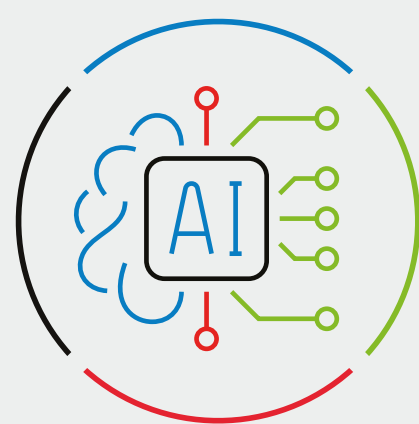# Generative AI in Healthcare: Gaining Consumer Trust

Generative AI (GenAI) has the potential to transform many aspects of how we work and live, including our healthcare. While Americans are growing more comfortable with this technology, a recent survey commissioned by Wolters Kluwer Health demonstrates people have some concerns when it comes to the use of GenAI in their own care.

## Americans' biggest concern is where GenAI gets healthcare information.
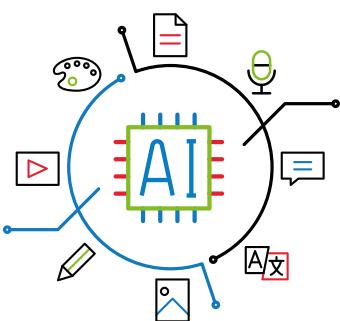
GenAI creates new materials based on patterns it learns in the source content it is trained on. For people to trust GenAI being used in their own care, they want to know where GenAI gets its information and how it is validated.
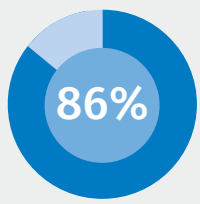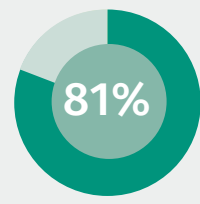
**86%** agree a problem is not knowing where the information came from and/or how it was validated.
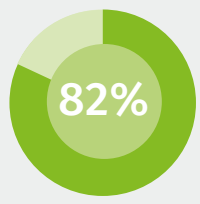
**82%** say a problem is that information is coming from searches on the internet with no filter and/or vetting.
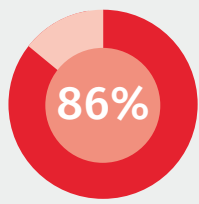
**86%** need to know that medical specialists were involved in the process of creating the GenAI source content.
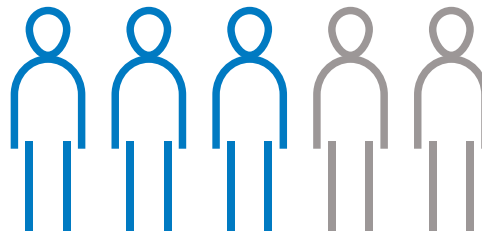
**81%** would be more comfortable if I knew the company behind the GenAI had a long track record in the healthcare industry.
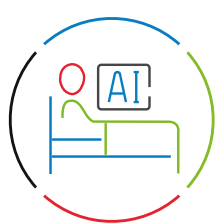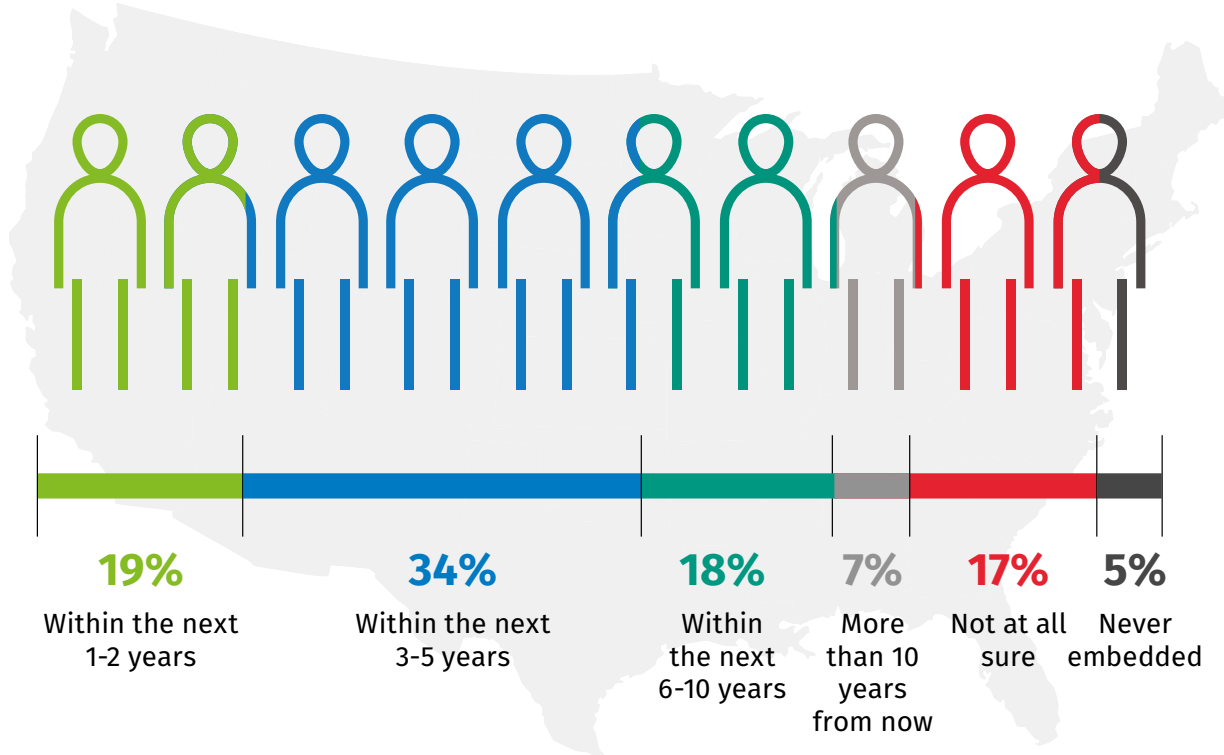
## Concerns start to dissipate as trust grows.

At the start of the survey, **4 out of 5 people** responded they would be concerned knowing GenAI was used in their care.
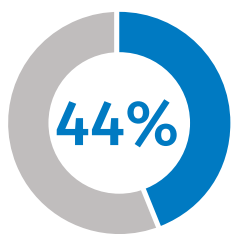
When asked again with the context that the GenAI came from a long-time healthcare source, was created by clinicians, and constantly updated, the number of people who expressed concern dropped to **3 out of 5**.
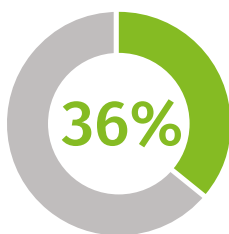
## More than half of Americans believe GenAI will be fully embedded in healthcare provider/patient interactions by 2028.
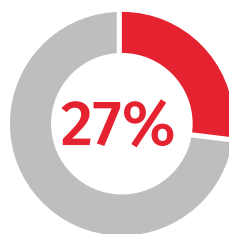
| 19% | 34% | 18% | 7% | 17% | 5% |
|---|---|---|---|---|---|
| Within the next 1-2 years | Within the next 3-5 years | Within the next 6-10 years | More than 10 years from now | Not at all sure | Never embedded |

## Americans have mixed feelings on the use of GenAI in healthcare.

**44%** Concerned

**36%** Curious

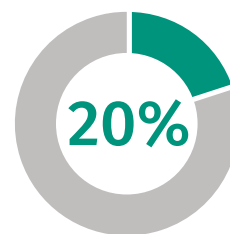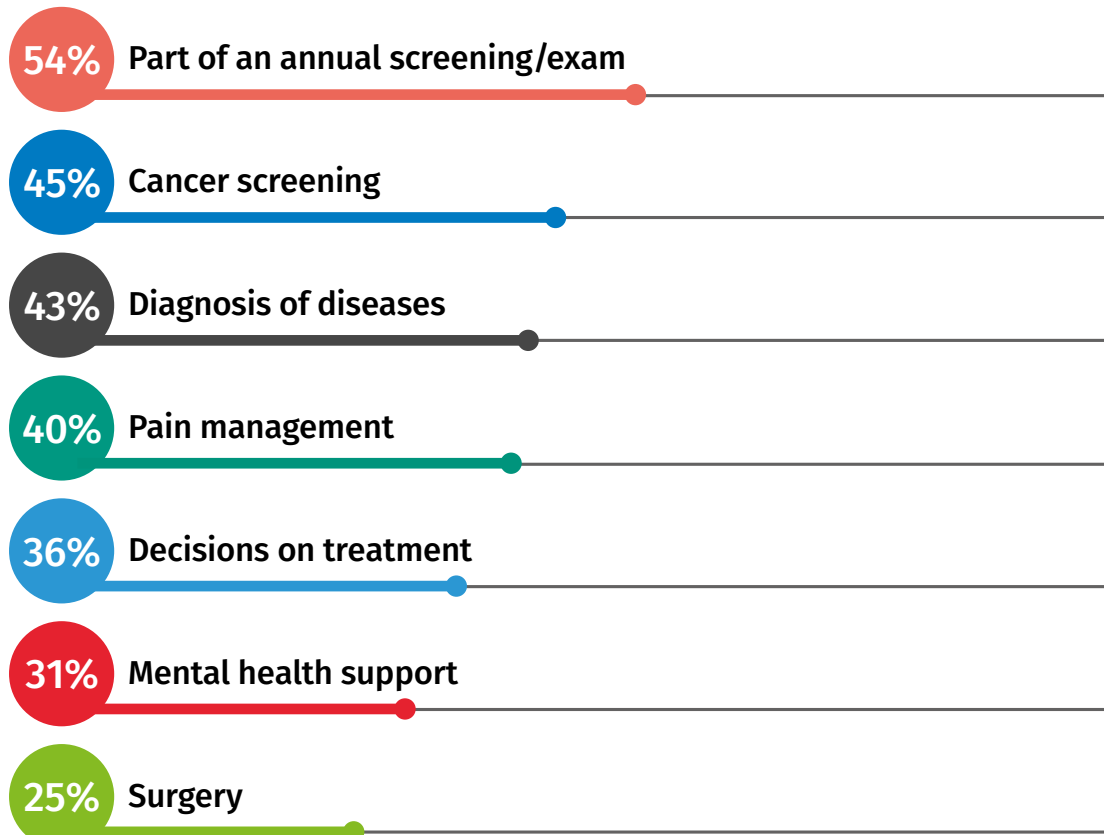**27%** Nervous

**20%** Excited

## Despite some concerns, almost half (44%) of Americans believe GenAI is ready to be used in healthcare. The level of readiness depends on the specific use case.

READY (NET)

- **54%** Part of an annual screening/exam
- **45%** Cancer screening
- **43%** Diagnosis of diseases
- **40%** Pain management
- **36%** Decisions on treatment
- **31%** Mental health support
- **25%** Surgery