



Consumer Technology Association, producer of CES®

# Health AI and Standards Solutions

Presented by  
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**1300+**

Member Companies

**30+**

Research Reports  
Free to Members  
Each Year

**20+**

Special Focus Divisions,  
Councils and Working  
Groups

**130+**

Standards including:

AI, Airplane Mode, Closed  
Captioning, Accessibility  
Standards and more.

## CTA at a Glance

Our mission: To help innovators of all sizes grow their business.



# CES 2025 – Highlights

- [Digital Health Summit](#)
  - Conference Highlights
    - [Health AI Startups: Innovating the Future of Healthcare](#) – January 8<sup>th</sup> – 9:20 – 10am PT
    - [Health AI in 2023](#) – January 8<sup>th</sup> – 2 – 2:40pm PT

# CTA Health Division

This group strives to increase the use of technology enabled value-based health care to reduce health care costs and drive better health outcomes.



## STANDARDS

Develop industry standards that ensure product inter-operability.

With more than 70 committees, subcommittees and working groups and roughly 1,100 participants, the CTA Technology & Standards program maintains an unmatched reputation as a credible and flexible standards making body accredited by the American National Standards Institute (ANSI).

CTA has published **31 Digital Health standards** focus on wearables, mobile health solutions, digital therapeutics and AI.

### Top standards:

- AI
- Airplane Mode
- Closed Captioning
- Radar system development (Ripple)
- Indoor network navigation systems for accessibility
- Physical Activity Monitoring for Heart Rate
- Uncompressed Digital Video
- HDTV

Participation in standard making committees helps shape the future of the industry.



# CTA AI Standards

- Horizontal
  - Definitions and Characteristics of Artificial Intelligence ([CTA-2089-A](#))
  - Cybersecurity Threats and Security Controls for Machine Learning Based Systems ([CTA-5203](#))
  - Guidelines for Developing Trustworthy Artificial Intelligence Systems ([ANSI/CTA-2096](#))
  - CTA-2125, Best Practices and Recommendations for Information Disclosure (under development)
    - This document will identify best practices and content recommendations for informing users about the data and governance used to develop an ML product. Note that this is a different concept than traditional Model Cards in that the target audience is external stakeholders and not product development teams.
- Healthcare
  - Artificial Intelligence in Health Care: Practices for Identifying and Managing Bias ([ANSI/CTA-2116](#))
  - The Use of Artificial Intelligence in Health Care: Managing, Characterizing, and Safeguarding Data ([ANSI/CTA-2107-A](#))
  - Definitions/Characteristics of Artificial Intelligence in Health Care ([ANSI/CTA-2089.1](#))
  - The Use of Artificial Intelligence in Health Care: Trustworthiness ([ANSI/CTA-2090](#))

# Health AI Planning Council

- The CTA Health AI Planning Council is a multi-stakeholder group of health sector experts are collaborating on a roadmap to support the development of recognized and measurable health AI standards.
- The roadmap will identify the specific standards needed for health AI, beginning with predictive AI. By mapping out gaps and guiding the creation of future standards, the Council can help promote AI in healthcare uses that are safe, effective, and trusted.
- The Council will work with accredited SDOs to develop standards that are:
  - Measurable: SDO standards can be referenced in laws and regulations, ensuring compliance and accountability.
  - Practical: Developed by experts with real-world experience in health AI and standards development.
  - Adaptable: Designed to evolve with the rapid advancements in AI technology.
  - Consensus-Driven: Designed to be the result of a broad process that engages stakeholders, technical experts, regulators, and the public.
- Standards development process is anticipated to initiate in early 2025.

# Gen AI, Education, and Next Steps

- Developing educational materials for federal policymakers (e.g., issue briefs)
  - [Issue Brief: Reimbursing Health AI and Innovative Technologies](#)
- Tracking opportunities for future standards development at the horizontal level for Gen AI
- Continued engagement with Health AI Collaborative group, made up of health technology associations, to educate federal policymakers
  - [What is Health AI?](#)
- Events:
  - The AI-Powered Health Workforce: Shaping the Future of Care – February 4, 2025
  - Health AI Liability: Myths and Truths – February 26, 2025
  - Health AI+ Conference – September 10, 2025 – Washington, DC