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# Medtech Connect Episode 15: Digital Trust

by [Hannah Daniel](#)

In this episode, *Medtech Insight* senior reporter Hannah Daniel speaks to Mark Brown, Global Managing Director of Digital Trust Consulting at the British Standards Institute about digital trust. In a world of cybersecurity breaches and ransomware attacks on hospitals, digital trust between companies and consumers is key, but current siloed operations can hinder that. We talk about the EU's AI act, the speed of digital transformation, cybersecurity incentives, and how principle-based regulations are better than prescriptive ones.

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[\*Biden Administration Is Setting An Example For Safe AI Use In Federal Organizations\*](#)

[\*European Parliament Adopts AI Act, But Success Hangs On The AI Office\*](#)

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