

Speaking Engagements | September 18, 2024 | 2:30 PM - 3:30 PM PT

# OHCA Annual Convention 2024: The Art of Innovation

**Oregon Convention Center (OCC)**

**777 NE Martin Luther King Jr. Blvd**

**Portland, OR 97232**

## **SPEAKERS**

[Brett Ashton Mason](#) | [Brent T. Hoard](#)

---

### **Wednesday, September 18 • 2:30 – 3:30 p.m. PT**

Troutman Pepper is proud to sponsor the 2024 Oregon Health Care Association (OHCA) Annual Convention, September 17-18, 2024, in Portland, OR.

Partners Brett Ashton Mason and Brent Hoard will present “Embracing AI in Senior Living: Use Cases, Legal Considerations, and Benefits,” on September 18, at 2:30 p.m.

In today’s rapidly evolving technological landscape, the integration of Artificial Intelligence (AI) into various business processes is becoming increasingly prevalent across industries. However, this adoption brings with it a host of legal, ethical, and cybersecurity considerations that must be carefully navigated. This presentation aims to provide a comprehensive overview of these critical issues when incorporating AI tools into healthcare businesses uses, while also highlighting the significant benefits that AI can offer. This presentation will equip attendees with a balanced understanding of the legal and practical considerations of AI, as well as the substantial benefits it can bring. By addressing both the challenges and the opportunities, participants will be better prepared to make informed decisions about integrating AI into their business operations.

OHCA hosts the largest and most well attended long term care convention and trade show in the state of Oregon.

## **RELATED INDUSTRIES + PRACTICES**

- [Health Care + Life Sciences](#)
- [Artificial Intelligence](#)