CBHC
Colorado Behavioral
Healthcare Council

TRUST REVIEWS FOR ETHICAL ARTIFICIAL INTELLIGENCE

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Existing practices developed around ethics and AI too easily get reduced to issues of compliance and litigation. In fact, the majority of large tech companies locate their ethics team in the legal department–or even proxy ethics decisions to an ethics board.

A TRUST approach to AI sets as its goal transforming the culture of an organization, from data scientists to marketing to accounting. TRUST takes a whole lifecycle approach to develop dispositions and practices toward cultivating trust at every stage of the AI development process, from problem definition to deployment and maintenance. Rather than proxying responsible design to an ethics board, a trust approach to AI involves the whole community in the task of developing an ecosystem of trust.

THE NODES OF THE TRUST FRAMEWORK THAT ORGANIZE THE TRUST SCORECARD ARE:

TRANSPARENT   **R**ESPONSIBLE   **U**SER-CENTERED   **S**USTAINABLE   **T**EAM

THE STEPS OF THE TRUST ASSESSMENT

1. **RESPONSE** - Iliff sends the TRUST instrument for your initial responses from the team.

2. **CONVERSATION** - Iliff will work with you and discuss your responses and any additional questions or clarification.

3. **SUMMARY** - Iliff will discuss our findings with the client.

4. **SCORECARD REVIEW** - Iliff meets with your company to review the TRUST Scorecard assessment and determine next steps, if any.

PRINCIPLES OF THE AI INSTITUTE **TRUST** FRAMEWORK

TRUST IS ITERATIVE

A CONTINUOUSLY NEGOTIATED NETWORK OF RELATIONSHIPS BETWEEN ALL SYSTEMS INVOLVED

TRUST IS HOLISTIC

RESISTS REDUCTION TO COMPLIANCE AND INSTEAD EMBRACES AN ECOSYSTEM APPROACH

TRUST REQUIRES A DIVERSE CROSS FUNCTIONAL TEAM

EMBEDDED IN THE WHOLE DEVELOPMENT LIFECYCLE

WELLPOWER & THE TRUST PROCESS

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OUR INTENT IS TO HAVE THESE SOLUTIONS BENEFIT THE LIVES OF PEOPLE WE SERVE.

However, there are hidden challenges inherent in technology which will negatively affect our communities. We decided to use the TRUST model to assess the solution's impact, ensuring that harmful biases and impacts are minimized.

WellPower has used the TRUST model assessment with several organizations who have sought to partner with us. Our experience has ranged from a highly collaborative and focused learning experience to an experience where we have chosen not to work with a company because of the potentially negative impacts their technology would have on the people we serve.

Our hope is that our efforts will result in upstream changes to the industry itself. Using the TRUST principles at the beginning of their development process ensures that their impact is not harmful to the communities we serve.

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