

# Exploring Ethical Digital Care Without Losing the Human Touch

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As technology continues to transform the social care landscape, we must ask the right questions. This thought-provoking piece from *Care Talk* explores how digital innovation, particularly AI, can be introduced ethically, without compromising the compassion and connection at the core of care. **Patricia Wynn, Chief Health and Care Strategy Officer at Tunstall**, contributed to the article, sharing insights on how a person-centred approach must remain central to digital transformation. At Tunstall, we're committed to ensuring every advancement we make keeps people, not just processes, at the heart of care.

<https://www.caretalk.co.uk/news/can-digital-care-be-ethical-without-losing-the-human-touch/>