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

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

The survey, commissioned by Wolters Kluwer Health, was among 1,000 respondents who are U.S. adults 18 and over is representative of the total U.S. population according to the U.S. Census Bureau. The survey was conducted online between October 27 and November 2, 2023.

¹ KFF Health Tracking Poll (conducted July 17-22, 2018)