

AHVAP Policy and Procedure:

Responsible Use of Artificial Intelligence (AI)

Association of Healthcare Value Analysis Professionals (AHVAP)

Effective Date: April 1, 2025

Approved By: AHVAP Board of Directors

Next Review Date: December 31, 2026

1. Purpose

This policy establishes the framework and guiding principles for the ethical, transparent, and responsible use of Artificial Intelligence (AI) within the operations of the Association of Healthcare Value Analysis Professionals (AHVAP). It ensures that AI tools are used in a manner that upholds the mission and values of AHVAP, protects member and stakeholder information, and promotes integrity in content creation, decision-making, and service delivery.

2. Scope

This policy applies to all AHVAP staff, volunteers, contractors, board members, and any individuals or entities acting on behalf of AHVAP who use or deploy AI tools for:

- Association operations and administration
- Educational content development and communication
- Marketing, social media, and public engagement
- Research, data analysis, or membership engagement
- Content review, editing, or summarization
- Any application involving the collection, use, or generation of data or intellectual content

3. Definitions

- **Artificial Intelligence (AI):** Systems or tools that simulate human intelligence to perform tasks such as text generation, image creation, decision-making, data analysis, or predictive modeling.
- **Sensitive Information:** Any personal, private, proprietary, or confidential information related to AHVAP members, partners, vendors, or operations.
- **Generative AI:** AI that produces new content (e.g., text, images, code) based on prompts or training data, such as ChatGPT or DALL·E.
- **Human Oversight:** Review and validation by a qualified individual to ensure AI-generated content or outcomes are accurate, ethical, and aligned with AHVAP standards.
- **AI system:** Machine-based system that processes input data, recognizes patterns, generates outputs, and adapts its responses based on encoded knowledge or learning.
- **Qualified Human Personnel:** Individuals with demonstrated expertise in basic artificial intelligence ethics empowered to review and validate AI-assisted outputs. AHVAP Executive Director/CEO must obtain and maintain Certified Association AI Professional (AAiP Credential) and successfully complete required annual continuing education.

4. Policy Statements

4.1 Ethical Use and Accountability

- AI tools must be used in a way that supports AHVAP's mission and adheres to its Code of Ethics and professional standards.
- AI must not be used to mislead, plagiarize, impersonate, or generate misinformation or disinformation.
- Final responsibility for any AI-assisted output remains with the AHVAP user employing the tool.

4.2 Content Creation and Review

- AI-generated content must be reviewed, edited, and approved by a qualified human editor or subject matter expert before being published or distributed.
- Any substantive content used for education, marketing, or public communication must be clearly vetted for accuracy, readability, and relevance.
- Disclosures may be used when content is partially generated by AI, especially in educational or public-facing materials.

4.3 Privacy and Confidentiality

- AI tools must never be used to input, transmit, or process sensitive or personally identifiable information (PII) of members, partners, or stakeholders without explicit consent.
- Use of AI tools should follow HIPAA, GDPR, and other relevant data protection regulations when handling any healthcare-related or personal data.
- Staff must use only approved and secure AI platforms that do not retain or repurpose entered data for commercial use.

4.4 Tool Approval and Use Cases

- All AI tools used by AHVAP must be reviewed and approved by the Executive Director or an appointed staff representatives for appropriateness, security, and alignment with operational needs.
- Approved use cases may include:
 - Drafting communications and newsletters
 - Brainstorming ideas or formatting presentations
 - Editing or summarizing internal documents
 - Supporting graphic and content generation with human oversight
- AI must **not** be used for:
 - Final decision-making without human review
 - Analysis or interpretation of clinical or legal information
 - Creating fictitious member testimonials or credentials

4.5 Training and Governance

- AHVAP will provide periodic training and guidance to staff, board members, and volunteers on appropriate AI use.
- An ad-hoc **Technology and Artificial Intelligence Committee** will monitor developments in AI ethics, risks, and opportunities and make recommendations for policy updates.

5. Procedure

5.1 Request and Approval Process

- Users must submit a request to use a new AI platform or tool via the Technology Request Form.
- The Executive Director will evaluate the tool and its use case before granting approval.

5.2 Content Submission and Review

- AI-generated drafts must be labeled and submitted to the content reviewer/editor before public dissemination.
- Reviewers will confirm:
 - Accuracy and professionalism
 - Freedom from bias, hallucinations, or outdated data
 - Relevance to AHVAP's audience and mission

5.3 Monitoring and Incident Reporting

- Any suspected misuse of AI tools or breaches of this policy must be reported to the Executive Director immediately.
- Violations may result in disciplinary action, including termination of access to AHVAP systems or removal from leadership roles.

6. Roles and Responsibilities

Role	Responsibility
Executive Director	Policy enforcement, tool approval, training oversight
Technology Committee	Policy updates, platform evaluation, trend monitoring
AHVAP Staff & Volunteers	Adherence to policy, responsible use, incident reporting
Content Editors	Final review and approval of AI-assisted content

7. References

- AHVAP Code of Ethics
- AHVAP Position Statement: Safe, Ethical, and Responsible Use of Artificial Intelligence in Healthcare Value Analysis
- ASAE Recommended Practices for Responsible Use of Artificial Intelligence Within Professional Associations
- U.S. Federal Trade Commission (FTC) guidance on AI transparency
- General Data Protection Regulation (GDPR)
- Health Insurance Portability and Accountability Act (HIPAA)
- National Institute of Standards and Technology (NIST) AI Risk Management Framework