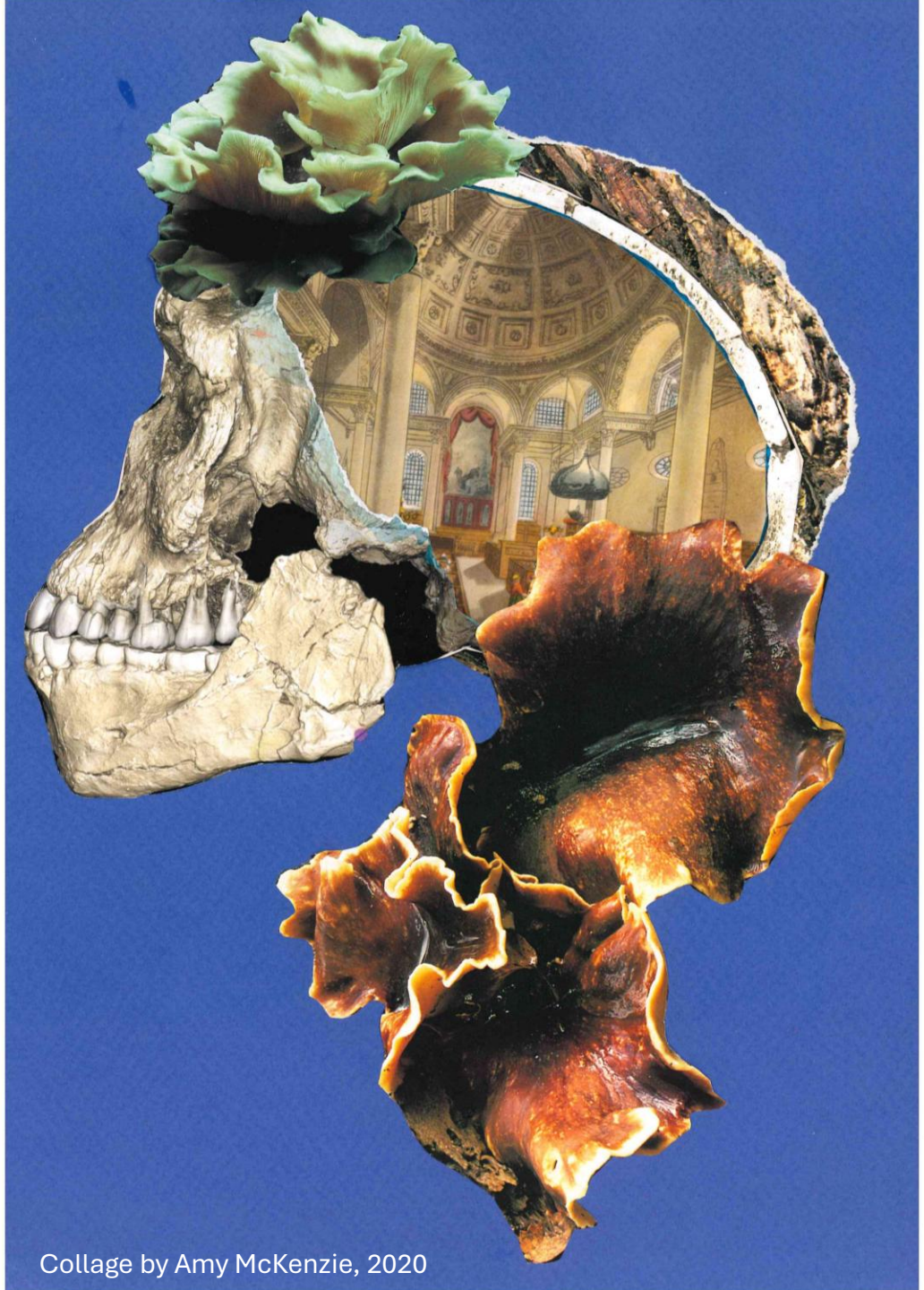


Collage by Amy McKenzie, 2020

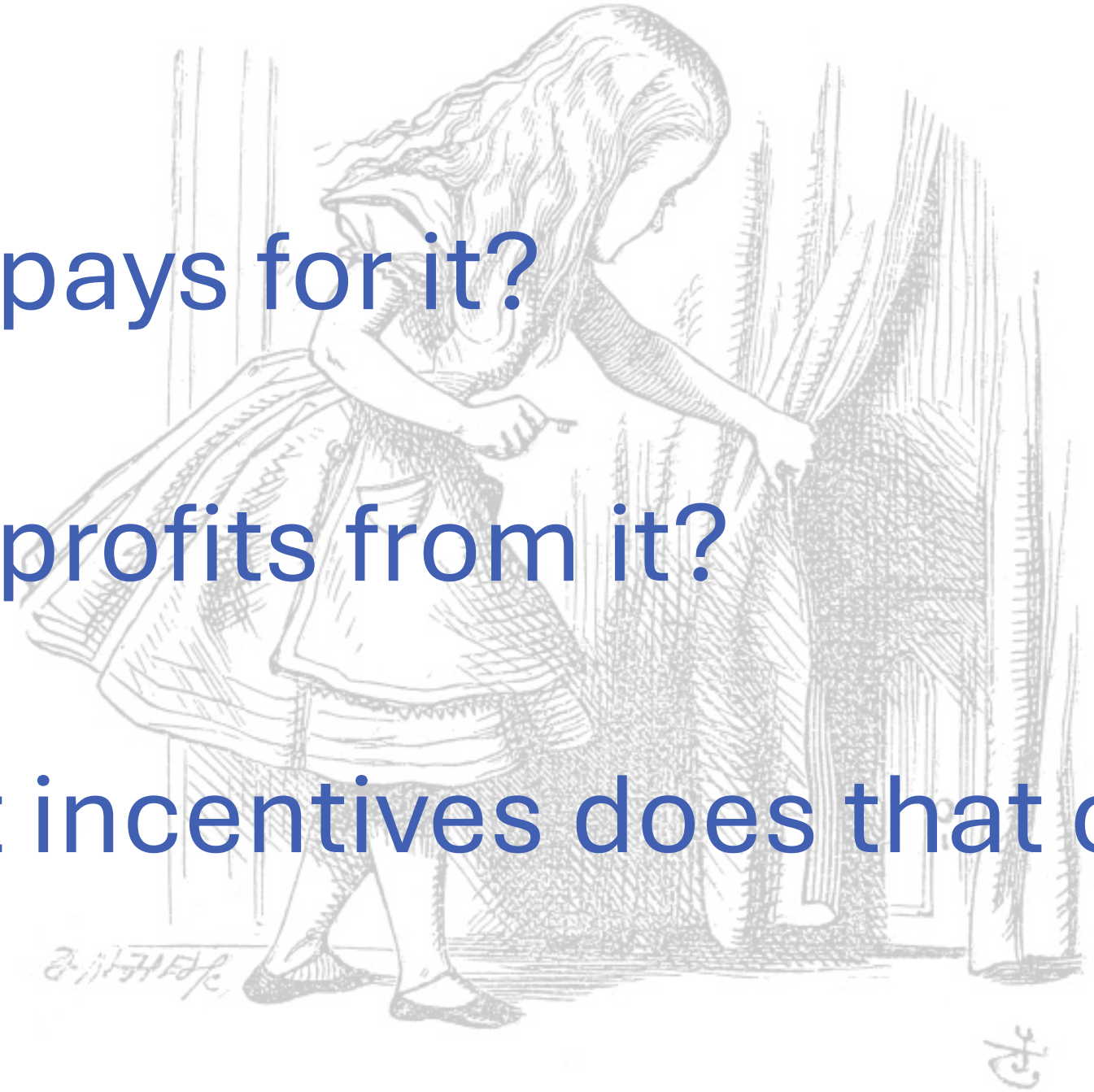
Follow the money:

why AI funding models matter to health libraries

Amy McKenzie
Librarian, Austin Health
Wurundjeri Country

HLI/HLA Conference 2026

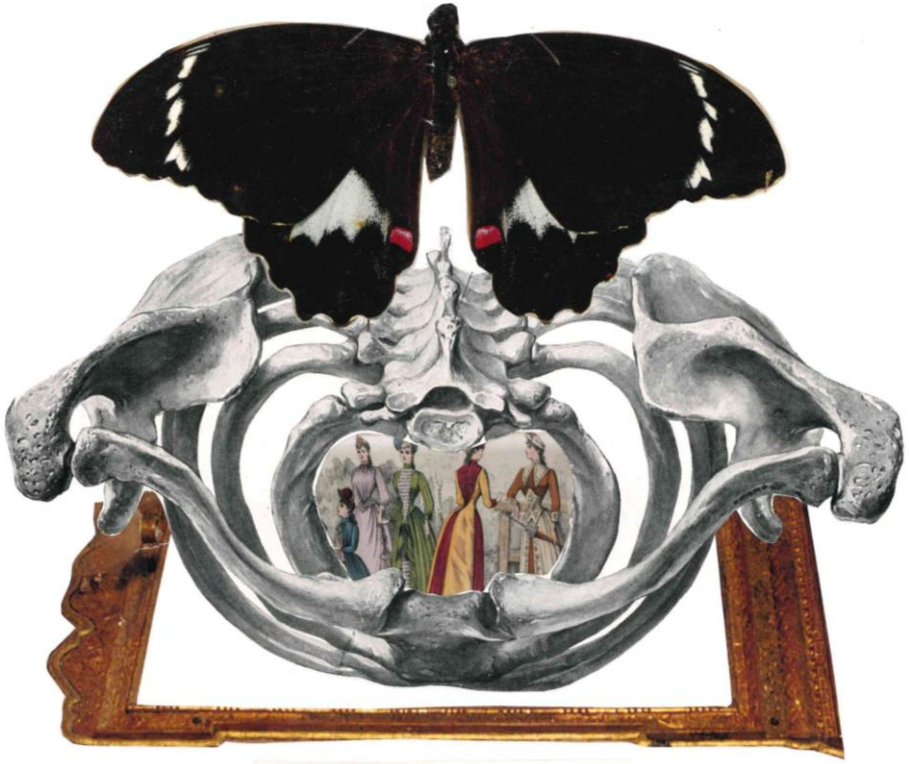
Austin HEALTH



Who pays for it?

Who profits from it?

What incentives does that create?



Collage by Amy McKenzie, 2020

SCOPE

Generative AI used by clinicians to find and summarise clinical information

Examples

Open Evidence
Heidi (now has a clinical evidence function)
Dr Oracle AI
Chat GPT, Claude, CoPilot

Open Evidence

"ChatGPT for doctors." Partnership with NEJM, JAMA, Nature, Cochrane, and others

- Private, venture-back company
- Founded 2022 by Daniel Nadler and Zack Ziegler

- Feb 2025: valued at $1 billion, raised $75 million in funding
- July 2025: valued at 3.5 billion, raised $210 million in funding
- Oct 2025: valued at $6 billion, raised $200 million

- Investors include: Sequoia, Andreeson Horowitz, Nvidia, Google Ventures

- Free to use for physicians in the US ($60 in Aus)
- Makes $50 million per year through advertising in the US

- 40% of doctors use it, 65,000 new users per month

Neil Postman, 1998

Questions to ask any new technology

- What problem is this technology a solution to?
- What new problems will be created because of solving an old one?



Collage by Amy McKenzie, 2020

What is the problem for which this new technology is a solution?



Victorian public hospital doctors to *walk off the job* over safety fears



Women unable to use new Gunnedah birthing suite amid national workforce shortage



Regional emergency departments are overcrowded and risking patient safety, doctors say

Doctors and allied health professionalsare striking today, calling for better conditions and pay. *(ABC News: Gabriela Rahardja)*

What new problems will be created?

945 TWh	Projected global data-centre electricity demand by 2030, almost three per cent of projected world electricity use and roughly twice France's 2025 consumption
399 million tonnes	The associated carbon footprint from projected 2030 data-centre electricity consumption would require approximately 6.7 billion trees grown over 10 years to offset—roughly twice the estimated number of trees in the United Kingdom.
9.3 trillion litres	Associated water footprint of 2030 data-centre electricity, equal to the basic annual domestic water needs of 1.3 billion people in Sub-Saharan Africa

Environmental Cost of AI's Energy Use: Carbon, Water and Land Footprints. United Nations University Institute for Water, Environment and Health (UNU-INWEH), 2026

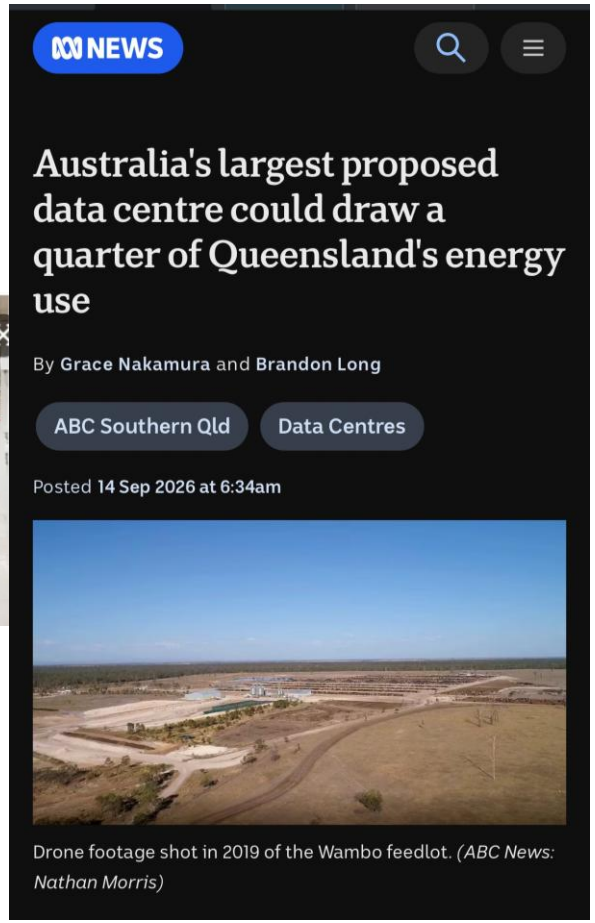


Ireland

Ireland's data centre strain a 'cautionary tale' for rest of world, UN says

Data processing accounts for 21% of Irish electricity use – compared to just 4% in the US and 1% in China





"Doctors now use OpenEvidence on some 8.5 million consultations a month. Because the tool isn't considered diagnostic, it doesn't need FDA approval as algorithms used to detect strokes or sepsis in patients do. And since doctors can download it or use it online for free, **it can bypass the lengthy and bureaucratic procurement process** with hospitals or large group practices. That's helped the company sign up doctors at an ever-faster clip." (Forbes)



Collage by Amy McKenzie, 2020

- Subscription revenue (cheap/free now but for how long?)
- Advertising revenue ("only" $50 million a year)
- They expect to significantly “disrupt” labour markets
- Data is a valuable commodity



Collage by Amy McKenzie, 2020

- Subscription revenue (cheap/free now but for how long?)
- Advertising revenue ("only" $50 million a year)
- They expect to significantly “disrupt” labour markets
- DATA

The world’s most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules

Share



- Environmental sustainability
- Privacy
- Transparency
- Governance
- How information is surfaced, ranked and presented.
- The future direction of the product



VENDORS: "Why are we seeing a drop in usage? Are we losing market share to AI?"



IT: "We don't want clinicians using AI tools we haven't approved – let's block everything except CoPilot to be safe"

LIBRARIANS





HOSPITAL EXEC: "Now that everyone's using Open Evidence, we can cut our subscription budget, right?"

Other parts of HOSPITAL EXEC: "Clincians using AI for clinical decision making is very risky!"



CLINICIANS: "IT have blocked my favourite tool – why?? (but they can't stop me using it on my phone…)"

Also CLINICIANS: "I have ethical concerns with AI and feel like it's being forced on me"



Data privacy and governance

"If you're not paying for the product you are the product"

Promote expertise of librarians as educators

"And since doctors can download it or use it online for free, **it can bypass the lengthy and bureaucratic procurement process** with hospitals or large group practices. That's helped the company sign up doctors at an ever-faster clip." (Forbes)



Do you know who owns this platform?

Do you know how it makes money?

Do you know what data it collects?

Do you know what information it's built on?

Do the benefits justify the environmental cost?



The New York nurses replaced by AI: 'It should concern every patient who cares about quality of care'

The union for 12 nurses laid off by Montefiore hospital say company broke contract they recently won through a strike



A nursing strike at Mount Sinai hospital in New York City on 10 January 2023. Photograph: Andrés Kudacki/AP

Nurses are setting rules about AI in their contracts

Nurses from California and North Carolina told us why they're concerned about AI and what they're doing to prevent harm.

The Royal Australian and New Zealand College of Radiologists
17 August ·

Is your AI worth its watts?

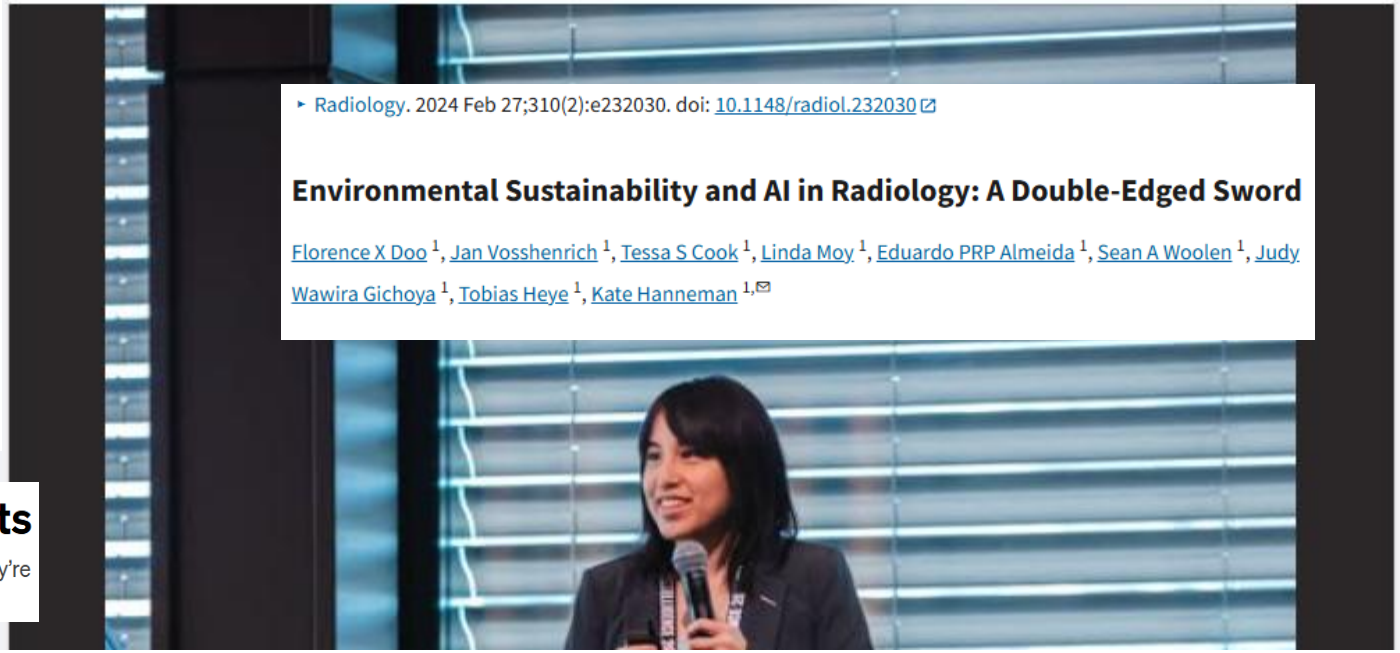
At #Intelligence26, Clinical AI researcher and radiologist, Dr Florence Doo challenged delegates to consider an often-overlooked aspect of AI adoption: its environmental impact. In the latest conference coverage from Croakey Health Media, Dr Doo explores the concept of sustainable intelligence and the need to think about AI from a systems and workflow perspective.

AI can help optimise imaging workflows, reduce low-value imaging and improve equipment efficiency, but Dr Doo poses a critical question: do the benefits justify the environmental cost, and how can we maximise one while minimising the other?

It's a timely reminder that responsible AI adoption means considering not only performance and outcomes, but sustainability as well.

Read the article: https://ow.ly/Lk8b50ZAbUB

#Intelligence26 #RANZCR #AIinHealthcare #SustainableRadiology #MedicalImaging #HealthcareInnovation



Radiology. 2024 Feb 27;310(2):e232030. doi: 10.1148/radiol.232030

Environmental Sustainability and AI in Radiology: A Double-Edged Sword

Florence X Doo [1], Jan Vosshenrich [1], Tessa S Cook [1], Linda Moy [1], Eduardo PRP Almeida [1], Sean A Woolen [1], Judy Wawira Gichoya [1], Tobias Heye [1], Kate Hanneman [1,✉]



What data do you collect?

How do you use it?

What are your sustainability commitments?

How do your AI systems work? Are they opt-in?

What happens if your company is acquired?

CONCLUSION

"We live in capitalism. Its power seems inescapable. So did the divine right of kings. Any human power can be resisted and changed by human beings." Ursula Le Guin



Collage by Amy McKenzie, 2020

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