

Navigating Transparency Concerns About Generative AI in Healthcare



Wolters Kluwer Health recently conducted a survey titled “Generative AI in Healthcare: Gaining Consumer Trust”. Results showed significant concerns among respondents regarding the transparency of information used in the healthcare field, amidst the increase of headlines about this new technology. Prevailing worry among respondents is the lack of clarity surrounding the origin and validation of medical information utilized by GenAI. A staggering 86% of Americans expressed apprehension about not knowing the source or vetting process of the data employed in healthcare decision-making.

Involving healthcare professionals is essential to building trust

As GenAI garners attention for its potential to enhance healthcare outcomes, transparency emerges as a crucial factor in assuaging consumer concerns. With 82% of respondents highlighting the possibility of information sourced from unfiltered internet searches, and nearly half (49%) expressing fears of encountering false information, the demand for transparency becomes increasingly urgent. Interestingly, the survey suggests that certain criteria can mitigate these apprehensions. While 80% of respondents expressed concern about healthcare providers using GenAI, this figure dropped to 63% when assured that the technology stemmed from reputable sources within the healthcare industry, involved input from medical professionals, and underwent continuous updates. The findings underscore the significance of transparency in content development and training processes as essential elements in building trust. A substantial majority (86%) of respondents emphasized the involvement of medical professionals in creating source content as a prerequisite for their comfort with GenAI utilization in healthcare.

The reputation of the company behind the GenAI solution emerged as another significant determinant of consumer confidence, with 81% of respondents citing a need for a well-established track record in the healthcare industry. Transparency extends beyond the development phase, with 89% of surveyed individuals emphasizing the importance of continued clear communication from clinicians regarding the use of GenAI in healthcare.

General public is aware generative AI is coming to healthcare

While sentiments regarding GenAI are mixed, with 44% expressing apprehension and 36% displaying curiosity, there is a growing acknowledgment of its potential benefits. Nearly half of respondents (45%) believe GenAI can enhance healthcare by improving the accuracy and thoroughness of medical test interpretations, while 42% view it as a valuable resource for post-appointment inquiries and medication-related queries.

Despite clear concerns, there exists a recognition of the inevitable integration of GenAI into healthcare practices. A substantial portion (34%) of Americans anticipates widespread adoption within the next five years, with an additional 19% expecting accelerated implementation within one to two years.

In response to these evolving dynamics, Wolters Kluwer Health has launched AI Labs, a collaborative initiative aimed at facilitating responsible GenAI utilization within healthcare settings. Powered by UpToDate, a leading clinical decision support solution, AI Labs offers healthcare providers access to GenAI capabilities informed by a synthesis of medical literature and physician expertise. By prioritizing transparency, clarity, accountability, and responsible innovation, stakeholders can harness the transformative potential of GenAI while ensuring patient-centricity and ethical practice standards and building consumer trust.

Source: [Wolters Kluwer](#)

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