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Statement of the Consumer Technology Association
**“Transforming Health Care with Data: Improving Patient Outcomes Through Next-
Generation Care”**
Senate Health, Education, Labor and Pensions Committee
March 5, 2026

The Consumer Technology Association (CTA®) is North America's largest technology trade association. We represent more than 1200 American companies across the innovation economy. We appreciate the Committee's focus on how data and innovation can improve patient outcomes and reduce health care costs. CTA members are building tools that help clinicians diagnose earlier, treat more precisely, cut paperwork, and expand access to care for millions of Americans.

Promise of Digital Health

U.S. health care spending is unsustainable and often does not lead to better health. According to the National Health Expenditure Accounts (NHEA), U.S. health care spending reached 18% of GDP in 2024, or \$15,474 per person.¹ A major driver of these costs is lack of access to care. More than 92 million Americans live in a primary care professional shortage area, and more than 137 million Americans live in a mental health professional shortage area.²

However, we have a major opportunity if we embrace technology and innovation. With better tools to analyze large amounts of data, we can learn which treatments work best for which people, based on their genes and medical history. Providers can then choose the treatments most likely to succeed for each patient. More of our loved ones will survive serious illness and recover faster. Technology and innovation can also support faster and often lifesaving diagnosis. With sensing technology and artificial intelligence (AI), clinicians can assess a patient's health remotely and see more patients in less time. Patients can avoid some hospital stays and visits. They can be monitored after discharge and avoid unnecessary readmissions. They will also know more quickly when they should seek in-person care.

These tools are already in use:

- AI-led patient outreach and engagement help health systems reach patients at a fraction of the cost and time of traditional outreach.
- AI documentation tools reduce the time and cost of provider note taking and paperwork.
- Prescription digital therapeutics, which are software-based treatments, often for mental or behavioral health conditions, can be prescribed by a provider and completed by a patient at home, instead of requiring an office visit for every treatment.

¹ [National Health Expenditure Account Data](#). Centers for Medicare & Medicaid Services. January 2026.

² [Designated Health Professional Shortage Areas Statistics](#). Bureau of Health Workforce, Health Resources and Services Administration (HRSA), U.S. Department of Health & Human Services. December 2025.

AI Adoption: Opportunities and Barriers

CTA research shows that health care providers are optimistic about AI's potential to improve efficiency and patient care, but AI adoption is still early and uneven.³ Providers report barriers that include:

- Trust in AI tools
- Integration with existing workflows
- Data quality
- Reimbursement
- Privacy and security

At the same time, evidence is growing that AI can improve diagnostic accuracy and reduce preventable harm, especially in high acuity settings such as emergency departments and intensive care units.⁴

Health AI Policy Priorities

In February, CTA responded to the Department of Health and Human Services (HHS) Request for Information on accelerating the use of AI in clinical care. We outlined key health AI policy priorities:

1. Establish a Harmonized Federal Framework for Health AI

Today, innovators face a growing and overlapping mix of state laws, federal rules, and international frameworks. Without a clear federal framework, compliance will only become more complex for developers and users of AI. Examples include:

- Patchwork of state laws: In 2025, 1208 AI related bills were introduced across all 50 states, and 145 became law. Already in 2026, 1422 bills have been introduced across 45 states.
- Unclear device classifications: Many developers struggle to understand whether their products are regulated as software as a medical device (SaMD) or treated as wellness tools.
- Uncertain agency roles: There is confusion about the boundaries between FDA oversight of clinical decision support (CDS) and ASTP/ONC oversight of predictive decision support interventions (PDSI).

A risk based federal framework for health AI would give developers and users confidence to adopt these tools. It should support innovation, avoid unnecessary operational burdens, and prevent public distrust in this promising technology.

2. Strengthen Interoperability to Support Safe and Effective AI

AI systems need access to accurate, high quality, interoperable data from many sources. CTA supports:

- Strong and continued enforcement of information blocking rules
- Further investment in data interoperability, especially for:
 - Cancer data
 - Genomics data

³ [AI's Impact and Opportunity Among Healthcare Practitioners](#). Consumer Technology Association. September 2025.

⁴ Newman-Toker DE, Nassery N, Schaffer AC, Yu-Moe CW, Clemens GD, Wang Z, Zhu Y, Saber Tehrani AS, Fanai M, Hassoon A, Siegal D. Burden of serious harms from diagnostic error in the USA. *BMJ Qual Saf*. 2024 Jan 19;33(2):109-120. doi: 10.1136/bmjqs-2021-014130. PMID: 37460118; PMCID: PMC10792094.

- Imaging data

These areas hold great promise for AI driven breakthroughs that can save lives and reduce costs.

3. Address Privacy Gaps

Our main health privacy law, the *Health Insurance Portability and Accountability Act* (HIPAA), is outdated and incomplete. Many companies that create and deploy consumer digital health tools are not “covered entities” under HIPAA. They also may not be bound by business associate agreements with HIPAA covered entities. As a result, many digital health tools that consumers rely on do not fall under a clear, consistent privacy framework.

CTA supports a comprehensive federal privacy law that closes these gaps, sets clear rules for all actors handling sensitive health data, and gives consumers confidence in digital health tools.

Role of Industry Standards and Public-Private Collaboration

CTA is an ANSI accredited standards developer and has published more than 35 digital health standards. These include health AI standards on trustworthiness and performance verification and validation.

CTA also participates in key cross industry efforts such as HL7’s Caliper, a FHIR-based accelerator focused on standardizing interoperability for medical devices, including AI enabled technologies and wearables.

Consensus-based industry standards should play a central role in health AI policymaking. Standards provide a flexible, proven way to promote best practices while allowing innovation to move quickly.

Conclusion

Digital health technologies offer a powerful opportunity to improve patient outcomes, expand access to care, and help control rising health care costs. With thoughtful policy choices that support innovation, strengthen interoperability and establish clear national rules for health AI and data privacy, the United States can lead the world in next-generation care. CTA and its members stand ready to work with the Committee to advance policies that empower caregivers, protect patients and accelerate health innovation.

Sincerely,

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