
Evolution of Physician Perceptions: Embracing Generative AI in Healthcare



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The adoption of generative AI (GenAI) among physicians is rapidly gaining momentum. A recent survey by Wolters Kluwer Health sheds light on this trend, revealing a significant shift in physician attitudes towards GenAI within just one year. The findings indicate that 40% of U.S. physicians are on track to integrate GenAI into patient interactions at the point of care in the current year, signifying a substantial readiness to embrace this transformative technology. The findings reflect a rapid acceptance of the new technology more broadly, with 68% saying they have changed their views over the last year, and are now more likely to think that GenAI would be beneficial to healthcare.

Physicians' Perspectives on Time Savings and Care Optimisation

Physicians, recognising the pressing challenges of workforce shortages and clinician burnout, perceive GenAI as a powerful ally in clinical decision-making and patient care. Physicians recognise several key benefits associated with GenAI implementation. Among these, the ability to save time emerges as a primary advantage, with over two-thirds of physicians acknowledging GenAI's capacity to expedite medical literature searches and summarise patient data from electronic health records (EHRs). Notably, more than half of respondents anticipate time savings of 20% or more in clinical decision-making processes. Additionally, physicians view GenAI as a tool to optimise care teams, facilitate improved interactions with patients, support continuing education, and streamline day-to-day tasks such as searching medical literature or summarising patient data from electronic health records (EHRs).

Physician Concerns and Considerations in Adopting Generative AI Tools

Despite the enthusiasm surrounding GenAI, physicians express reservations about the selection and utilisation of GenAI tools. A notable concern is the need for transparency regarding the sourcing of GenAI-generated materials, with 91% of respondents insist on the assurance that GenAI-sourced materials are vetted by medical professionals, highlighting the crucial role of content credibility in driving acceptance and trust. Transparency from vendors regarding data sources and creation processes also emerges as a critical factor influencing physician confidence in GenAI tools. However, the survey highlights a lack of clear guidelines or policies regarding the use of GenAI within healthcare organisations, indicating a need for standardised frameworks to ensure responsible and effective integration.

Contrasting Physician and Patient Views on Generative AI in Healthcare

Despite the growing interest in GenAI, the survey reveals a notable gap between physician and patient perceptions regarding its integration into healthcare delivery, as revealed by a comparative analysis with a previous consumer survey. While physicians express confidence in GenAI's potential to support clinical decision-making, patients exhibit more scepticism, with just over half reporting confidence in GenAI-generated results. Furthermore, a substantial gap exists between physician and patient perceptions regarding patient concerns about GenAI usage in diagnoses. This disconnect underscores the importance of addressing patient anxieties and fostering greater transparency regarding GenAI applications in healthcare settings.

The findings of the Wolters Kluwer Health survey illustrate the evolving landscape of physician attitudes towards GenAI in healthcare. While there is growing recognition of its potential benefits, concerns regarding content sourcing, transparency, and patient perceptions persist. To harness the transformative potential of GenAI effectively, healthcare organisations must prioritise the development of clear guidelines, promote transparency in GenAI tool selection and utilisation, and engage in patient education initiatives to bridge the gap in perceptions. By addressing these challenges, GenAI has the potential to revolutionise clinical practice and improve patient outcomes in the years to come.

Source & Image: [Wolters Kluwer](#)

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