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ART OF MEDICINE

Ironic Currency

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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.

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Conflict of Interest Disclosure

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

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