Public-Private Partnerships (PPP) in Implementation of the
U.S. Government National Standards Strategy (NSS)
for Critical and Emerging Technology (CET)

Enabling Artificial Intelligence and Machine Learning Brainstorming Session Agenda

July 17, 2024 | 9:00 AM – 5:00 PM EST

Association for the Advancement of Medical Instrumentation (AAMI)

901 N. Glebe Road, Suite 300 | Arlington, VA 22203

Event Registration and **Slido Session** # 2153296

TIME	DISCUSSION TOPIC AND SPEAKER
8:30 – 9:00 am	**Check-in & Networking**
9:00 – 9:30 am	**Welcome & Brainstorming Session Objectives –** *Christine Bernat, ANSI*
Session 1	**Technology Convergence and Standards Readiness Briefings**

9:30 – 10:10 am	Attendees will hear perspectives about challenges associated with critical and emerging technologies, work underway to address technology convergence, standards readiness considerations, and about topics that would benefit from additional awareness to prepare for the subsequent discussions.
	
	Presentations:
	   - Laura Lindsay, Microsoft: Technology conversion points (20 minutes)
	   - Clare Allocca, NIST: Standards Readiness Considerations (10 minutes)
	   - Christine Bernat, ANSI: Standards Readiness Phases (10 minutes)

Session 2	**Challenges, Opportunities, and Standards Readiness Discussion**

10:10 – 10:25 am	**Discussion Preparation: Challenges, Opportunities, and Standards Readiness –** *Christine Bernat, ANSI*
	
	Various factors come into play when evaluating whether conditions are right to embark on a standardization activity for a given technology, and to help predict development needs and timing of a standardization strategy. Slido will be used to gather additional details from attendees in addition to the following questions to support the **Healthcare** and **Manufacturing** discussions.
	
	   - What are the challenges and opportunities presented by AI and is there sufficient public and private stakeholder awareness on these fronts?
	   - What role do stakeholders see standards playing in overcoming challenges?
	   - What is the role of industry vs government to maximize opportunities?
	   - What regulation, policy and/or conformity assessment frameworks might be needed to enable or accelerate technology uptake?
	   - What is the role of government to maximize opportunities? To support standards development?

10:25 – 10:40 am	**Networking Break**
10:40 – 11:45 pm	**AI & Machine Learning in Healthcare Discussion:** *Challenges, Opportunities, and Standards Readiness* ***Moderator:*** Shawn Forrest, U.S. Food and Drug Administration (FDA)

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	Discussions will center around:
	  - challenges and opportunities presented when AI/ML is leveraged by **healthcare**
	  - maturity and pace of standards development
	  - awareness about technology specific standards, conformity assessment and research and development activities underway or needed
	  - what is needed to enable these technologies and to advance their success in the marketplace

11:45 – 12:45 pm	**Catered Lunch Break**

12:45 – 1:30 pm	**AI & Machine Learning in Manufacturing Discussion:** *Challenges, Opportunities, and Standards Readiness*
	
	Moderator: Franck Journoud, National Association of Manufacturers (NAM)
	
	Discussions will center around:
	  - challenges and opportunities presented when AI/ML is leveraged by **manufacturing**
	  - maturity and pace of standards development
	  - awareness about technology specific standards, conformity assessment and research and development activities underway or needed
	  - what is needed to enable these technologies and to advance their success in the marketplace

Session 3	**Standards Driven Public-Private Partnerships (PPPs)**
1:30 – 1:40 pm	**Discussion Preparation: PPP Enabling CETs –** *Christine Bernat, ANSI*

1:40 – 2:10 pm	**Standards Driven Public-Private Partnership Models Briefings**
	
	Attendees will gain a better understanding about various models and use cases of standards-driven PPPs, including lessons learned. Discussions will center around: the types of PPPs that would enable standards development; how PPPs may maximize specific opportunities and accelerate solutions; and the community interest in establishing PPPs.
	
	Panelists:
	  - Government Perspective: Natalia Globus Martin, National Institute of Standards and Technology (NIST)
	  - Industry Perspective: Rohit Israni, CertientAI
	  - SDO Perspective: Kerri Haresign, Consumer Technology Association (CTA)

2:10 – 3:15 pm	**Public-Private Partnerships: Enabling CETs Discussion**
	
	Moderator: Amanda Benedict, Association for the Advancement of Medical Instrumentation (AAMI)
	
	Discussion:
	  - What benefits or challenges do you see with a PPP for these technologies?
	  - What role can various types of stakeholder organizations (e.g., consortia, trade associations, academia, standards organizations, centers of excellence) play in PPPs for these technologies?
	  - What PPP short-term and long-term goals would have the broadest impact on success (e.g., standards focused R&D, workforce development, research and standards roadmaps, strategic planning)?
	  - What type of PPP model or models could benefit these technologies?
	  - At what (if any) point would an organized PPP activity be most advantageous?
	  - Does a PPP require a formal agreement to be able to realize its purpose?

3:15 – 3:30 pm	**Networking Break**

Session 4	Information Sharing Necessary to Support CET Standards Development

3:30 – 3:50 pm	**Current State of Information Sharing Briefings**
	
	Attendees will gain a better understanding about existing information-sharing approaches in the standardization community today (tracking tools, standards roadmaps, workshops/webinars, etc.). Discussions will center around the types of information needed to be shared, how to best gather and deliver this information in order to reach appropriate audiences, as well as how that information would be utilized.
	
	Presentations:
	   - Mary Saunders, American National Standards Institute (ANSI): What information is being shared today?
	   - Natalia Globus Martin, National Institute of Standards and Technology (NIST): What did industry suggest in RFI responses and past listening sessions?

3:50 – 4:30 pm	**Future State of Information Sharing Discussion** *Moderator:* Muhammad Ali, HP *Discussion:* - What are the current communication challenges? - What information is typically discoverable (publicly available) versus not (and why not)? Does this vary according to the type of SDO? SDO or consortia/association? Etc. - Where is standards education needed to broaden stakeholder knowledge? - What education should be coordinated by the private sector, by academia, and/or by the U.S. government? - What role could a PPP play in supporting information sharing needs for CETs technologies? - Considering CETs are often driven by startups, are there specific communications needs for startups versus established organizations? - How can bilateral communications between the public and private sector support CETs?
4:30 – 5:00 pm	**Key Takeaways & Closing Remarks –** *Christine Bernat, ANSI*

For more information, contact Christine D. Bernat, Associate Director, Standards Facilitation (cbernat@ansi.org; 212-642-8919) or Rachel Hawthorne, Senior Manager, ISO Outreach and Enhanced Services (rhawthorne@ansi.org; 212.642.4938).