

Podcast Name: *ACM ByteCast*  
Episode: Mor Peleg - Episode 41

Welcome to the *ACM ByteCast* podcast, a series from the Association for Computing Machinery! This episode of *ACM Bytecast* is part of a special collaboration with AMIA's *For Your Informatics* podcast. In this series, we talk to women leaders, researchers, practitioners and innovators who are at the intersection of computing research and practice to apply AI to healthcare and life science. Today, host Dr. Sabrina Hsueh of ACM is joined by co-host Dr. Adela Grando of the American Medical Informatics Association. Their guest is Mor Peleg, the Full Professor of Information Systems and Head of the University of Haifa's Data Science Research Center. She is also Editor in Chief of the Journal of Biomedical Informatics, an international fellow of ACMI and more.

To begin, Mor shares about her career journey and why she ultimately decided to work at the intersection of information systems and medicine. She was always fascinated by the field of biomedical engineering, but found the studies difficult and uninspiring. Thus, she decided to move to biology and discovered that though she was actually very good at it, it wasn't quite the field for her. After working in IT, she attended Stanford for her postdoctoral and ended up working on several major projects. After 4 years away from home, Mor and her family returned to their hometown of Haifa and got a position in the university's brand new IT department.

Don't miss Mor's best advice for those, especially women, who want to work in an interdisciplinary field themselves. First, be open-minded to new opportunities and trustful of your own ability to find the best career pathway for you. One of the best things to encourage multi-disciplinary research is to work with collaborators who have expertise in areas that you might not know about, and vice versa. Since health equity is such an important topic right now, more shares what it means to her. It is important that medical content writers give clear examples and choose intentional language to avoid unintended discrimination. It was Mor's goal to increase the equity of her own team in many respects. Diversity comes in many more forms than just gender, such as expertise, nationality, seniority, and welcoming people from different professional and educational backgrounds. Addressing how IT and healthcare can work together towards equity, Mor shares that AI is a great tool to detect when there is unfairness.

Before wrapping up, Mor discussed her recent project which has a strong focus on narrowing the gap between clinical guidance and patient needs. She was the coordinator of this large collaboration of 30+ organizations. The idea was to provide decision support 24/7 to patients and providers. Now, the project is focusing on improving the mental wellbeing of cancer patients through evidence-based things like exercise, yoga and positive psychology. Mor gives listeners wanting to implement new healthcare communication systems within your operations. When we see that something is not working, we have a chance to figure out why and make adjustments

accordingly. In closing, Mor offers her best advice for listeners. Don't be afraid to do what you think is important, motivating, and impactful and find the way to do it through collaborations and trying new things.

#### Key Takeaways:

0:27 - Introducing today's guest Mor Peleg.

3:40 - Mor's career journey.

12:12 - How Mor combines information systems and medicine.

21:12 - What does health equity mean to Mor?

27:19 - Embracing equity and diversity.

31:25 - Mo's work in personalizing patient guidance.

39:22 - Advice for implementing new communication systems.

46:33 - Mor offers an example of AI within these frameworks.

48:41 - Thanks to Mor for joining us today.

#### Links

Learn more about [Mor Peleg](#)

Learn more about [AMIA](#).

Learn more about the ACM ByteCast podcast at <https://learning.acm.org/bytecast>

#### Tags

AMIA, AI, healthcare ecosystem, healthcare stakeholders, ACMI, Haifa, clinical guidance, University of Haifa, Mor Peleg, medical field, Israel, information systems, leadership, medical informatics, Journal of Biomedical Informatics, biomedical research, medicine, machine learning, interdisciplinary practice, healthcare professionals, health equity, health literacy, data