CAN WE RELY ON GENERATIVE AI FOR HEALTHCARE INFORMATION?

How to responsibly integrate generative AI to elevate the patient experience

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Ipsos

The introduction of generative AI in healthcare has ushered in a new era of patient experience. These tools shift patients from passive recipients of care to active participants in their own well-being. While trust in generative AI is still emerging, a recent Ipsos survey shows 31% of consumers are already using generative AI for healthcare to fill needs between doctor's appointments.

As generative AI continues to shape the patient experience, understanding how to best incorporate AI into the patient experience is crucial for healthcare organizations aiming to deliver an effective and preferred patient experience.

THE CURRENT STATE OF CONSUMER TRUST AND USE OF GEN AI IN HEALTHCARE

Consumer trust in generative AI

A significant trust gap exists between consumers and generative AI for healthcare applications. Ideally, consumers would reach a point of "cautious trust," where they value generative AI's insights but rely on their doctors' recommendations for making medical decisions. A January 2024 Ipsos survey of US consumers highlights this gap. Only 38% of consumers somewhat or generally trust generative AI for healthcare topics. The majority (61%) remain distrustful (do not trust or barely trust).

Degree of Trust in Generative AI for Healthcare Topics
% surveyed consumers

30%	31%	28%	10%	

■ Do Not Trust ■ Barely Trust ■ Somewhat Trust ■ Generally Trust ■ Fully Trust
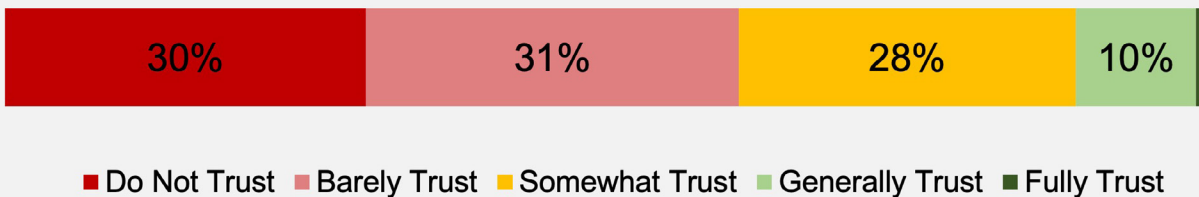
Source: An Ipsos survey of 1,005 U.S. adults conducted in January 2024.

Almost one-third of consumers use generative AI to access information about healthcare topics. Among these consumers, the most common uses of generative AI fall into the categories of self-assessment followed by tasks related to treatment and management of conditions. Within these categories, checking symptoms, getting information about tests and procedures, getting information about possible side effects are the most common objectives. Secondary uses of generative AI include obtaining general medical advice, self-diagnosis, and to find practical support. Interestingly, the least common uses of generative AI include logistical functions such as information about finding the right provider and treatment costs.

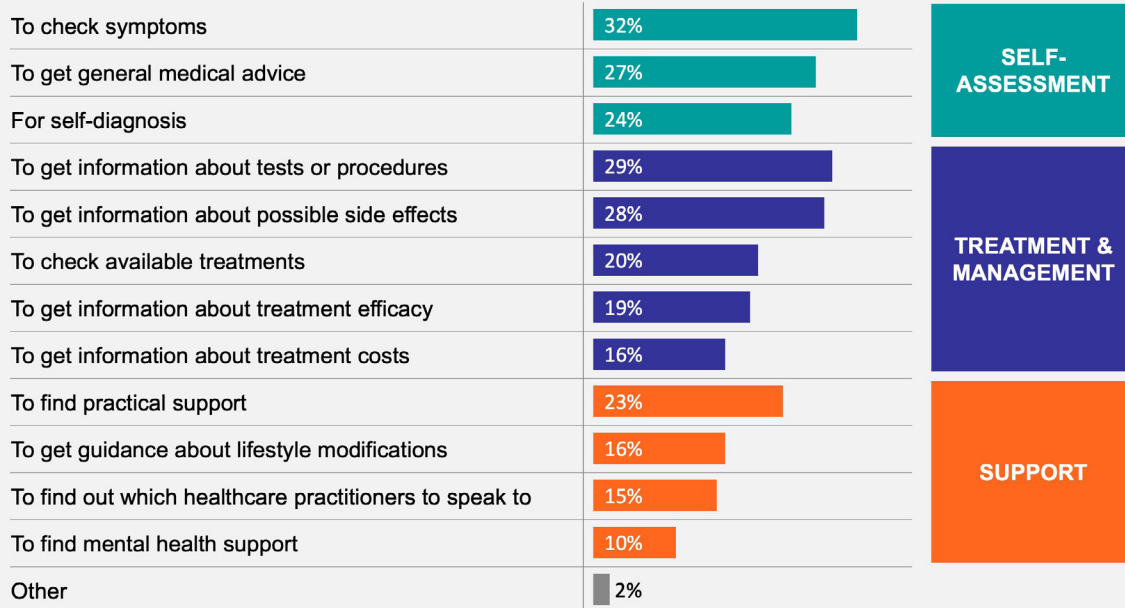## Use Generative AI for Healthcare Topics
% surveyed consumers

31% ■ Use Gen AI for Healthcare Topics

69% ■ Do not use Gen AI for Healthcare Topics
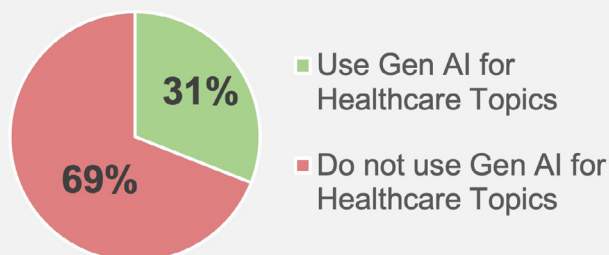
Source: An Ipsos survey of 1,005 U.S. adults conducted in January 2024.

Objectives of Consumers' Use of Generative AI

% surveyed consumers citing use of Generative AI

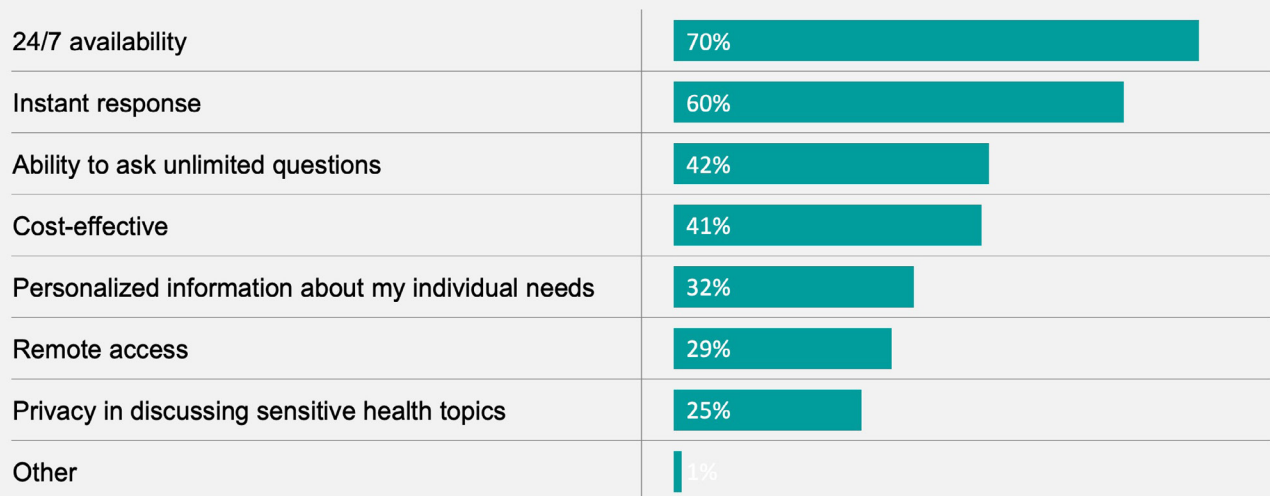| Objective	%	Category
To check symptoms	32%	**SELF-ASSESSMENT**
To get general medical advice	27%	
For self-diagnosis	24%	
To get information about tests or procedures	29%	**TREATMENT & MANAGEMENT**
To get information about possible side effects	28%	
To check available treatments	20%	
To get information about treatment efficacy	19%	
To get information about treatment costs	16%	
To find practical support	23%	**SUPPORT**
To get guidance about lifestyle modifications	16%	
To find out which healthcare practitioners to speak to	15%	
To find mental health support	10%	
Other	2%	

Source: An Ipsos survey of 1,005 U.S. adults conducted in January 2024. Base of this analysis are consumers who indicate use of Generative AI (n=312).

Consumer value of generative AI

Consumers value generative AI most for its 24/7 availability, followed by instant responses. Cost-effectiveness and the capacity to ask unlimited questions are also key benefits for consumers.

What Consumers Like Most About Gen AI

% ranking the following within top 3 for what they like most about using Gen AI for healthcare needs

	%
24/7 availability	70%
Instant response	60%
Ability to ask unlimited questions	42%
Cost-effective	41%
Personalized information about my individual needs	32%
Remote access	29%
Privacy in discussing sensitive health topics	25%
Other	1%

Source: An Ipsos survey of 1,005 U.S. adults conducted in January 2024. Base of this analysis are consumers who indicate use of Generative AI (n=312).

HOW INTEGRATING GEN AI INTO HEALTHCARE CAN ELEVATE THE PATIENT EXPERIENCE

While trust in generative AI for healthcare is still emerging, consumer feedback on generative AI in healthcare highlights a need that generative AI is uniquely able to address: on-demand, cost-effective support between doctor's appointments. Unlike doctors with limited availability, generative AI offers 24/7 access to information and support. This translates to several key benefits for patients:

- **Reduced Anxiety and Uncertainty:** Patients can get immediate answers to questions and receive reassurance, alleviating concerns often associated with traditional care limitations.

- **Empowerment Through Knowledge:** Generative AI provides personalized support and recommendations on various health topics. This allows patients to take a more active role in managing their health, leading to increased confidence and reduced frustration.

- **Improved Patient-Physician Interaction:** Informed patients can utilize generative AI for basic needs, freeing up valuable appointment time for discussions of more critical issues. This fosters a more productive and satisfying patient-physician relationship, benefiting both parties.

To ensure successful implementation and garner consumer trust, generative AI solutions should prioritize:

- **Human-Centric Design:** Ipsos' Forces of CX Framework can guide development to ensure all experiences build lasting, memorable patient relationships. The successful integration of new AI features hinges on addressing these fundamental human needs

- **Human Oversight and Explainability:** Generative AI should provide clear explanations for its outputs and maintain human oversight for making medical decisions.

- **Robust Data Security:** Upholding HIPPA compliance and the highest standards for data privacy and security is crucial to foster patient trust.

HI (HUMAN INTELLIGENCE) IS STILL VERY MUCH AT THE HEART OF CX

Technology will always change, but fundamental human needs don't

Our Forces of CX framework grounds Experience Design in ensuring all experiences, whether human, physical or digital, meet the key needs to build memories and long lasting relationships. Here are some examples of how AI might meet different Forces

Enjoyment
My healthcare app creating a meal plan based on my dietary needs

Status
My healthcare app create a personal health profile with customized tips

Control
I am given personal health goals with options to track my progress towards them

Belonging
The AI bot understands my personal situation and health needs and helps me through difficult times

Certainty
It keeps me updated so I know exactly where I am on the journey and the next steps for me

Fair Treatment
It knows my personal situation and gives me the options I can afford

Forces of CX

Enjoyment · Status · Belonging · Control · Certainty · Fair Treatment

Ipsos

CONCLUSION

With a patient-centered and responsible approach, generative AI can markedly elevate the patient experience, bridging gaps between physician appointments, and augmenting the overall quality of care. For successful implementation of generative AI in healthcare, solutions must be devised keeping core human needs at the forefront and delivering reliable, appropriate information.

IPSOS PARTNERSHIPS

Ipsos partners with healthcare organizations to develop winning product strategies that are optimally aligned to the patient experience by:

- **Mapping the patient journey** to pinpoint specific unmet needs that generative AI can address to ensure that your generative AI solution targets real needs

- **Crafting the right positioning and messaging strategy** to foster patient and physician trust in your generative AI solution

- **Measuring impact and value** by identifying and tracking the right metrics to ensure your solution continues to deliver genuine value to patients and maintains competitiveness in the marketplace

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