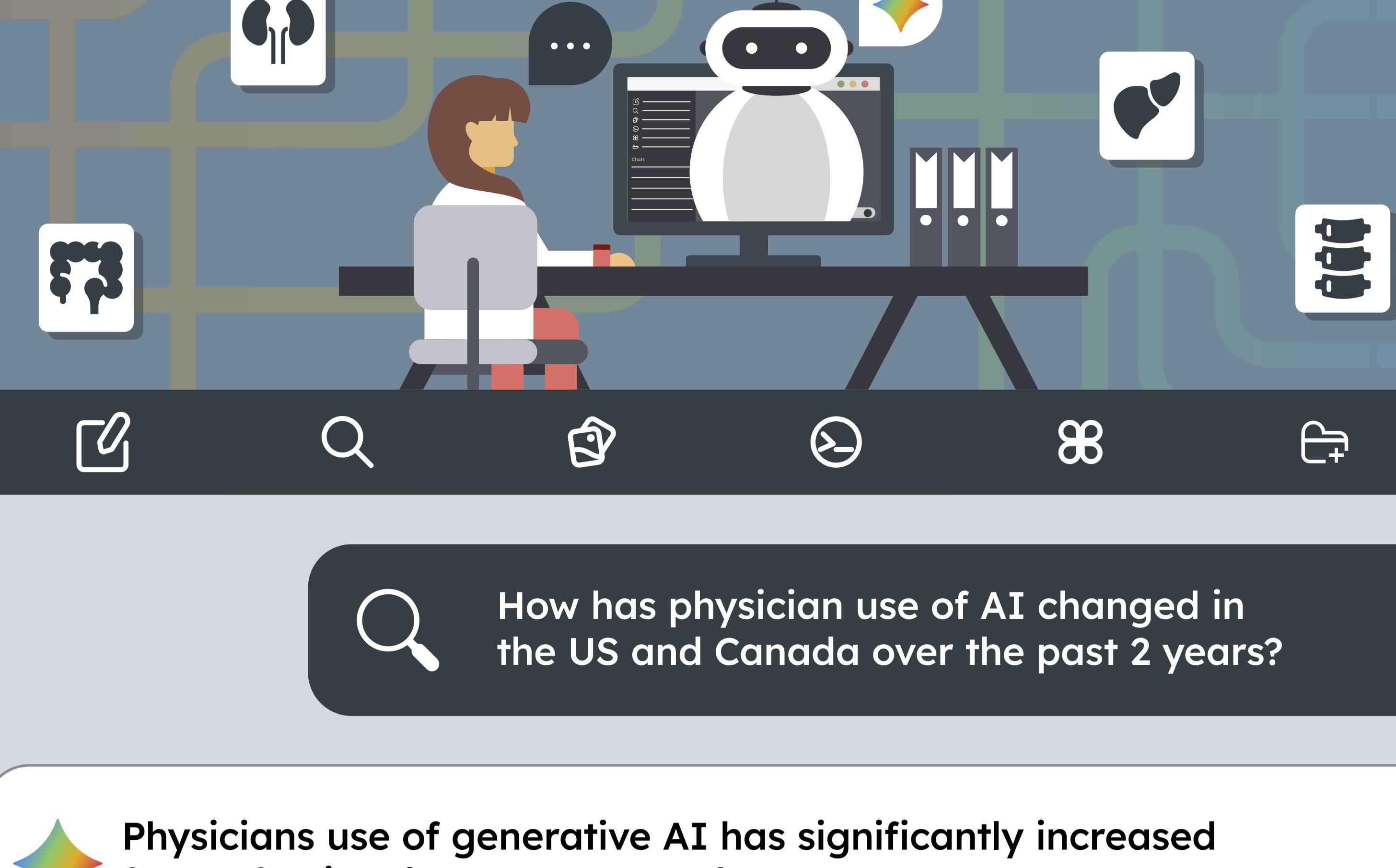


AI in Healthcare

How physicians are adapting to the rise of generative tools



How has physician use of AI changed in the US and Canada over the past 2 years?

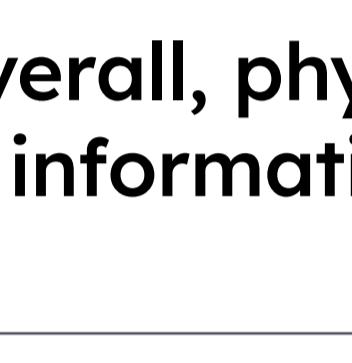
Physicians use of generative AI has significantly increased for professional purposes over the past 2 years.

Current use of Generative AI for professional purposes % of physicians

Aug'25
Aug'23



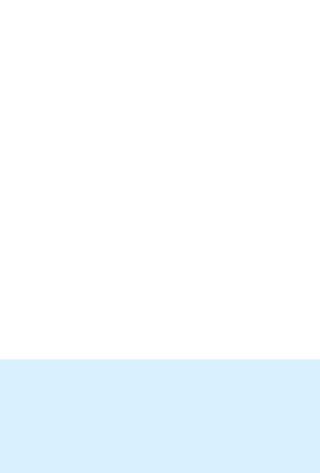
US



Canada



Primary Care Physicians/
General Practitioners



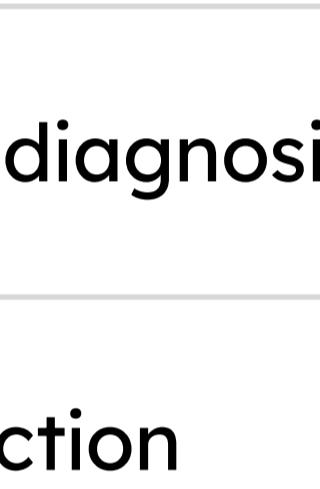
89%
(+67%)



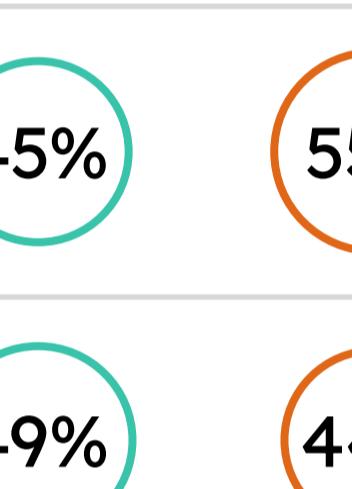
69%
(+59%)



Specialists



86%
(+64%)



84%
(+63%)

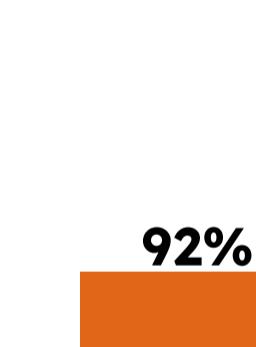


How are physicians using AI professionally?

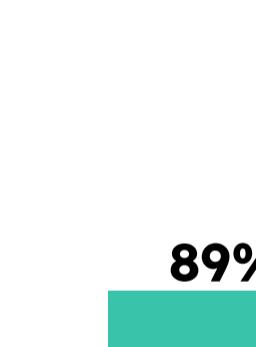
Although its use has significantly increased overall, physicians mostly use AI for simple tasks, mainly to find information.

Reasons HCPs use Generative AI for Professional Purposes % of respondents

% of respondents



US



Canada



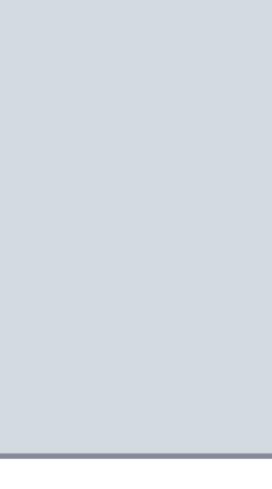
Aid when searching for information



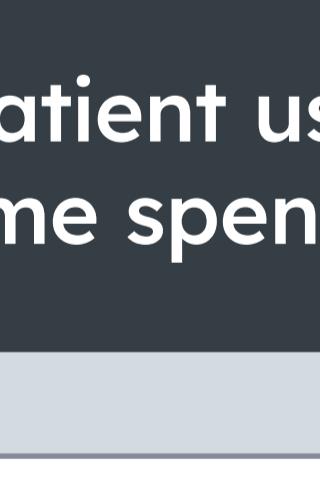
79%
(+67%)



80%
(+59%)



Aid during consultation



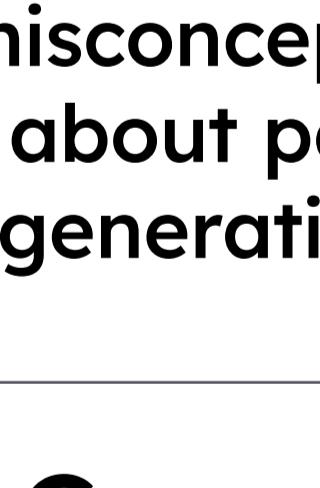
70%
(+64%)



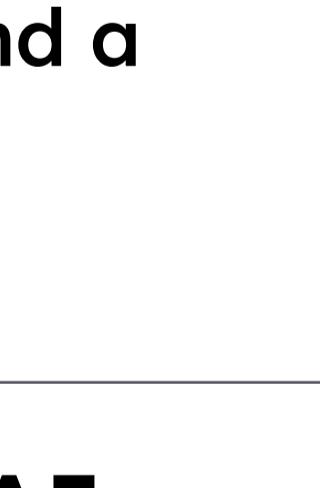
76%
(+59%)



Aid with screening & diagnosis



52%
(+63%)



45%
(+59%)



Aid in treatment selection



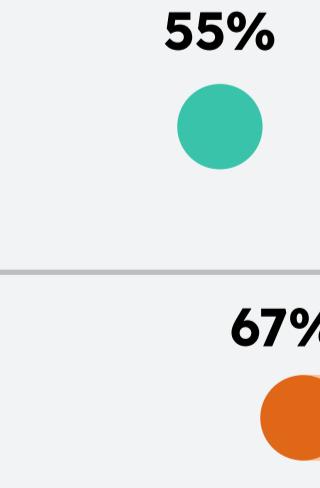
55%
(+63%)



44%
(+59%)



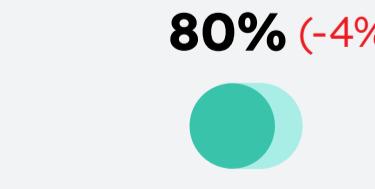
Aid with admin/paperwork



45%
(+63%)



41%
(+59%)



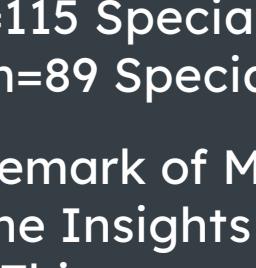
How does patient use of AI impact physician time spent with patients?

Compared to 1 year ago, physicians are now spending more time addressing patients' misconceptions and a majority continues to be worried about patients' self-diagnosing and misusing AI generative tools.

Perceived Drawbacks of Generative AI % who agree with each statement - Top 2 Box

% of respondents

Aug'23
Aug'25



US



Canada

Primary Care Physicians/
General Practitioners

Aug'23
Aug'25



68%
88%



67%
92%

Specialists

Aug'23
Aug'25

73%
82%

70%
89%

Compared to 1 year ago, I spend more time addressing patients' misconceptions that they read on AI LLMs

Aug'23
Aug'25

55%
63%

58%
65%

Concerned that patients will self-diagnose, more so than before, using AI LLMs

Aug'23
Aug'25

67%
70%

80%
84%

Concerned that patients will misuse AI LLMs

Aug'23
Aug'25

79%
78%

72%
79%

Ask anything

Data based on survey of physicians in the US (n=163) and Canada (n=140) recruited in August 2025.

In US, the sample includes n=48 Primary Care Physicians and n=115 Specialists.

In Canada, the sample includes n=51 General Practitioners and n=89 Specialists.

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