

## AI-ENABLED PATIENT-CENTRIC CARE MODELS FOR SUSTAINABLE HEALTHCARE DELIVERY

ANISHA BISWAS<sup>1\*</sup>, ARUNIKA BHADRA<sup>1</sup> AND HEMA SANTRA MANNA<sup>2</sup>

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*Artificial intelligence (AI) has become a high-tech that develops clinical decision-making, enables the fastening of personalized healthcare services, and improves the effectiveness of the operations. The paper deals with how AI-driven models of patient-centered care will play their role in the long-term provision of healthcare. The article analyzes the attitudes to AI-based applications like chatbots, predictive diagnostic tools, and digital health applications on the basis of primary survey data collected among patients and healthcare professionals. The findings indicate that the implementation of AI-based healthcare systems can help to increase the rates of patient satisfaction, perceived quality of the provided service, and efficiency of the system to a considerable degree. These enhancements result into long term sustainability of the healthcare services because they consume resources and increase patient engagement in the healthcare services. In order to provide sustainable and patient-centred healthcare systems, the study introduces critical management and policy implications, which presupposes the need to conduct ethical surveillance, implement AI responsibly, and do strategic work.*

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