer Islam

| Submitted: February 19, 2025 | Accepted: April 25, 2025 | Published: May 31, 2025

Copyright © 2025 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

INTRODUCTION

The 21st century poses unique difficulties for healthcare systems around the world. Both developing and developed countries are now facing immense challenges due to ever rising expenditures, chronic diseases, an aging population, and ever-increasing inequality of service quality. According to global health expenditure statistics, the global sum of expenditure towards health is projected to reach over 10% of global GDP by 2022 and in some high-income countries is projected to exceed 17% of GDP [1]. Though there is

chronic inefficiency throughout the system, administrative complexity, overutilization of services, and poor coordination of care result in an estimated 25% of spending being wasted [2]. There is an increasing need to transform the delivery and administration of healthcare towards data driven, efficient, and scalable solutions. Shaw *et al.* discussed this adaptability of AI and its emerging ability to address systemic deficiencies through the processing of vast amounts of structured and unstructured data [3]. As previously mentioned, Rahman *et al.* pointed out that AI functions within clinical settings

far beyond imaging and the radiological departments [4]. AI's initial adoption focus included clinical functions such as radiological diagnostics, and now encompasses more strategical and operational AI functionalities. Further, during the 2018-2024 period, AI adoption grew for healthcare functions at an average of above 40% annually which showcases not only advancements in related technologies, but also heightens acknowledgement of AI's importance in system design, business operations, and decision making [5,6]. With technological advancements, AI-powered systems encompass healthcare management, patient-centered engagement, and business intelligence, which displays the diverse applicability of intelligent-shift interdisciplinary fields technology [7,8]. AI use is expanding far beyond the hospital wards and imaging departments. Supported decision-making systems with AI implanted boosts diagnostic accuracy by 15-20% for practices such as pathology, dermatology, ophthalmology [9]. AI tools are also enhancing workflows in nonclinical hospital settings, along with administration of human resources, and repetition of administrative actions. The inclusion of AI systems in triaging patients has led to a 35% decrease in the emergency department wait time, and an increase in patients handled by 25%, which in turn enhanced service delivery and satisfaction levels [10]. One of the most beneficial factors for health facilities AI has is with the operational and financial efficiencies within the field. Management of revenue cycles is a huge and complex undertaking foundations riddled with coding inaccuracies, billing lags, and claim denials. Financialgrade AI systems have been proven to increase coder throughput by as much as 40% and virtually eliminate discharged-not-final-billed (DNFB) cases by almost 50% [11]. These changes guarantee prompt reimbursement while enabling effective cash flow management to the healthcare institutions. In the US alone, the figure is estimated at over \$250 billion that could be saved each year, courtesy of automated administrative processes, the majority of which can be AI's responsibility [12]. The AI's function goes beyond AI pathologists, greatly contributing to strategic forecasting and systems planning. Predictive analytics models rely on both historical and real-time data to project service needs, resource gaps, and even surges in disease outbreaks [13]. For instance, some healthcare providers have implemented AI algorithms that accurately predict patient volumes during specific seasons, achieving over 90% accuracy which supports

proactive workforce and supply chain planning. [14]. Such foresight minimizes organizational operational risks while increasing resilience during crises be it a pandemic, natural disaster, or any difficult situation. Outside operational advantages, AI is considered by many as a key factor propelling competitive edge within the healthcare sector. Institutions that deploy AI within their strategic models are known to suffer from shortened innovation cycles, decreased patient retention, and improved brand reputation. [15]. For instance, private hospitals using AI to engage with patients on a personalized level have noted adherence to scheduled appointments increase by 30% alongside a 20% increase in satisfaction scores from patients [16]. In addition, these measurable changes are not only indicators of enhanced health outcomes, but also an increase in financial performance and market standing. The adoption of AI in healthcare has been incredibly slow across all regions. High-income countries performed the best which offered the most infrastructural development and innovation, but they have been overtaken by emerging economies. Low- and middle-income countries are using AI more as a workforce substitute due to its costeffectiveness [17]. AI is also being used for mobile health applications to provide maternal and child healthcare, infectious disease screening, and remote consultations in rural areas. AI-enabled telemedicine has increased the level of coverage in previously underserved areas in South Asia and Sub-Saharan Africa by over sixty percent as compared to previous methods of outreach [18]. With a population of over 170 million, Bangladesh proves to be an extremely useful example of how AI can be effectively used alongside scarce resources. Apart from the valuable demographic, the country faces severe problems in providing qualitative healthcare services in rural and remote areas. But in recent times, AI is increasingly being incorporated into pilot programs aimed at improving healthcare services. Community health workers have been provided with AI powered portable diagnostic tools for more efficient screening for anemia, malnutrition, and gestational diabetes. These efforts have shown a diagnostic accuracy of more than 85%, which is much higher than the manual methods used in the field [19].

Moreover, AI-based catboats and call centers have been instrumental in-patient follow-ups and education, leading to a 40% increase in follow-up adherence among maternal health patients in certain areas. The effective application of AI in a country like Bangladesh showcases the power these technologies can

have when integrated with national health priorities. Such example illustrates the necessity to create AI technologies that are culturally relevant, linguistically customizable, and low-bandwidth compatible. Though there are still infrastructural and regulatory restraints, Bangladesh's experience with early adoption offers crucial lessons about how AI can be implemented not only as a technological intervention, but also as a policy intervention to aid in addressing health inequities [20]. Implementing AI may show excessive potential, but certainly derives with challenges. The debate about data privacy, algorithmic discrimination, regulatory scrutiny, and staff reduction continues to control the conversation. For instance, demonstrate that AI algorithms developed using unrepresentative datasets tend to embed biases, resulting in disparities in care suggestions. Along with improving productivity, AI requires new skills and an organizational culture shift. Over 60% of healthcare administrators feel AI integration into operations will be poorly managed, and that broad understanding, education, training, and change management strategies are necessary. There is also a lack of understanding of AI implementation protocols; AI cannot be used just because it exists. Strategic integration of AI has to define organizational objectives, stakeholder willingness, and definable results, which is prerequisite for target outcome-focused planning. Implementing AI in business decisions in healthcare requires infrastructure, workforce alignment, clinical governance, and ethical measures planning. Systems-engineering is the integrative approach used whereby the AI-assisted healthcare services incorporate access, and affordability vis-a-vis quality tailored to fit organizational structures. Such approaches have been continually refined to guarantee all systems have smooth inter/intra operability. This research seeks to determine how AI is implemented strategically in healthcare business operations. The period reviewed is from 2018 to 2024 and includes AI's application in clinical decision making, operational optimization, financial analytics, and systems planning. Taking into account both global events and more personal experiences, especially from the case of Bangladesh, the review showcases the changing prospects of AI's function as a driver for change in equitable, sustainable, and scalable transformations in healthcare. A strategic approach to dealing with the real difficulties, ethical implications, and possible liabilities of AI is combined with the tools necessary to achieve the goals set out by the leaders of healthcare systems.

Advancement of AI in Systems Strategic Planning for Healthcare

From 2018 to 2024, literature characterized the use of Artificial Intelligence in healthcare as focusing on clinical innovations, only for it to expand to business strategy. AI is being adopted as one of the most significant facilitators of change in virtually all strategic areas, including, but not limited to, triaging, administration, finance, and human resource management [21]. There are demonstrable improvements in efficiency in responding to emergencies by 35%, coding accuracy by 40%, and cost savings in inventory by 20% [22]. Newer studies also emphasize AI's role in health planning at the country level and potential for lessening inequalities in more resourcepoor settings, such as Bangladesh. The literature reviewed suggests that AI's failure or success hinges on the digital maturity of the organization, system integration, administrative vision, and leadership [23]. Strategic institutions which integrate AI into their operations as part of a holistic plan seem to outperform those that use AI in isolated functions. That said, there is still growing enthusiasm (growing with a degree of caution, at best) surrounding data governance, bias, and the lack of external validation [24]. Undoubtedly, the body of work presented here is a testament to the ongoing evolution of AI.

AI-Powered Clinical Decision Support Systems (CDSS)

Table 1. AI-Driven Enhancements in Healthcare Operational Efficiency and Resource Management

Tuble 1. 111 Billen Eminineements in Heuteneure operational Efficiency und Resource Management		
Area	AI Use	Impact
Bed Management	Predictive occupancy forecasting	↓ ED wait time (35%), ↑ turnover (20%)
Workforce Scheduling	Demand-based staff rostering	↑ Utilization (15%), ↓ Overtime (10%)
OR Scheduling	Dynamic scheduling by case complexity	↑ Efficiency (25%), fewer delays
Inventory Management	Usage prediction & auto-reordering	
Energy Management	Smart sensors + AI optimization	↓ Energy use (15%)

Virtual Triage	Chatbots for low-risk cases	60% inquiries managed automatically
Crisis Response	Resource forecasting (e.g., ICU, PPE)	Faster emergency logistics
Bangladesh Pilots	AI in rural care & inventory	↑ Efficiency (>25%)

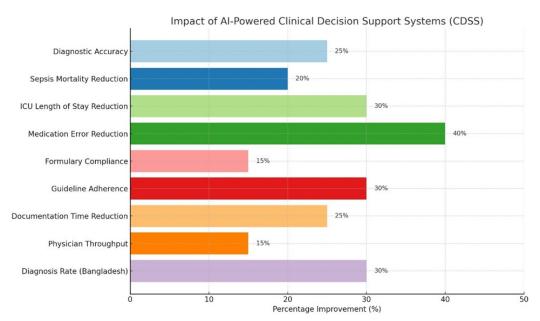


Figure 1: Impact of AI Powered Clinical Decision Support Systems (CDSS)

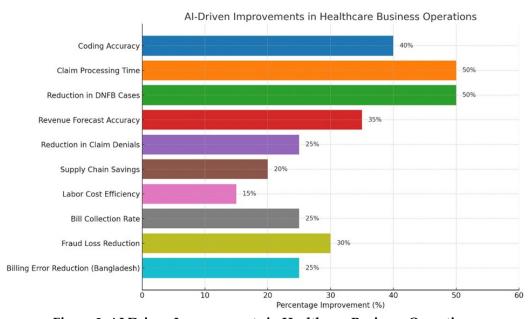


Figure 2: AI Driven Improvements in Healthcare Business Operations

The deployment of systems based on AI has not abated with the advent of the internet. Today, clinical practitioners apply a variety of Automated Clinical Diagnosis and Decision Support Algorithms (ACDDSA) technologies that seek to aid in decision making, enhance

clinical proficiency, optimize management, and boost the efficiency of healthcare service delivery. These sophisticated systems assist clinicians in unearthing vital insights from emerging clinical data by using innovative techniques such as machine learning, natural language

processing, and real-time data assimilation [25]. Furthermore, the competitive advantage which healthcare systems can realize through improved outcomes is increasingly driving the strategic use of CDSS to streamline clinical processes and reduce cognitive burden on clinicians [26]. At the core of CDSS functionality is its ability to analyze vast volumes of structured and unstructured clinical data, including electronic health records (EHRs), imaging reports, lab results, and even physician notes, to generate actionable clinical insights. Enhancements from AI-assisted CDSS systems have shown increases in accuracy ranging between 15% and 25% in fields like oncology, cardiology, and infectious diseases Figure 1. Machine learning algorithms based on imaging data analyze pictures and are capable of detecting early stage cancers at sensitivities exceeding 90%, far surpassing traditional methods. These advancements not only enable more effective patient-level outcomes, but also aid in the achievement of population-level healthcare objectives through early detection and intervention. AIpowered CDSS tools are advancing in the fields of treatment planning and risk stratification. Predictive models aimed at determining the chances of a patient's deterioration in the ICU have recorded accuracy exceeding 85%, enabling timely intervention to avert complications [27]. Some hospitals utilizing AI-CDSS for sepsis prediction reported a reduction in mortality rates by 20% and a 30% reduction in the length of ICU stay. Such perioperative enhancements lead to AI CDSS resource optimization and economic value. These systems support the concept of precision medicine, which provides medical recommendations at the granular level of the individual based upon their genetic, lifestyle, and behavioral data, facilitating hyper-personalized care delivery [28]. AI-CDSS application is most effective in medication management and the prevention of adverse events. Algorithms that track interactions of drugs, dosage neglect, and allergy considerations have helped in decreasing complications due to medications by 25% to 40% [29]. This is particularly effective in high-risk specialties like geriatrics and oncology where patient care safety has tremendously improved alongside lowered malpractice litigation exposure for providers. Moreover, decision support systems that integrate machine learning into electronic prescribing have improved compliance with formulary inclusion by 15% enhancing treatment cost-effectiveness optimally. Reduction of variability impacts care delivery and this is another dimension of the CDSS effect. Clinical practice variability is recognized as an inconsistent outcome in healthcare as well as an unnecessary expense. AI-based CDSS negate variability by offering rational evidence-based instruction during patient care. Some healthcare systems report a 30% increase guideline adherence post **CDSS** implementation which is in alignment with quality assurance objectives and compliance to accreditation benchmarks [30]. In addition, the literature notes the ways in which CDSS systems improves the productivity of physicians. AI technologies decrease the number of hours' clinicians spend on routine tasks such as administrative documentation, charting, and data manipulation. In some integrated delivery networks, the adoption of CDSS systems has been associated with a 20 to 25 percent reduction in documentation effort and a 15 percent increase in physician throughput. These operational benefits support an improved allocation of resources, patient interactions, and clinician engagement time, all of which are gaining prominence as vital facets of healthcare quality [31]. Even with these advantages, the adoption of CDSS faces numerous obstacles.

The application of legacy EHR systems typically involves a high degree of custom work and system investment augmentation, or additional IT infrastructure changes. Also, the 'black box' AI ethics paradigm for many algorithms poses severe barriers to clinicians who require some form of reasoning, logic, and interpretability to the pieces that guide their decisions. Research claims that reliance on explanation enhances trust towards bragged clinical decision support systems significantly improves when users understand the rationale behind the recommendations' s derivations. This is precisely the challenge XAI (Explainable Artificial Intelligence) seeks to address [32]. Data quality is another restricting element. Inconsistent and inadequate information can result in unsafe outputs, which poses a threat to patient safety. Additionally, excessive dependence on automation may result in clinical apathy. To deal with this issue, several organizations are incorporating CDSS in a 'human-in-theloop' manner, which allows physicians to review and verify AI-recommended actions before they are executed. It has been observed that this mixed approach continues to achieve optimal results without losing trust in the clinical judgment [33]. From a strategic viewpoint, the implementation of CDSS must consider the goals of the institution as well as the policies and regulations applicable to it. Constructive governance frameworks

alongside training and ongoing evaluation of the system are required for sustained impact. Institutions that successfully embedded AI-CDSS into existing digital transformation frameworks excitedly confirmed that their ROI both in terms of clinical and operational outcomes improved significantly [34]. Within the context of health systems in developing countries, CDSS is particularly important in addressing the gaps in human resources and the unequal distribution of clinical skills. In Bangladesh, pilot projects employing AI-CDSS for the assessment of maternal and child health have shown over 30% improvement in the diagnosis in rural health centers [35]. Such achievements illustrate that CDSS is not simply a resource for high tech hospitals, but rather an adaptable means of enhancing care in low-resourced areas.

AI in Business Optimization and Revenue Cycle Management

The adoption of Artificial Intelligence (AI) in the operational activities of healthcare businesses considered a best practice for many health systems focused on achieving financial stability, operational flexibility, and competitive advantage [36]. Given the dramatic cost inflation, regulatory burdens, complicated inefficiencies associated with reimbursement, healthcare business models are most likely to incur strain Figure 2. In contrast, AI offers sophisticated technologies for automating business processes, particularly in the revenue cycle management (RCM), financial planning, and administration domains [37]. One of the most significant applications of AI in business process optimization is the automation of medical coding and billing. Coding automation with natural language processing (NLP) engines has improved documentation review, with AI increasing accuracy by as much as 40%. This automation also increases claim payment acceleration by 30%-50%, improvement in reimbursements, and decreased accounts receivable days. In some large hospital systems, use of AI in billing has reduced discharged-notfinal-billed (DNFB) cases, a long-standing financial bottleneck, by 50% [38]. By examining trends in patient volume, payer activity, and service usage, predictive analytics greatly assists in executive decisions. These patterns result in a revenue estimation accuracy improvement of 20%–35% prompting better resource allocation and pinpointing of cost containment areas. AI's ability in contract, pricing, and financial modeling assists providers in negotiating stronger reimbursement contracts, resulting in smaller revenue leaks. In managing claims, AI increases compliance and enhances operational speed. Before the actual submission of claims, machine learning models are capable of identifying coding gaps, documentation gaps, and even fraudulent behavior. Certain institutions have been able to lower their claim denial rates by up to 25% through preemptive error identification and real-time correction. Furthermore, AI that helps with audit and appeal answers has expedited the resolution of disputes, safeguarding institutions from late revenues and severe financial penalties [39]. AI has additional advantages in terms of strategic cost control and waste reduction. With the aid of prescriptive analytics, AI tools can detect inefficiencies in staffing and service lines. Systems that incorporate AI for aiding in supply chain management have noted a 10-20% savings AI-enhanced procurement practices synchronized procurement with actual demand and excessive processes [40]. In personnel management, AI scheduling systems for healthcare practitioners adjust staffing to align with patient volume forecasts, which reduces overtime and is more efficient in labor costs. Another frontier still in development for patient care is supporting them financially. AI chatbots and virtual assistants perform billing functions by providing cost estimates, payment plans, and supporting patients in managing account payments. technological advancements have increased billing collection rates by 25% and raised consumers' satisfaction levels owing to convenience and transparency. Moreover, AI assists in classifying patients from different prospective based on payment default risks, allowing the creation of specialized financial counseling and supportive services that enhance revenues without sacrificing social equity [41]. AI is also beginning to make strides in the detection of healthcare fraud and compliance monitoring. AI tools capable of anomaly detection demonstrate fraudulent billing or over-utilization of services by studying historical financial transactions alongside behavioral patterns. These healthcare systems have improved fiscal responsibility and compliance with legal requirements by 20% to 30% per year through fraud reduction facilitated by these tools [42]. Though there are notable successes, challenges with AI's application in financial transformations persist. The integration of older ERP systems often leads to hidden IT integration costs [43].

High quality financial data, system interoperability, and advanced real-time analytics

capabilities remain essential. Moreover, finance professionals within healthcare organizations face the unique challenge of rethinking traditional work patterns due to AI collaboration, while algorithmic billing and risk scoring raises ethical scrutiny on AI decision-making, necessitating robust AI governance [44]. In developing countries like Bangladesh, AI's role in automating financial processes displays significant promise. Pilot studies utilizing AI in metropolitan hospital settings have demonstrated a 35% increase in claims processing speed and a 25% reduction in manual billing errors. As noted earlier, advancements in automation and accounting are exceedingly important in public health systems where there is limited funding available. With appropriate policies and infrastructure, AI has the potential to enhance the efficiency of financial operations in healthcare even in lower-capital environments. AI is evolving healthcare business management, automating processes evolving predictive capabilities which translates to tangible improvements in revenue generation, operational savings, and financial security. Whether it's achieving optimal charge capture in real-time to advanced predictive modeling for resource allocation and fraud reduction, healthcare executives are enabled by AI to execute quicker, more efficient, and more environmentally friendly decisions concerning business operations. Organizations that incorporate AI into their financial systems will be better poised to excel in increasingly sophisticated and competitive markets [45].

AI in Operational Efficiency and Resource Management

Optimizing resource allocation and operational efficiency are essential to any healthcare system aiming to deliver timely, qualitative, and economical care. There is mounting pressure (due to an increase in patients, workforce shortages, and infrastructural limits) on health systems to operate optimally. Transformative changes within healthcare operations are being spearheaded by artificial intelligence (AI). Quach et al.state that contemporary healthcare AI systems provide real-time insights, predictive analytics, automation administrative, scheduling, and capacity control functions, enhancing system responsiveness Analyzing patient flow and hospital bed management represents one of the most impactful areas of AI application. Predictive algorithms can evaluate admission control trends, discharge policies, and patient acuity and accurately forecast resource demand and bed occupancy to greater than 90% accuracy. Implementing these models helps hospitals reduce emergency department wait times by up to 35% and increase bed turnover efficiency by 20%, resulting in improved patient satisfaction and decreased care delivery bottlenecks [47]. AI also contributes to scheduling alongside workforce management. Algorithms create optimal staff rosters by balancing workloads and preventing burnout using historical data and patient demand alongside clinician's availability. Some health systems reportedly improve staff utilization by 15% and reduce overtime costs by 10% due to AI-based scheduling Table 1. These systems translate to improved staff morale, retention, and more consistent patient care. AI systems facilitate dynamic scheduling for surgical operations and outpatient services considering the personnel's progress, complexity, and duration of the procedures. Predictive tools that optimize operating room (OR) usage enable hospitals to achieve higher throughput without compromising safety. Institutions that utilize AI for OR scheduling have reportedly improved efficiency by 25% and decreased cancellations and delays. These tools also aid in forecasting equipment and supply requirements, guaranteeing resource availability without overstocking [48]. One of the many AI applications is in inventory and supply chain management. AI impacts this domain significally. Issues such as expired drugs, outsized storage expenditures, or supply shortages arise from illstructured procurement systems. Consumption tracking, expiration date monitoring, and trend prediction regarding inventory automations are made possible with AI-powered systems. Healthcare organizations report more than a 30% decrease in stock out events concerning critical components, in addition to 10% - 20% savings on supply chain costs. AI aids in improving energy savings and facility management as well. Smart Sensors help reduce operating costs with the aid of AI due to monitoring equipment usage, room occupancy, and environmental conditions. In large hospital networks, AI and their optimization systems have achieved upto 15% annualized energy savings [49]. AI is reshaping care delivery as well. It enhances the routing of patients to the relevant level of care in engagements such as telehealth decreasing primary ambulatory care, overutilization and emergency room visits.

Low risk clinical questions now have the capability of being managed by AI chatbots and virtual triage tools which has led to a faster care access. These systems improve productivity and increase access,

especially for remote and underserved regions. improves risk and crisis management during a pandemic or natural disaster. Predictive analytics can model infection spread and estimate resource needs, which optimizes emergency response planning. During the COVID-19 pandemic, AI-powered systems helped optimize ICU bed allocation and PPE distribution in countries such as Bangladesh, which fostered stronger healthcare system responses [50]. There are still barriers to the incorporation of AI into everyday healthcare tasks. There is often too little interoperability between AI systems and healthcare information systems (HIS), resulting in siloed information. Adoption requires staff trust in AI recommendations as well as training on the operational aspects of the system. In addition, real-time data capture and analytic capabilities must be streamlined; poor quality or delayed data can significantly decrease AI efficacy. A weakness in strategy is the absence of alignment with institutional objectives and performance indicators. The iterative, but ongoing, designed feedback loops in place shapes the long-term outcomes of AI in operation. None of the described steps will be effective without fostering collaboration among the clinical, administrative, and IT departments at all levels, as AI solutions will not be adapted and incrementally improved for real-world use scenarios and practical AI applications solving important outcome measures. In Bangladesh, for example, urban hospitals and community clinics have begun to benefit from operational improvements driven by AI technology. AI applications in maternal care scheduling, rural teleconsultation routing, and drug inventory telephonic update systems have improved service delivery efficiency by more than 25% in selected serviced regions [51]. These findings showcase the diverse applicability of AI technologies across different settings and the potential AI has to make healthcare delivery systems more efficient, accessible, and equitable at scale. AI is transforming the operational landscape of healthcare by enabling faster, smarter, and more efficient resource expenditure decision-making. From optimizing workflows to enhancing staff allocation in hospitals and managing supply chain wastage, AI is helping health achieve operational and environmental sustainability. With the incessant increase in operational demands, AI-enabled resource management will be critical in fostering resilience, responsiveness, and competitive positioning in the global healthcare arena.

Ethical, Regulatory, and Infrastructural Challenges of AI in Healthcare

Although AI has advantages in healthcare, it also poses several challenging issues. One ethical concern is algorithmic bias. AI systems that rely on skewed training datasets may underperform for underserved populations by as much as 20% due to lacking equitable care. There is also insufficient AI transparency; many systems are "black boxes" that do not allow the explanation of decisionmaking which complicates accountability when an error occurs. There is a lack of regulatory policy, and much of it does not keep pace with changes in technological advancements. Evolving adaptive AI technologies make existing frameworks for prior approval obsolete. The vast amount of personal health information AI systems manages, coupled with cyberattacks growing by 30% in 2023, creates disproportionate risk concerning data Infrastructure exacerbated gaps vulnerabilities in healthcare AI, especially in low-resource settings like rural Bangladesh, where access to electricity, the internet, and digital systems is sporadic. AI risks breaching patient safety through flawed outputs when no reliable data pipelines are available. Furthermore, existing economic disadvantages pose a threat to advanced AI tools, worsening the digital divide. To overcome such hurdles, ethical prerogatives, comprehensive policies, and multi-level collaborative governance structures are needed. Strategies focus on upholding transparency and fairness as well as equitable AI systems while ensuring that AI does not erode the healthcare system's integrity.

Integrating AI within the Healthcare Systems of Bangladesh

Bangladesh showcases an outstanding example of how emerging healthcare systems can benefit from the implementation of Artificial Intelligence (AI). The deployment of AI technologies is deliberate owing to the high population, sparse clinical workforce, insufficiently developed rural areas, and underfunding. One of AI's most prominent successes is the implementation of AI-driven mobile health applications, which have enhanced maternal and child health in the rural regions. These applications integrate risk predictive algorithms and appointment scheduling which have enhanced antenatal care attendance by 25% and complications detector much earlier. AI-powered diagnostic tools, especially in tuberculosis and diabetic retinopathy screening, have improved the reliability of information in community

clinics, thereby minimizing diagnostic delays by almost 40%. The use of AI catboats in telemedicine platforms has considerable portion automated a of low-risk consultations, optimizing patient triage and alleviating the burden on city hospitals. In terms of health operations, pilot projects with AI-powered inventory management in district hospitals have cut down medical stock-outs by 30%. Predictive analytics for nurse scheduling have also increased operational efficiency and reduced nurse overtime. Challenges still exist, however. Numerous regions still lack resilient data infrastructure, and the level of digital skills among health workers is inconsistent. There is increasing policy attention, but ethical ramifications and cyber security still need work. Regardless of the constraints, the endeavors with AI in Bangladesh highlight the technology's flexibility and scope when integrated within resource-constrained settings. With consistent funding, responsible leadership, and innovation mindful of social equity, AI has the potential to transform how equitable and efficient healthcare is delivered throughout the nation.

CONCLUSION

AI is revolutionizing strategic decision-making processes in healthcare by providing innovative clinical, operational, and financial solutions. Its features are valuable in health systems for diagnostics, predictive revenue management, and workforce analytics, optimization. In under-resourced regions like Bangladesh, AI has begun to showcase its ability to transform access to healthcare services and improve service delivery. Nonetheless, ethical considerations, regulatory policies, and infrastructural support gaps pose significant hurdles. Transparent governance frameworks need to be put into place for AI to have a sustainable impact. If integrated responsibly, AI has the potential to revolutionize competitive advantages and foster resilience within global healthcare systems.

Funding: No funding sources **Conflict of interest:** None declared

REFERENCE

1. Bergin, T. (2018). An Introduction to Data analysis: Quantitative, Qualitative and Mixed methods. SAGE Publications Ltd - Torrossa. https://www.torrossa.com/en/resources/an/5019397

- Seykora, A., Coleman, C., Rosenfeld, S. J., Bierer, B. E., & Lynch, H. F. (2021). Steps toward a System of IRB Precedent: Piloting Approaches to Summarizing IRB Decisions for Future Use. Ethics & Human Research, 43(6), 2–18. https://doi.org/10.1002/eahr.500106
- 3. Shaw, J., Rudzicz, F., Jamieson, T., & Goldfarb, A. (2019). Artificial intelligence and the implementation challenge. Journal of Medical Internet Research, 21(7), e13659. https://doi.org/10.2196/13659
- 4. Rahman, M. H., Aunni, S. A. A., Ahmed, B., Rahman, M. M., Shabuj, M. M. H., Das, D. C., Akter, M. S., Numan, A. A. (2024). "Artificial intelligence for Improved Diagnosis and Treatment of Bacterial Infections", Microbial Bioactives, 7(1),1-18,10036.. https://doi.org/10.25163/microbbioacts.7110036
- Achumie, G. O., Oyegbade, I. K., Igwe, A. N., Ofodile, O. C., & Azubuike, C. (2022). AI-driven predictive analytics model for strategic business development and market growth in competitive industries. J Bus Innov Technol Res.
- Rane, N., Choudhary, S., & Rane, J. (2024). Artificial Intelligence and Machine Learning in Business Intelligence, Finance, and E-commerce: a Review. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.4843988
- 7. Fuchs, C., & Schreier, M. (2010). Customer empowerment in new product development*. Journal of Product Innovation Management, 28(1), 17–32. https://doi.org/10.1111/j.1540-5885.2010.00778.x
- 8. Inavolu, S. M. (2024). Exploring AI-driven customer service: Evolution, architectures, opportunities, challenges and future directions. International Journal of Engineering and Advanced Technology, 13(3), 156-163.
- 9. Rahman, M. H., Islam, T., Hossen, M. E., Chowdhury, M. E., Hayat, R., Shovon, &. M. S. S., Shabbir, H. -. A. -., Alamgir, M., Akter, S., Chowdhury, R., Sunny, A. R. (2024). "Machine Learning in Healthcare: From Diagnostics to Personalized Medicine and Predictive Analytics", Journal of Angiotherapy, 8(12),1-8,10160. https://doi.org/10.25163/angiotherapy.81210160
- Chui, M., Hall, B., Singla, A., Sukharevsky, A., & Yee, L. (2023, August 1). The state of AI in 2023: Generative AI's breakout year. McKinsey & Company. https://www.mckinsey.com/capabilities/quantumblac k/our-insights/the-state-of-ai-in-2023-generative-aisbreakout-year

- Lee, H., Zhou, J., & Hsu, P. (2015). The role of innovation in inventory turnover performance. Decision Support Systems, 76, 35–44. https://doi.org/10.1016/j.dss.2015.02.010
- 12. Alam, M., Islam, M. R., & Shil, S. K. (2023). AI-Based predictive maintenance for US manufacturing: reducing downtime and increasing productivity. International Journal of Advanced Engineering Technologies and Innovations, 1(01), 541-567.
- 13. Das, S. S., Hossain, M. S., Sultana, A., Rana, F. A., Hossen, A., Maowla, M. S., Uddin, M. K. M., Sayem, M. A., Hossian, M., & Bashir, M. S. (2025). *The influence of chronic kidney disease on hepatocellular carcinoma. Journal of Primeasia*, 6(1), 1–8. https://doi.org/10.25163/primeasia.6110204
- 14. Malik, S. A. (2023). Unlocking Organizational Potential: Harnessing AI literacy for Dynamic Capabilities through sensing, seizing and reconfiguring initiatives in IT firms. Theseus. https://www.theseus.fi/handle/10024/812073
- 15. George, A. S. (2024). Artificial Intelligence and the Future of Work: Job Shifting Not Job Loss. puirp.com. https://doi.org/10.5281/zenodo.10936490
- Babu, M. M., Akter, S., Rahman, M., Billah, M. M., & Hack-Polay, D. (2022). The role of artificial intelligence in shaping the future of Agile fashion industry. Production Planning & Control, 35(15), 2084–2098. https://doi.org/10.1080/09537287.2022.2060858
- 17. Mattos, F. B., Eisenbraun, J., Kucera, D., & Rossi, A. (2021). Disruption in the apparel industry? Automation, employment and reshoring. International Labour Review, 160(4), 519–536. https://doi.org/10.1111/ilr.12213
- Kamalha, E., Kiberu, J., Nibikora, I., Mwasiagi, J. I., & Omollo, E. (2017). Clustering and classification of cotton lint using principle component analysis, agglomerative hierarchical clustering, and K-Means clustering. Journal of Natural Fibers, 15(3), 425–435. https://doi.org/10.1080/15440478.2017.1340220
- Mohan, T. R., Roselyn, J. P., Uthra, R. A., Devaraj, D., & Umachandran, K. (2021). Intelligent machine learning based total productive maintenance approach for achieving zero downtime in industrial machinery. Computers & Industrial Engineering, 157, 107267. https://doi.org/10.1016/j.cie.2021.107267
- Harris, R. L. L. (2022). Reduction of Employees' Fear of Job Loss during Organizational

- Transformations (Doctoral dissertation, The Chicago School of Professional Psychology).
- 21. Bonada, F., Echeverria, L., Domingo, X., & Anzaldi, G. (2020). AI for improving the overall equipment efficiency in manufacturing industry. In New Trends in the Use of Artificial Intelligence for the Industry 4.0.
- 22. Phenyane, S. S. (2023). Designing an AI-based predictive maintenance framework to improve OEE for an automotive manufacturer in South Africa. https://wiredspace.wits.ac.za/items/841501f1-e807-46e3-8488-eacdb6aaad93
- Lee, W., Sajadieh, S. M. M., Choi, H. K., Park, J., & Noh, S. D. (2024). Application of reinforcement learning to dyeing processes for residual dye reduction. International Journal of Precision Engineering and Manufacturing-Green Technology, 11(3), 743–763. https://doi.org/10.1007/s40684-024-00627-7
- 24. Berrar, D. (2016). Confidence curves: an alternative to null hypothesis significance testing for the comparison of classifiers. Machine Learning, 106(6), 911–949. https://doi.org/10.1007/s10994-016-5612-6
- 25. Al-Jarrah, O. Y., Yoo, P. D., Muhaidat, S., Karagiannidis, G. K., & Taha, K. (2015). Efficient Machine Learning for Big Data: a review. Big Data Research, 2(3), 87–93. https://doi.org/10.1016/j.bdr.2015.04.001
- 26. Wang, K., Zhao, Y., Gangadhari, R. K., & Li, Z. (2021). Analyzing the adoption challenges of the internet of things (IoT) and artificial intelligence (AI) for smart cities in China. Sustainability, 13(19), 10983. https://doi.org/10.3390/su131910983
- 27. Pech, M., Vrchota, J., & Bednář, J. (2021). Predictive maintenance and Intelligent Sensors in Smart Factory: review. Sensors, 21(4), 1470. https://doi.org/10.3390/s21041470
- 28. Uriarte-Gallastegi, N., Arana-Landín, G., Landeta-Manzano, B., & Laskurain-Iturbe, I. (2024). The role of AI in improving Environmental Sustainability: A focus on energy management. Energies, 17(3), 649. https://doi.org/10.3390/en17030649
- Javaid, M., Haleem, A., Singh, R. P., Suman, R., & Gonzalez, E. S. (2022). Understanding the adoption of Industry 4.0 technologies in improving environmental sustainability. Sustainable Operations and Computers, 3, 203–217. https://doi.org/10.1016/j.susoc.2022.01.008
- 30. Bravo, M. V. C., & Iturralde, W. M. P. (2024). Artificial intelligence in the Management of Textile Companies:

- A Contextual analysis. Open Journal of Business and Management, 12(02), 945–960. https://doi.org/10.4236/ojbm.2024.122050
- 31. Varriale, V., Cammarano, A., Michelino, F., & Caputo, M. (2023). Critical analysis of the impact of artificial intelligence integration with cutting-edge technologies for production systems. Journal of Intelligent Manufacturing. https://doi.org/10.1007/s10845-023-02244-8
- 32. Lenhart, A., Park, S., Zimmer, M., & Vitak, J. (2023). "You shouldn't need to share your data": Perceived privacy Risks and Mitigation Strategies among Privacy-Conscious Smart Home Power Users. Proceedings of the ACM on Human-Computer Interaction, 7(CSCW2), 1–34. https://doi.org/10.1145/3610038
- 33. Lollo, N. A. (2020). Turned Inside Out: The Rise of Private, Networked, Data-Centric Governance. University of California, Berkeley.
- 34. Javaid, M., Haleem, A., Singh, R. P., & Suman, R. (2021). Artificial Intelligence Applications for Industry 4.0: A Literature-Based Study. Journal of Industrial Integration and Management, 07(01), 83–111. https://doi.org/10.1142/s2424862221300040
- 35. Abdul, M. (2023, December 1). Investigating the impact of store attributes on customer loyalty in Bangladesh's retail sector. https://resdojournals.com/index.php/jpo/article/view/ 339
- 36. Shaik, A. S., Alshibani, S. M., Jain, G., Gupta, B., & Mehrotra, A. (2023). Artificial intelligence (AI)-driven strategic business model innovations in small- and medium-sized enterprises. Insights on technological and strategic enablers for carbon neutral businesses. Business Strategy and the Environment, 33(4), 2731–2751. https://doi.org/10.1002/bse.3617
- 37. Du, S., & Xie, C. (2020). Paradoxes of artificial intelligence in consumer markets: Ethical challenges and opportunities. Journal of Business Research, 129, 961–974. https://doi.org/10.1016/j.jbusres.2020.08.024
- 38. Richmond, W., Rader, S., & Lanier, C. (2017). The "digital divide" for rural small businesses. Journal of Research in Marketing and Entrepreneurship, 19(2), 94–104. https://doi.org/10.1108/jrme-02-2017-0006
- 39. Sae-Tae, K., Ling, J., & Wang, Q. (2024). The impact of user addiction on continuance intention to use streaming platforms: incorporating expectation confirmation model and personality traits. Frontiers in

Communication, https://doi.org/10.3389/fcomm.2024.1410975 9.

- 40. Alsamarah, W., Younes, B., & Yousef, M. (2021). Reducing waste in garment factories by intelligent planning of optimal cutting orders. Journal of the Textile Institute, 113(9), 1917–1925. https://doi.org/10.1080/00405000.2021.1956711
- 41. Sira, M. (2022). Artificial Intelligence and its application in Business Management. Scientific Papers of Silesian University of Technology. Organization & Management/Zeszyty Naukowe Politechniki Slaskiej. Seria Organizacji i Zarzadzanie, (165).
- 42. Tseng, C. J., & Lin, S. Y. (2024). Role of artificial intelligence in carbon cost reduction of firms. *Journal of Cleaner Production*, 447, 141413.
- 43. Ngan, H. Y., Pang, G. K., & Yung, N. H. (2011). Automated fabric defect detection—A review. Image and Vision Computing, 29(7), 442–458. https://doi.org/10.1016/j.imavis.2011.02.002
- 44. Santoro, C., Casiano Flores, C., Nikiforova, A., Zuiderwijk, A., & Crompvoets, J. (2024, August). Exploring Governance Modes in Open Data Initiatives: Insights from France and Ireland. In Proceedings of Ongoing Research, Practitioners, Posters, Workshops, and Projects of the International Conference EGOV-CeDEM-ePart 2024. CEUR.
- 45. Chatterjee, S., Chaudhuri, R., Kamble, S., Gupta, S., & Sivarajah, U. (2023). Adoption of artificial intelligence and cutting-edge technologies for production system sustainability: A moderator-mediation analysis. *Information Systems Frontiers*, 25(5), 1779-1794.
- 46. Quach, S., Thaichon, P., Martin, K. D., Weaven, S., & Palmatier, R. W. (2022). Digital technologies: tensions in privacy and data. Journal of the Academy of Marketing Science, 50(6), 1299–1323. https://doi.org/10.1007/s11747-022-00845-y
- 47. Prakash, C., Singh, L. P., Gupta, A., & Lohan, S. K. (2023). Advancements in smart farming: comprehensive of IoT, review wireless communication, hardware sensors, and for agricultural automation. Sensors and Actuators a Physical, 362, 114605. https://doi.org/10.1016/j.sna.2023.114605
- 48. Hussain, H. I., Haseeb, M., Kot, S., & Jermsittiparsert, K. (2020). Non-linear impact of textile and clothing manufacturing on economic growth: The case of top-

- Asian economies. Fibres & Textiles in Eastern Europe, (5 (143), 27-36.
- 49. Dhanaraju, M., Chenniappan, P., Ramalingam, K., Pazhanivelan, S., & Kaliaperumal, R. (2022). Smart farming: Internet of Things (IoT)-based sustainable agriculture. *Agriculture*, 12(10), 1745.
- 50. Haseeb, M., Haouas, I., Nasih, M., Mihardjo, L. W., & Jermsittiparsert, K. (2020). Asymmetric impact of
- textile and clothing manufacturing on carbon-dioxide emissions: Evidence from top Asian economies. *Energy*, 196, 117094.
- 51. Li, W., Shuai, C., Shuai, Y., Cheng, X., Liu, Y., & Huang, F. (2020). How livelihood assets contribute to sustainable development of smallholder farmers. *Journal of International Development*, 32(3), 408-429.