

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?

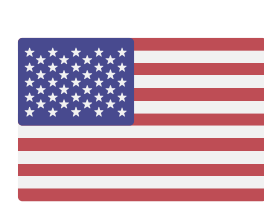


Physicians use of generative AI has significantly increased for professional purposes over the past 2 years.

Current use of Generative AI for professional purposes

% of physicians

Aug'25
Aug'23



US



Canada



Primary Care Physicians/
General Practitioners

89%

(+67%)

22%

69%

(+59%)

10%



Specialists

86%

(+64%)

22%

84%

(+63%)

21%



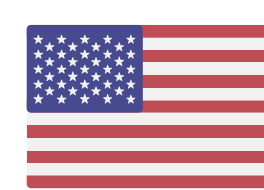
How are physicians using AI professionally?



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



US



Canada



PCPs/GPs



SPs



PCPs/GPs



SPs



Aid when searching
for information

79%

70%

80%

76%



Aid during consultation

67%

65%

68%

70%



Aid with screening & diagnosis

52%

45%

55%

32%



Aid in treatment selection

55%

49%

44%

54%



Aid with admin/paperwork

45%

44%

41%

51%



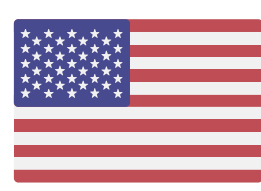
Is this expected to continue to change in the future? What would the impacts be?



Most physicians believe that AI will have a positive impact on their medical practice in the future.

Those who believe that AI will have a positive impact on their practice in coming years

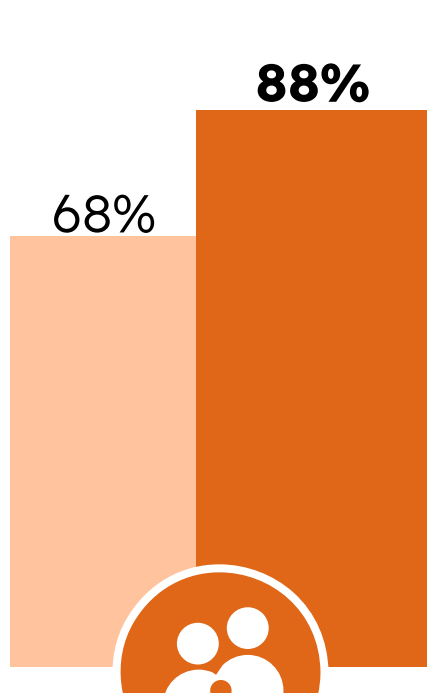
Aug'23
Aug'25



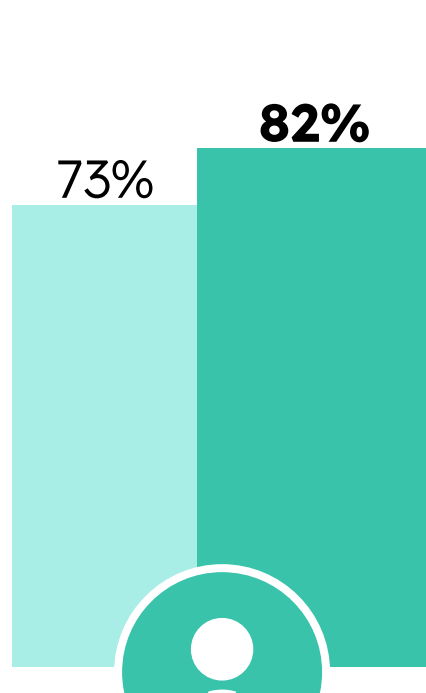
US



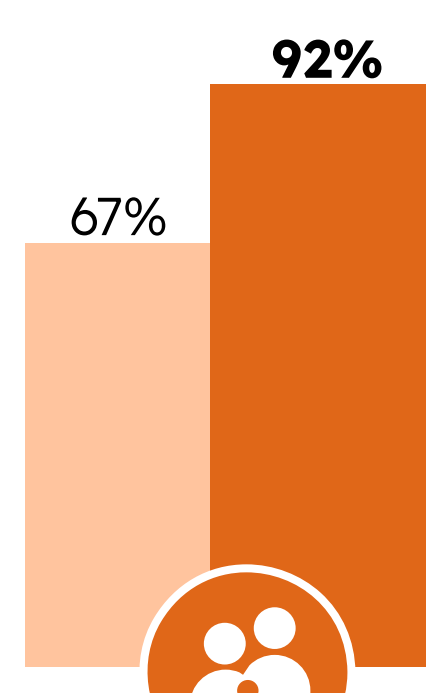
Canada



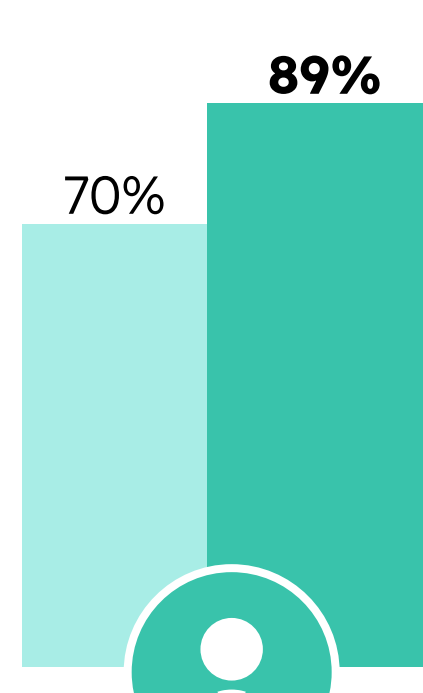
PCPs/GPs



SPs



PCPs/GPs



SPs



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

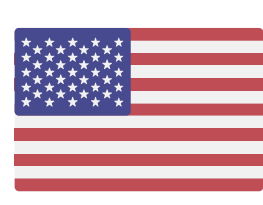


Primary Care Physicians/
General Practitioners



Specialists

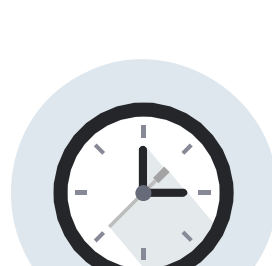
Aug'23
Aug'25



US



Canada



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



63%

55%



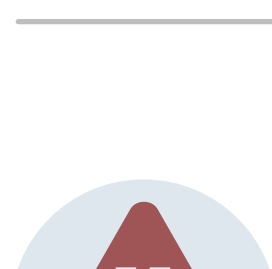
Concerned that patients will self-diagnose, more so than before, using AI LLMs



67% (-21%)

70% (-8%)

84% (-4%)



Concerned that patients will misuse AI LLMs



79% (-3%)

78% (+6%)

72% (-13%)

79% (+1%)

0% 100% 0% 100%



+ Ask anything

