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# Harnessing Generative AI: Innovations and Best Practices

## The Good Bot: Artificial Intelligence, Health Care, and the Law

### SPEAKERS

[Brett Mason](#) | [Alison A. Grounds](#)

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Join Troutman Pepper Partner Brett Mason for a podcast series analyzing the intersection of artificial intelligence (AI), health care, and the law.

In this episode of *The Good Bot*, host Brett Mason is joined by Alison Grounds, managing partner for Troutman Pepper eMerge and chair of the firm's Innovation Committee. Alison is also a leader of the Generative AI Task Force at the firm. Together, they explore the firm's integration of generative AI, discussing the formation of a task force to consolidate resources and deploy AI effectively across the firm. The conversation also covers best practices for companies looking to implement generative AI, emphasizing the importance of involving the right stakeholders and developing flexible policies that balance innovation with risk management. Alison highlights the evolving perspectives of clients on AI, noting a shift from initial fear to excitement and proactive engagement.

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