

The Role of Accreditation in Supporting Safe and Transparent AI in Health Care

Wisconsin Legislative Council

Shawn Griffin, MD, FAAFP

President/CEO, URAC

September 10, 2026



Agenda

Who is URAC?

The Role of Accreditation

AIHC Accreditation Development and Standards

State and Federal AI Developments

Questions

We have *over 35 years of experience* as
an accreditor

We believe in growth through *education
and quality improvement*

We understand that *excellence looks
different* in every organization

We accredit organizations in the US and
internationally across telehealth, AI,
pharmacies and health systems



Modern Healthcare

**2025 BEST IN
BUSINESS**



ACCREDITED



CERTIFIED



URAC's Approach

Accreditation is all we do. Quality is the focus

Our rigorous, meaningful standards reflect what quality looks like in health care for today and the future



Education: Helps teams build the knowledge to sustain improvements for the long haul



Flexibility: Recognizes strengths and needs of each organization



Trust: Builds long-term relationships to support ongoing excellence

Diverse Stakeholders Govern URAC



URAC's Accreditation Programs



Digital Health

- Health Website
- Remote Patient Monitoring
- Telehealth
- Health Content Provider*



Health and Dental Plan

- Dental Network
- Dental Plan
- Health Network
- Health Plan
- Health Plan with Long-Term Services and Supports
- Marketplace Health Plan
- Medicaid Health Plan
- Medicaid Health Plan with Long-Term Services and Supports
- Medicare Advantage



Patient Care Management

- Case Management
- Disease Management
- Health Contact Center
- Health Utilization Management
- Independent Medical Examination
- Independent Review Organization
- Workers' Compensation Utilization Management



Mental Health and Substance Use Disorder (MH/SUD) Parity

- MH/SUD Parity Compliance Guide
- ParityManager™ Compliance Software
- MH/SUD Parity Accreditation



Administrative Management

- Clinically Integrated Network
- Community Health Worker
- Credentials Verification Organization
- Employer-Based Population Health
- Health Contact Center
- Provider-Based Population Health
- Health Care Management*



Health Equity



Mental Health at Work



Pharmacy

- Infusion Pharmacy
- Medicare Home Infusion Therapy Supplier
- Mail Service Pharmacy
- Pharmacy Benefit Management
- Pharmacy Services (choose up to four modules)
 - Community Dispensing
 - Drug Therapy Management
 - Point of Care Testing
 - Vaccine Administration
- Specialty Pharmacy
- Specialty Pharmacy Services
- Rare Disease Center of Excellence*



Health Care AI

* Denotes program is a certification

The Role of Accreditation

Why Accreditation Works

Based on best practices as reviewed by experts

Ensures data protection

Strengthens existing quality and safety measures

Confidence to patients, providers and payers

Ability to respond quickly to changes in industry dynamics

Trusted standards relied on by state legislatures and regulatory agencies

Accreditation is a quality tool referenced in state law and regulations to supplement patient protection provisions and ensure high-quality, high-value care

URAC AIHC Accreditation Development and Standards

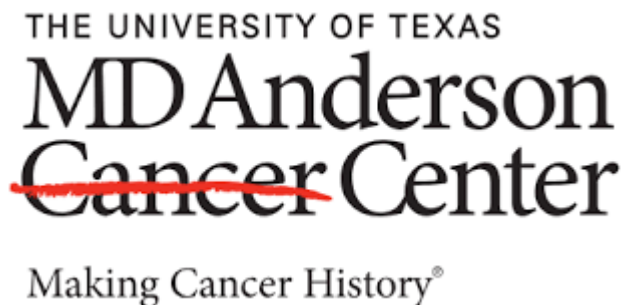
URAC AIHC Accreditation Development

The Existing Landscape for AI Users, Developers, Patients and Lawmakers

- Growth of legislative proposals at state and federal levels
 - All fifty states have considered AI legislation during the 2025/2026 legislative cycle. A majority of states enacted limited AI measures during that time.
- Lack of clarity and transparency about the use of AI
 - Results in patients and other stakeholders often failing to understand how and when AI is used in their health care
- Uncertain statutory and regulatory requirements
 - Potentially conflicting standards across jurisdictions
- Need for flexible, adaptable standards

AI is transforming health care and the need for trust, accountability and safety has never been greater.

URAC's Health Care AI Advisory Committee



URAC AI Accreditation Pathways

URAC AI Accreditation is Designed to Give Health Care Organizations and Developers the Independent Validation They Need to Lead with Confidence

Health Care AI Users

- Hospitals, health systems, payers, providers
- AI governance
- Clinical oversight
- Data privacy and security
- Bias mitigation
- Workforce training

Health Care AI Developers

- Vendors, developers, data scientists
- Transparent design and deployment
- Model risk management
- User education
- Responsible innovation
- Patient safety

Health Care AI Accreditation Standards

AIHC Foundational Focus Areas and Standards

Applicable to Users and Developers

Designed to Emphasize Regulatory Compliance, Privacy, and Security

Standard RM 1: Regulatory Compliance and Internal Controls

RM 1-1: Regulatory Compliance Management

RM 1-2: Maintaining Compliance

Standard RM-AI 2: Contracting

RM 2-1: Written Agreements

RM 2-2: Statement of Work

RM 2-3: Contract Management

Standard RM-AI 3: Protection of Consumer Information

RM-AI 3-1: Privacy and Security of Consumer Information

RM-AI 3-2: Internal Safeguards

RM-AI 3-3: Privacy and Security Risk Assessment

Standard RM-AI 4: Risk Analyses

RM-AI 4-1: Impact Analysis

RM-AI 4-2: Scalability Analysis

RM-AI 4-3: Technical Analysis

RM-AI 4-4: Business Continuity Plan

Standard OPIN 1: Business Management

OPIN 1-1: Policy and Process Maintenance

OPIN 1-2: Delegation Management

Standard OPIN 2: Staff Management

OPIN 2-1: Clinical Credentialing

OPIN 2-2: Employment Screening

OPIN 2-3: Staff Learning and Development

OPIN 2-4: Code of Ethical Conduct

OPIN 2-5: Employee Engagement

Standard OPIN-AI 3: Leadership

OPIN-AI 3-1: Clinical Leadership

OPIN-AI 3-2: Technical Leadership

OPIN-AI 3-3: Ethical Leadership

Standard PMI 1: Quality Management Program

PMI 1-1: Quality Structure

PMI 1-2: Data Collection and Analysis

Health Care AI User Focus Area and Standards

URAC AIHC Accreditation helps health systems, hospitals and provider organizations demonstrate the AI tools they are using are safe, ethical and effective

- *Independent validation that AI use meets nationally recognized standards for safety, transparency and ethical governance*
- *Risk mitigation strategies to minimize risks associated with using AI in health care*
- *Operational confidence to ensure staff training, governance policies, and oversight processes are in place for AI adoption*

AIHC User Standards

Standard USER 1: AI System(s) User Management

USER 1-1: AI System(s) User Management Plan

USER 1-2: Annual AI System(s) User Management Plan Evaluation Outcomes

Standard USER 2: AI System(s) User Testing

USER 2-1: AI System(s) Testing and Monitoring in User Setting

USER 2-2: Population Applicability Verification

Standard USER 3: AI System(s) User Training

USER 3-1: Intended Use

USER 3-2: Population Applicability

USER 3-3: AI System(s) Results

Standard USER 4: Appropriate Use of AI System(s)

USER 4-1: Responsible Use Assessment

Standard USER 5: AI System(s) Use Disclosures

USER 5-1: Disclosure Procedures

USER 5-2: Disclosure of AI System(s) Use Impact

Health Care AI Developer Focus Area and Standards

AIHC Developer Standards

Standard DEV 1: AI System(s) Management

DEV 1-1: AI System(s) Management Plan

DEV 1-2: Annual AI System(s) Management Plan Evaluation Outcomes

Standard DEV 2: AI System(s) Build and Data Management

DEV 2-1: AI System(s) Build

DEV 2-2: AI System(s) Training

DEV 2-3: AI Data Governance

Standard DEV 3: AI System(s) Testing

DEV 3-1: Pre-Deployment Testing

DEV 3-2: AI System(s) Validation and Evaluation

DEV 3-3: Addressing Drift and False Findings

Standard DEV 4: AI Development Disclosures

DEV 4-1: Disclosure Procedures

DEV 4-2: Intended Use

DEV 4-3: Ethical Development and Use

DEV 4-4: Data Features

DEV 4-5: AI System(s) Testing Disclosure

DEV 4-6: Performance Limitations

URAC AIHC Accreditation helps technology innovators demonstrate that their solutions meet the highest standards for safety, transparency and ethical deployment in health care

- *Develops frameworks to align with evolving U.S. and international AI governance frameworks*
- *Demonstrates to health systems, payers and patients that AI solutions meet independent quality standards*
- *Provides credibility for new and evolving AI solutions with third-party validation of safety and trustworthiness*

Benefits of Artificial Intelligence Accreditation

Existing AI landscape is reminiscent of “wild west” telehealth and behavioral health landscape years ago

AI is already being used and “point solutions” are marketing directly to employers, payers, providers, and consumers

Patient health and safety, and billions of dollars of health care funding, dependent on development of national AI “guardrails”

Lack of national “guardrails” means consumers and payers cannot distinguish safe, well-designed, and monitored options

State regulatory variation means patchwork of laws even in the same communities

URAC provides a proactive common set of best practices to everyone in health care landscape from a name trusted for decades

Health Care AI Accredited Clients



PHARMESOL



As of 9/1/2026

State and Federal AI Developments

Artificial Intelligence State Legislation

Since launching its Artificial Intelligence in Health Care Accreditation in September 2025, URAC has met with legislators and regulators throughout the country to discuss AI in health care and the role of independent national accreditation to provide guardrails that enhance transparency and patient protections.

Legislators, insurance regulators, and Medicaid programs continue to express substantial concern about the evolving role of AI and the proliferation of new tools without consumer awareness.

- Influx of state AI legislation during the 2025 legislative session, with all fifty states introducing AI legislation
 - **More than 1,200 AI bills introduced in the states in 2025** (approximately 150 enacted)
 - State legislatures continued record-breaking introductions of AI legislation in 2026 with every state in session introducing AI bills
 - 2026 legislative enactments surpassed 2025 levels, with more than 1,500 new state AI bills enacted during the session
 - Health insurance claims practices, chatbots, and the legal status of AI tools continued as primary topics of state legislation in 2026

Wisconsin Artificial Intelligence Legislation

Considered in 2026

(Not Enacted)

- AB 368/SB 373
 - Algorithmic determinations in utilization management and prior authorization
- AB 1109/SB 1066
 - Human review of prior authorization denials
- AB 1128/SB 1097
 - Artificial intelligence in health insurance claims denials

URAC has served as the nation's premier utilization management accreditor since its founding more than 35 years ago and is widely recognized by nearly every state and the federal government for health utilization management accreditation.

URAC's AIHC Accreditation incorporates this industry-leading expertise into standards that provide guardrails for the use of AI in claims determination that emphasize transparency and provider review of adverse benefit determinations.

HHS/ONC Request for Information (RFI) on AI in Clinical Care

Accelerating the Adoption and Use of AI as Part of Clinical Care



- The HHS Office of the Deputy Secretary, in collaboration with ASTP/ONC, sought “concrete, experience-based feedback from those building, buying, evaluating, using and receiving care from AI tools that are part of clinical care...” to inform HHS use of:
 - Regulation
 - Reimbursement
 - Research and development
- Specific areas requested for feedback include a request for comments on how HHS can best support private sector activities **including accreditation** to promote innovative and effective AI use in clinical care

HHS/ONC Request for Information (RFI) on AI in Clinical Care

URAC Recommended Steps to Support Private Sector Activities to Promote AI

Research and Development

- Encourage voluntary adoption of accreditation among users and developers
 - Incorporating AI accreditation into agency metrics for AI development and deployment
 - Endorsing accreditation in funding and grant opportunities
 - Prioritizing agency adoption and endorsement of AI tools that are accredited by recognized and qualified private sector accreditors
- Provide guidance to states on presumed high-impact AI use that encourages accreditation as a standard for review
 - Incorporate AI accreditation as a standard for review when considering high-impact AI activities
 - Use of existing communication levers by utilizing HHS/ONC webpages to establish public-facing websites with information on AI accreditation

Questions and Answers