At-a-glance executive summary

Future Ready Healthcare Survey 2025

Future Ready
Healthcare

Healthcare organizations are facing increasing pressure to cope with ongoing workforce shortages, budget constraints, an unpredictable regulatory environment, and changing models of care. Amidst all this uncertainty, healthcare leaders are looking for digitally driven lifelines, and Generative AI (GenAI) has quickly become the tool of choice with its rapidly maturing abilities to augment and expand human cognitive capacity.

If deployed correctly, GenAI can support a truly visionary, holistic reinvention of the way that organizations interact with their data, with their patients, and with the community at large.

But are organizations on the right track to meaningfully reinvent the healthcare experience for both patients and staff? Or are they simply using GenAI as a temporary patch to keep everything together for as long as possible?

To gain real-world insight into how organizations are approaching the GenAI revolution, Wolters Kluwer surveyed a panel of health professionals, including physicians, nurses, pharmacists, allied health professionals, administrators, and medical librarians. Here are the top results.

A focus on the basics of operational sustainability

With administrative complexities and rising costs of care threatening the fundamentals of running a healthcare organization, leaders are laser focused on leveraging technology, including GenAI, to mitigate these high-priority concerns.

- 80% of respondents cited optimizing workflows as a top organizational goal, although only 63% feel prepared to use GenAI to do so.

- GenAI-driven technologies are likely to be part of the solution for longstanding workflow barriers, such as the burdens of prior authorizations (67%) and electronic health record (EHR) management (62%).

- Leaders are seeking easier and more effective ways to manage tasks such as maintaining cybersecurity preparedness (68%) and supporting telehealth/virtual care programs (65%), and will be exploring ways to leverage GenAI in these areas over the next three to five years.
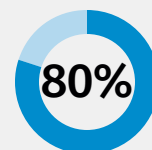
80% Number of respondents citing "optimizing workflows within departments and across practices" as a top organizational priority
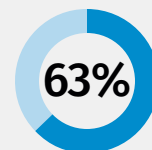
63% Number of respondents saying their organizations are prepared to use GenAI to optimize workflows within departments

What's impacting your healthcare organization over the next three years?

76% Regulatory changes to healthcare policies and practices

75% Implementation of technology to enhance efficiency

74% Use of technology in professional development and clinical training

70% Meeting changing patient expectations

68% Cybersecurity preparedness

67% Time spent on prior authorization processes

65% Managing telemedicine/ telehealth services

64% Meeting changing organizational leadership expectations

62% Time spent on electronic health record management

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Staffing, staffing, staffing

With clinical and administrative staff both in short supply, GenAI could maximize productivity in existing teams and reduce the need for additional staff in the future. With 68% of participants believing that staffing costs will be a top challenge for the foreseeable future, respondents are exploring a variety of ways to make this happen, including leveraging AI to recruit and retain staff, support decision making, and reduce administrative burdens.
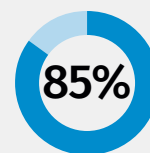
- 85% of respondents cited "recruiting/retaining nursing staff" as a top priority, while more than three-quarters (76%) identified "reducing clinician burnout as a main concern.

- 74% will be using technology to enhance professional development and training over the next few years.

- 41% of pharmacists and 47% of allied health professionals believe that new technologies like GenAI will bring a reduction in administrative staffing needs, while similar numbers of nurses (49%) and pharmacists (48%), said GenAI can and should be used to expand collaboration with universities to boost the educational pipeline for young professionals to enter clinical fields.

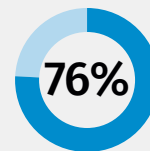## Challenges with reaching the next level of innovation

Despite the belief that GenAI holds enormous potential for strengthening organizational sustainability, healthcare leaders may be struggling to make the leap from optimizing the current state to innovating for the future. For example, only 18% of respondents were aware of formal organizational policies governing GenAI use, which could contribute to the fact that more than half of respondents expressed ongoing concerns around data privacy and security (56%) and biased results related to inadequate training of GenAI models (55%).

- While clinical respondents expressed strong interest in tools such as ambient listening and clinical decision-support, organizations are more likely to be spending their time and energy on first-level tasks such as tackling administrative requirements.

- Only 42% of respondents said their organizations have clear processes for integrating GenAI into existing workflows, and just 31% said they have guidelines for delineating between the responsibilities of clinicians and GenAI tools.

- This could contribute to the fact that 57% of respondents believe that overreliance on GenAI may erode clinical decision-making skills. More than half (55%) are concerned that lack of transparency around how GenAI's potential role in making diagnoses could contribute to unclear reasoning behind patient-facing decisions.

To balance the needs of the here and now with the needs of the future, organizations will need to develop more comprehensive strategic roadmaps that include clear policies and a step-by-step approach to making improvements to the current state while preparing for how GenAI could support ongoing innovation.

➡ **To download the** *Future Ready Healthcare Survey Report* **go to** wltrsklwr.com/frhealthcare

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GenAI concerns and risks

57% Erosion of clinical decision-making skills caused by overreliance on GenAI

56% Data privacy and security

55% Bias introduced through the training of GenAI

55% Lack of decision-making transparency regarding a diagnosis

55% Lack of regulations and standards

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Wolters Kluwer reported 2024 annual revenues of €5.9 billion. The group serves customers in over 180 countries, maintains operations in over 40 countries, and employs approximately 21,600 people worldwide. The company is headquartered in Alphen aan den Rijn, the Netherlands.

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