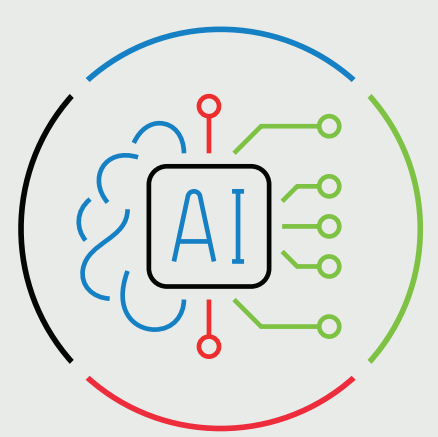
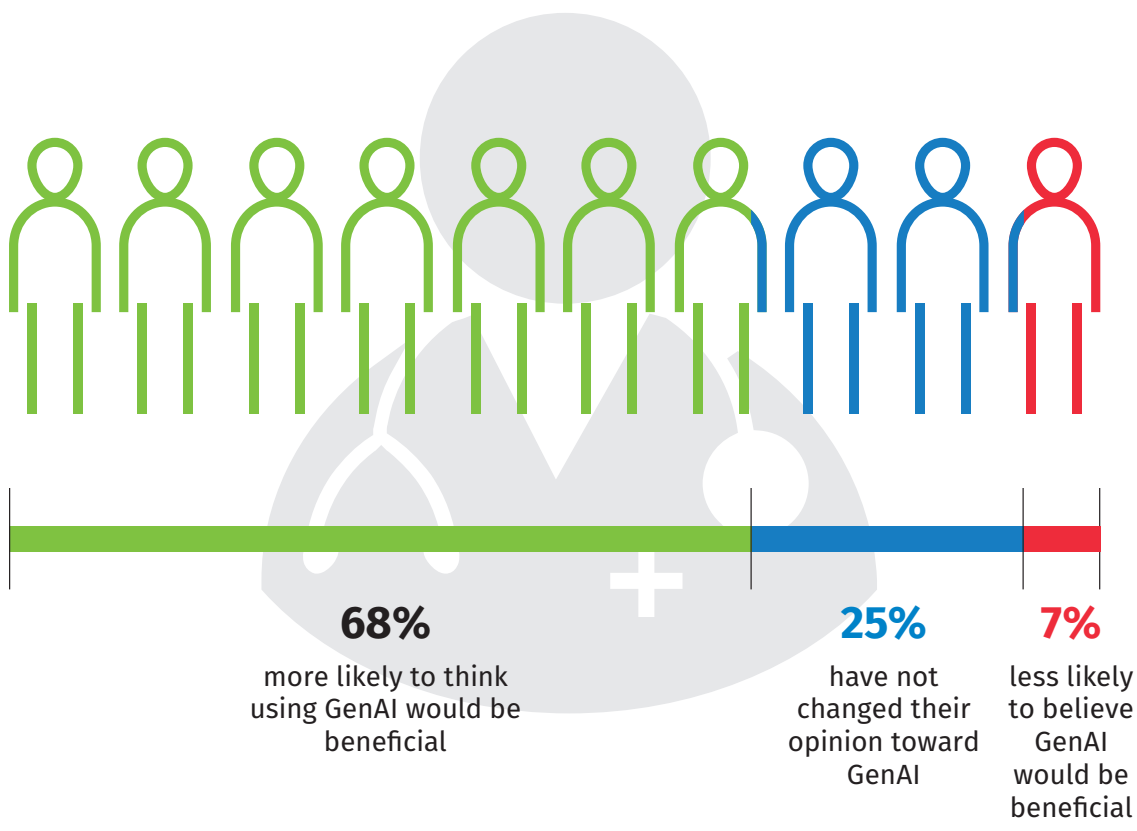


Generative AI in healthcare: growing physician enthusiasm

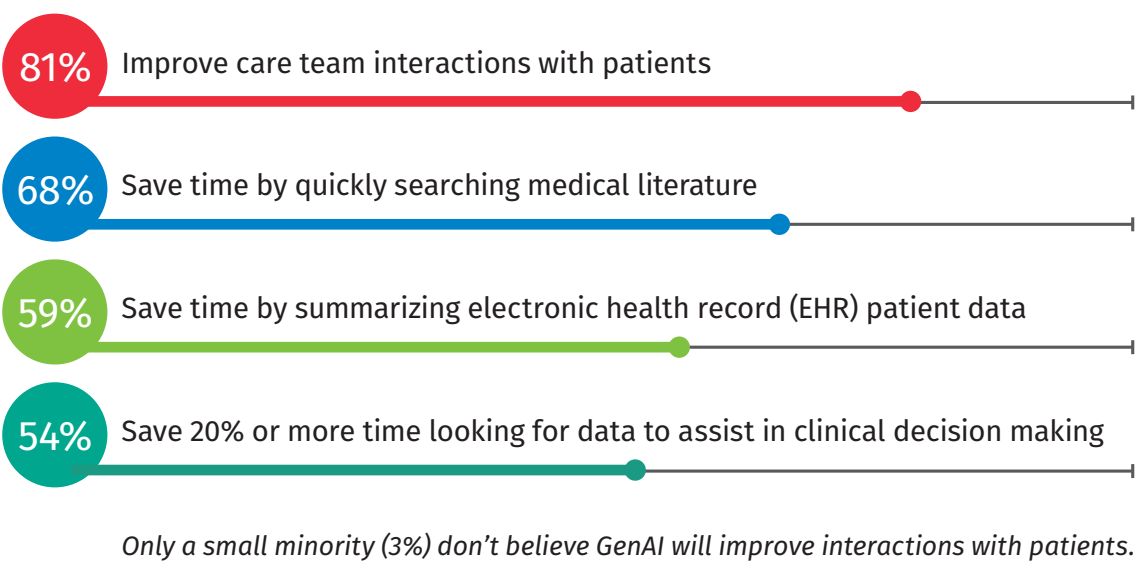


A survey commissioned by Wolters Kluwer Health found 40% of U.S. physicians would be comfortable using generative AI (GenAI) in interactions with patients at the point of care by the end of 2024. The research also reveals gaps between physician and consumer expectations on the use of GenAI in healthcare.

Physician perceptions toward the use of GenAI are shifting rapidly. In just the last year, the majority of physicians have grown more receptive toward the idea of adopting GenAI in healthcare.

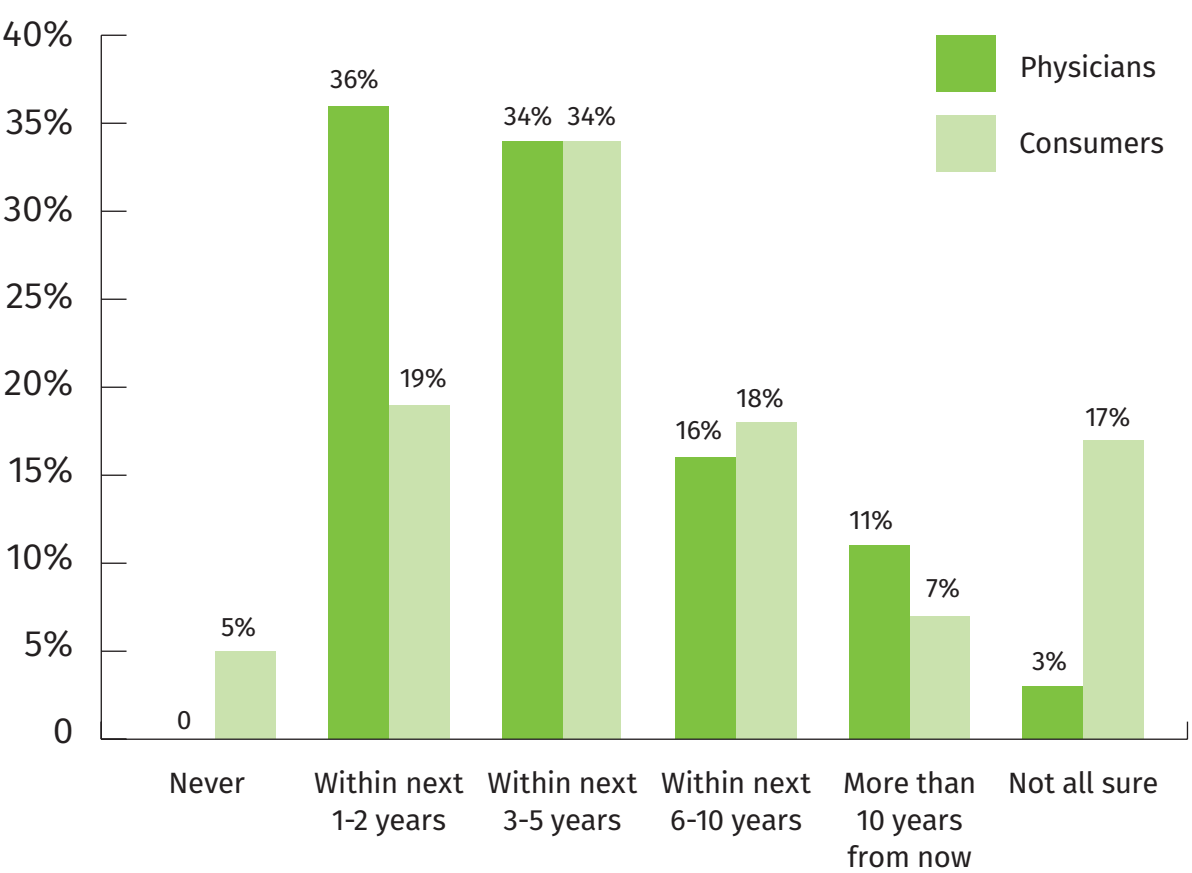


Physicians see strong potential for GenAI to save time, improve interactions at the point of care and support decision making.

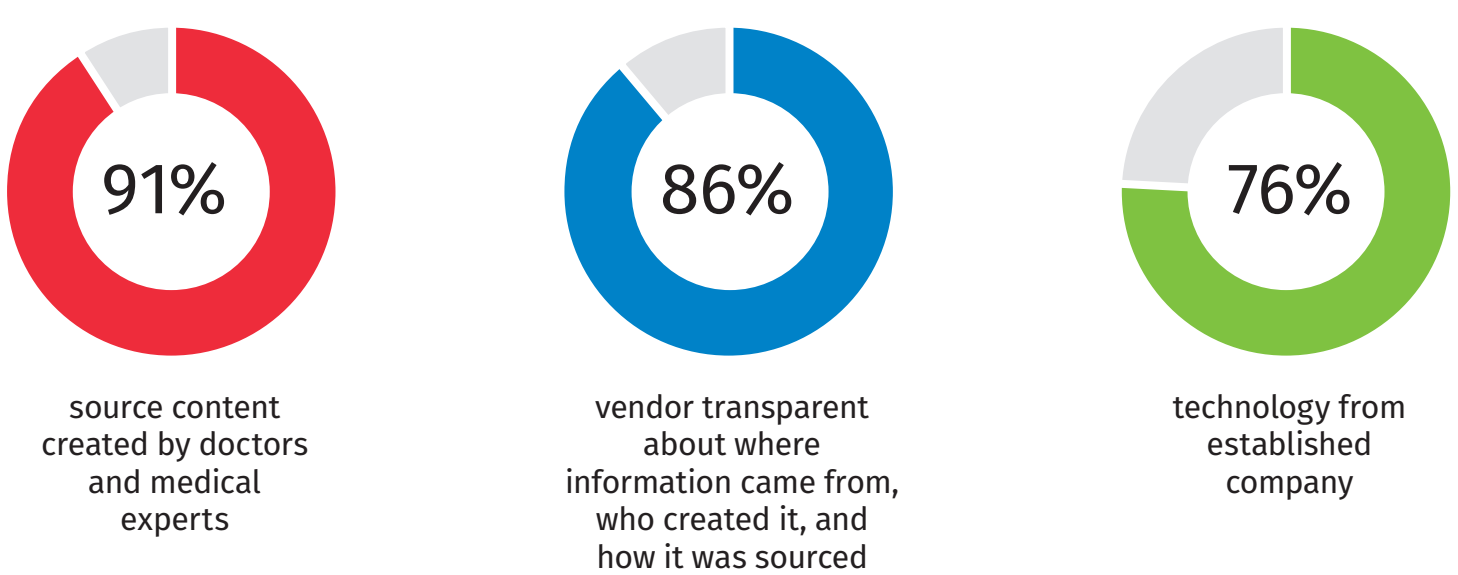


There is a gap between physician and consumer readiness for GenAI in healthcare. While only one out of five physicians believe patients would be concerned about the use of GenAI in a diagnosis, a 2023 consumer survey showed four out of five Americans would be concerned.

Physicians also believe GenAI will be embedded in doctor/patient interactions at the point of care earlier than consumers expect to have GenAI used in their own care.



Despite their enthusiasm, physicians are wary of which GenAI tools they would be comfortable using. What would make doctors more comfortable?



This survey, commissioned by Wolters Kluwer Health, was conducted online between February 8 and 13, 2024, with 100 respondents who are U.S. adults, 18 and older, and are physicians who work in a large hospital and/or health system, see patients, and are currently using a clinical decision support tool.