

Survey Executive Summary

For years, artificial intelligence (AI) has been used in healthcare for applications including engaging patients, unlocking hidden insights in physician notes, and automating drug data collection. But the use of generative AI (GenAI), which is trained to see patterns in data and generate new content, is relatively new territory. Americans are starting to grow familiar with this technology and, according to our survey data, they see **potential for GenAI to improve healthcare**. The data also reveal Americans' biggest concerns about GenAI when it comes to healthcare applications and how they feel about the use of this technology in their own care.

Americans' #1 Concern is the Source of Healthcare Information

GenAI is capable of generating content by learning patterns in the data it has been trained on and then generating new material that has similar characteristics. Americans want to understand how GenAI is trained to be comfortable with its use in healthcare.

GenAI evokes different feelings in the context of healthcare

- In general, 45% of Americans' initial feeling toward GenAI is curiosity
- When Americans think of GenAI being used in healthcare, the most common initial feeling is concern (44%)
- 1 in 5 (17%) feel scared when it comes to the use of GenAI in healthcare

Concern stems from not knowing where GenAI gets information

- 86% of Americans agree a problem with using GenAI in healthcare is not knowing where the information came from and/or how it was validated
- 82% agree a problem is that information may be coming from internet searches with no filter

Split feelings on GenAI results

- Half (52%) of Americans would be confident in the results if they knew their own provider was using GenAI to assist in their care

Transparency and Clinical Content Key to Building Trust

Armed with the right knowledge, Americans' concerns toward GenAI in healthcare start to dissipate.

Strong feelings on what it would take to be comfortable with GenAI

- 89% say their provider needs to be clear and transparent about the use of GenAI
- 86% say they would need to know doctors and medical specialists were involved in the process of creating the content GenAI is using
- 81% say they would need to know the company providing the AI had a long track record in the healthcare industry

Transparency and education are key to changing perceptions

- 4 out of 5 (80%) Americans would be concerned to know their care provider was relying on GenAI as part of their next examination or diagnosis
- Yet only 3 out of 5 (63%) say they would be concerned if they knew their doctor was using GenAI that came from an established source in healthcare, was created by doctors and clinicians, and was constantly being updated

Doctor-patient relationships matter

- 2 out of 3 (63%) Americans would move to another provider if they found out their provider was using GenAI
- Gen X and Boomers would be less likely than Gen Z and Millennials to move to another provider not using GenAI (58% and 55% vs. 71% and 69%)
- The generational gap is likely due to stronger doctor-patient relationships among older Americans, as nearly half of adults under 30 don't have a primary care provider¹

Generative AI is Coming

Americans believe GenAI will become a routine part of healthcare delivery in the near future.

Half of Americans believe GenAI will be embedded in doctor/patient interactions by 2028

- 19% believe GenAI will be embedded in healthcare in the next 1-2 years
- 34% believe we'll see this happen in the next 3-5 years
- 5% believe GenAI will never be embedded in healthcare

Ready for some use cases

- Nearly half (45%) of Americans say GenAI can help improve healthcare by reading medical tests, X-rays or images more thoroughly and accurately
- Over two in five (42%) would use GenAI as a resource for follow up questions after an appointment or to ask questions about medications when a pharmacist isn't available