

# AMA Journal of Ethics®

August 2021, Volume 23, Number 8: E660-661

## ART OF MEDICINE

### Ironic Currency

Kashvi Gupta, MBBS, MPH, Kehaan J. Saraiya, and Saurabh Jha, MD, MS

#### Abstract

A 3-panel comic illustrates an offer of data to pay for health care services.

**Figure.** *Is Big Data the Currency of the 21st Century?*



#### Media

Digital illustration.

#### Caption

Availability of large amounts of many patients' personal and health data has made some **artificial intelligence applications in health care** possible and has enabled growth in personalized medicine. Big data's capacity to divert attention from a patient's care might be ironic, then, when considered in light of its overwhelming value to organizations competing in a health care marketplace with few cost controls.

**Kashvi Gupta, MBBS, MPH** is an incoming first-year resident at the University of Missouri-Kansas City. She earned her MBBS degree from Kasturba Medical College in India and her MPH degree in global health epidemiology from the University of Michigan. Her research interests include biomedical ethics, cardiovascular medicine, and global health.

**Kehaan J. Saraiya** is an artist and the founder of the Blue Matchbox Studio in Bangalore, India. His creative pursuits and curiosity have led him to work in various fields of art and design. The Blue Matchbox Studio hosts exhibitions, workshops, talks,

musical events, and much more to build a local community of creative individuals in Bangalore.

**Saurabh Jha, MD, MS** is an associate professor at the University of Pennsylvania in Philadelphia. He's a prolific writer and a budding artist.

**Citation**

*AMA J Ethics.* 2021;23(8):E660-661.

**DOI**

10.1001/amajethics.2021.660.

**Conflict of Interest Disclosure**

The author(s) had no conflicts of interest to disclose.

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