

Agenda Item 8.8.G

Policy on the Application of Data Science in Public Health Using Artificial Intelligence and Other Emerging Technologies

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WONCA welcomes PAHO's policy on applying data science, artificial intelligence, and emerging technologies to strengthen public health. As AI moves from innovation and pilots toward core health infrastructure, WONCA emphasizes the importance of human-centered digital transformation in primary health care (PHC). Data science and AI can support earlier disease detection, population health management, better resource allocation, and reduced administrative burdens for an overstretched workforce. However, responsible implementation requires robust governance to protect privacy, address bias, ensure transparency, and prevent digital technologies from widening existing health inequities. WONCA calls for the meaningful involvement of family doctors and PHC teams in the design, implementation, and oversight of AI tools. WHO and Member States should invest in digital literacy and practical training for the PHC workforce. Digital innovation must empower—not replace—the continuity, relationships, and person-centered care at the heart of family medicine.