Generative AI in Healthcare: Gaining Consumer Trust

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.

Concerns start to dissipate as trust grows.

- While most of the survey, a vast majority of 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.

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

- 44% are concerned
- 36% are curious
- 27% are nervous
- 20% are excited

Americans’ biggest concern is where GenAI gets healthcare information.

- 86% agree a problem is not knowing where the information came from and how it was validated.
- 81% say a problem is that information is coming from search engines with no filter and/or vetting.
- 86% need to know that information is continuously reviewed and updated.
- 85% would be more comfortable if they knew the company behind the GenAI had a strong track record in the healthcare industry.

Concerns start to dissipate as trust grows.

Despite some concerns, almost half (64%) of Americans believe GenAI is ready to be used in healthcare. The level of readiness depends on the specific use case.

**Use cases**

- **Cancer screening:** 45%
- **Diagnosis of diseases:** 39%
- **Mental health support:** 31%
- **Decisions on treatment:** 36%
- **Surgery:** 25%
- **Pain management:** 40%
- **Part of an annual screening/exam:** 54%
- **Part of an annual screening/exam:** 45%
- **Diagnosis of diseases:** 43%
- **Mental health support:** 31%
- **Surgery:** 25%

**Percentage of respondents who believe GenAI will be fully embedded in healthcare provider/patient interactions by 2028.**

- **Within the next 1-2 years:** 34%
- **Within the next 3-5 years:** 18%
- **Within the next 6-10 years:** 18%
- **Not sure:** 7%
- **Never embedded:** 7%

**Survey Methodology**

The survey was conducted online to 1,000 respondents who are U.S. adults 18 and over to be 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.