

# Physicians & Artificial Intelligence (AI)

Understanding their attitudes and utilization

M3 MI



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**AI is transforming healthcare and growing in usage for physicians. The following report explores...**

- How U.S. physicians' busy workloads increase the usage of tools to assist them
- Their attitudes & utilization of AI compared to their European counterparts

# To best understand physicians, turn to...

## M3 MI's Professional Health Studies

### Understand HCP media behaviors, attitudes and decision-making channel consumption

We are the market's most extensive syndicated researcher to understand media behaviors and decision-making channel consumption. Our unique professional health studies cover:

- **35+** medical/surgical specialties and healthcare verticals
- **19,000** HCP respondents
- **40+** on and offline communication channels
- **1,000+** media properties
- **200+** preference, opinion and behavior questions





1.

**U.S. physicians' busy workloads increase the usage of tools to assist them**

# U.S. physicians have a busy schedule, typically seeing around 16 patients per day, with each visit averaging 25 minutes



Average visit length with a **new patient**

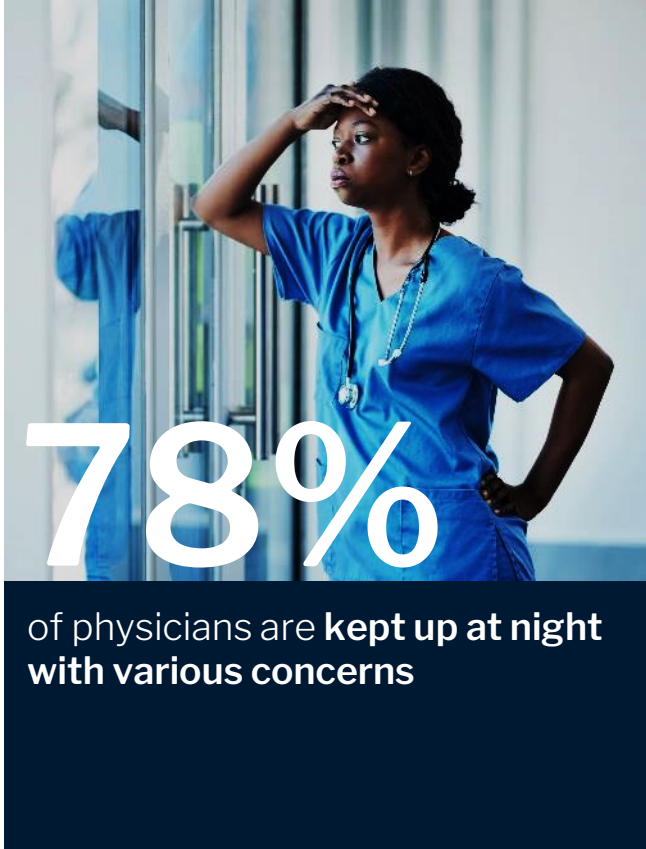


Average visit length with a **follow-up patient**



**Surgeons** have less time to spend with patients, an **average visit** with a **new patient** is **26 min.** and a **follow-up patient** is **14 min.**

# As their workload causes time concerns, physicians have come to rely on tools to assist them



*Among physicians with concerns, they worry about...*

How to **balance their work and personal life**

54%



Work involves **too much paperwork/charting**

36%



Not having **enough time for their patients**

17%

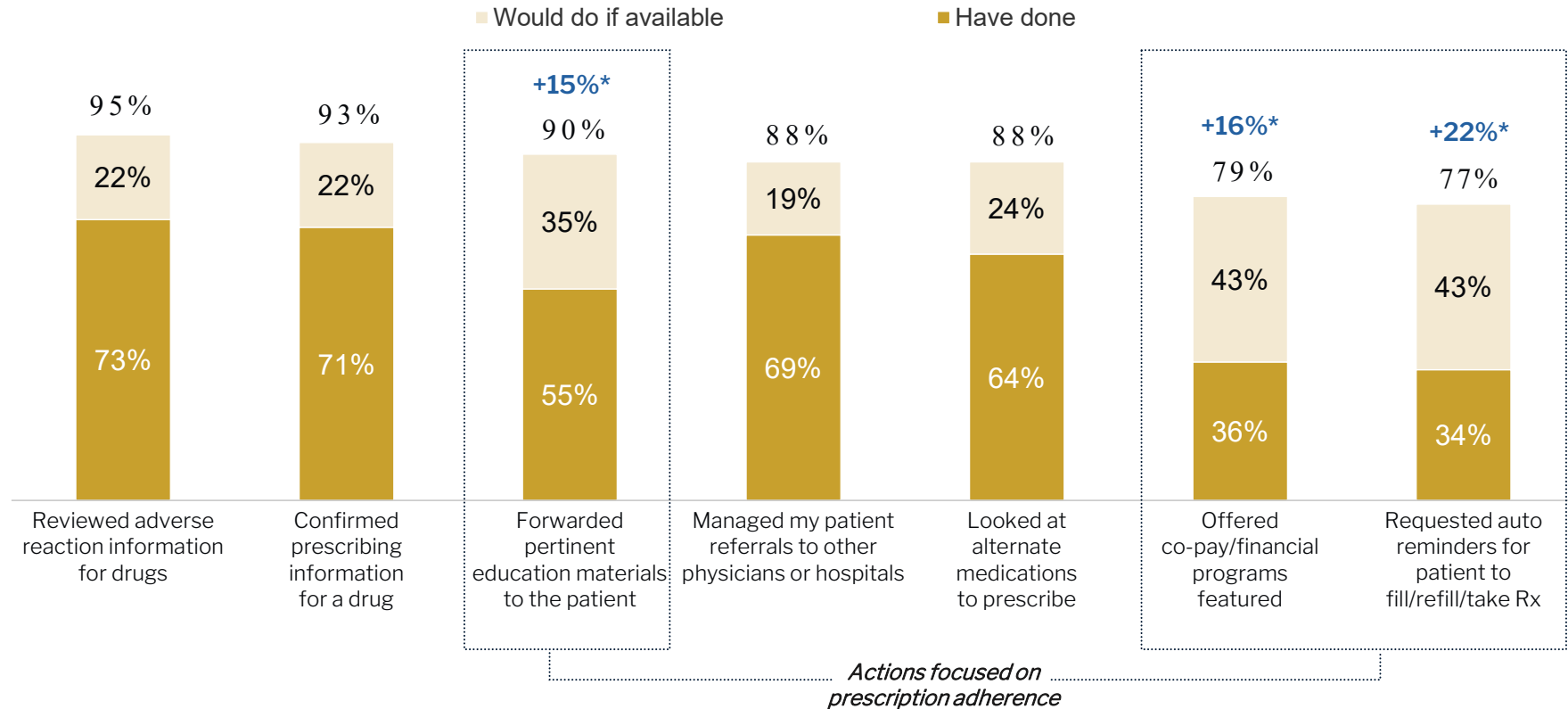


**Physicians under the age of 40, who are kept up at night, are 23% more likely than similar peers to worry about having enough time for their patients**

# They have come to depend on EMR/EHR platforms, presenting greater opportunity to drive prescription adherence if available



Actions Taken While Using EMR/EHR or Telemedicine Platform





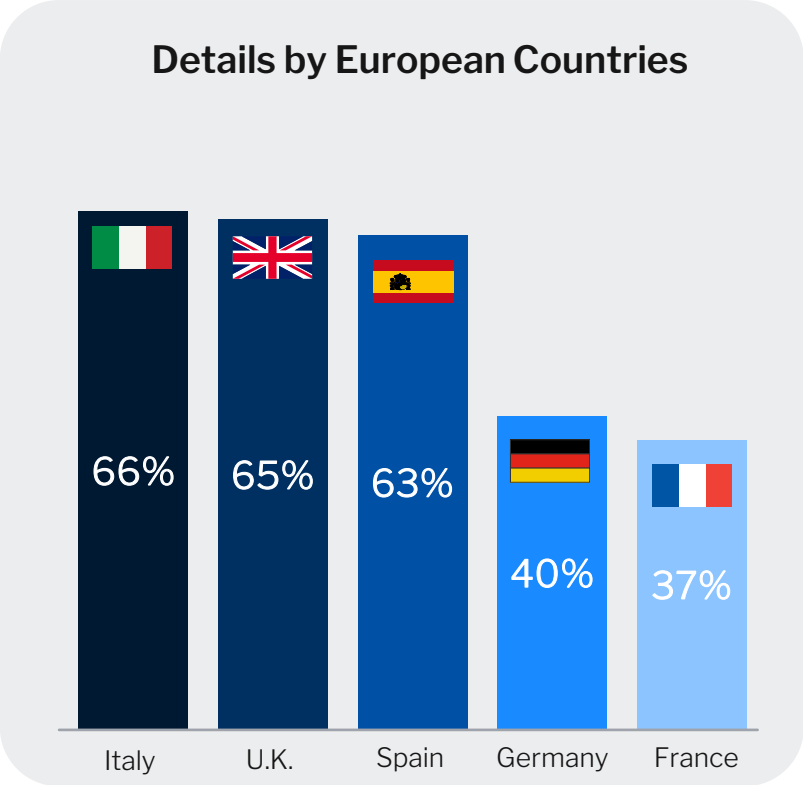
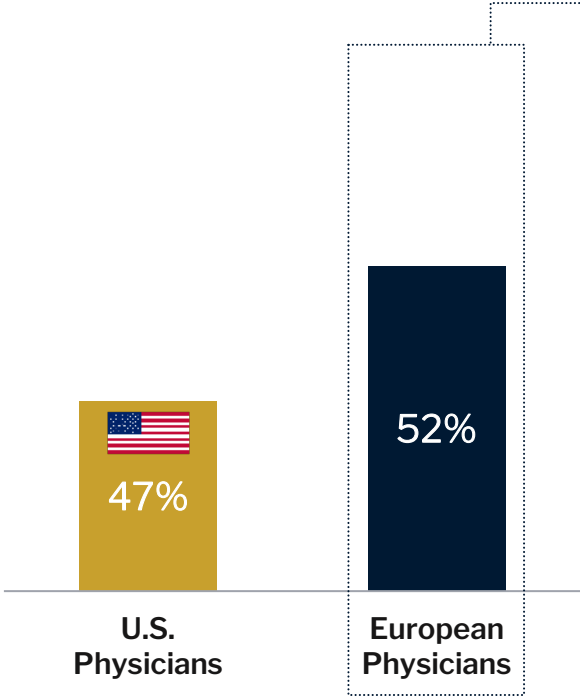
## 2.

**Where AI come in,  
and how U.S.  
physicians compare  
with their European  
counterparts**



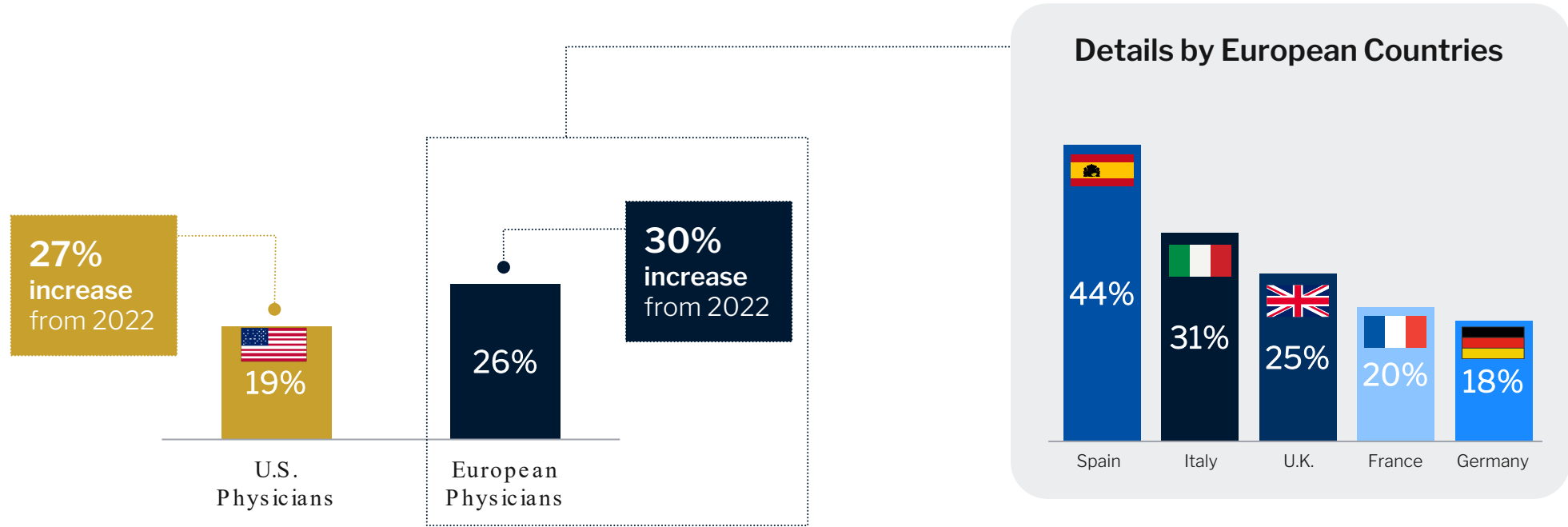
# Nearly half of U.S. physicians agree the benefit of AI in their EMR platform would help save them time

**More AI Technology In My EMR Platforms Would Save Them Time**  
(Any Agree)

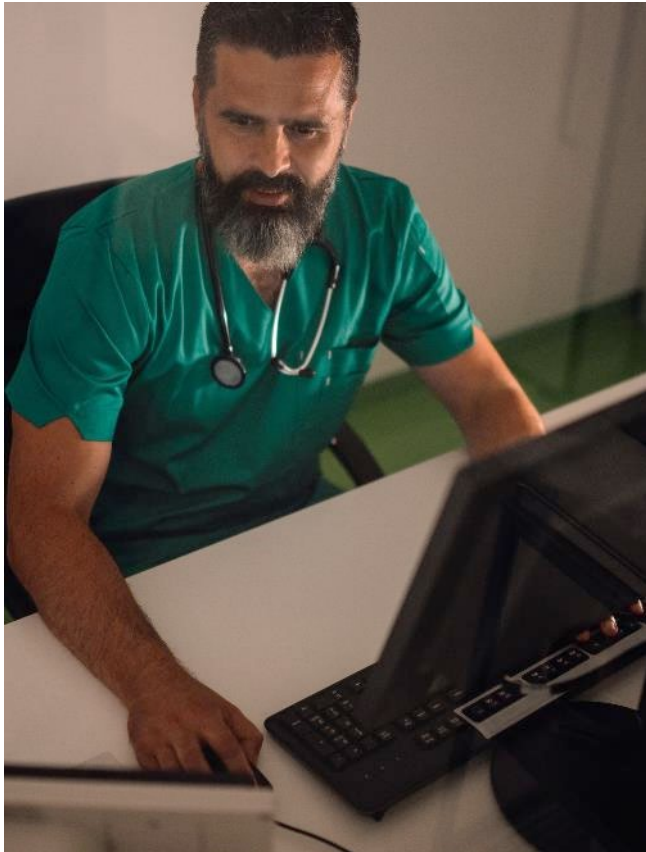


# And while U.S. physician usage of AI assistants for work is growing, it lags their European counterparts

**Interact with AI-Powered Assistants In An EMR/EHR, e-Prescribing or Telemedicine**  
(Have Done – in the last month or not recently)



# U.S. physicians utilizing AI leverage it for time-saving tasks, such as seeking diagnosis info and note transcription



## AI-Powered Activities in which U.S. Physicians Engage

(Note: Asked only to U.S. physicians)

**Looking for diagnosis info** prior to prescribing



**Transcribing** their clinical notes



**Finding diagnosis codes**



**Reading a summary of a patient chart** prior to an appointment

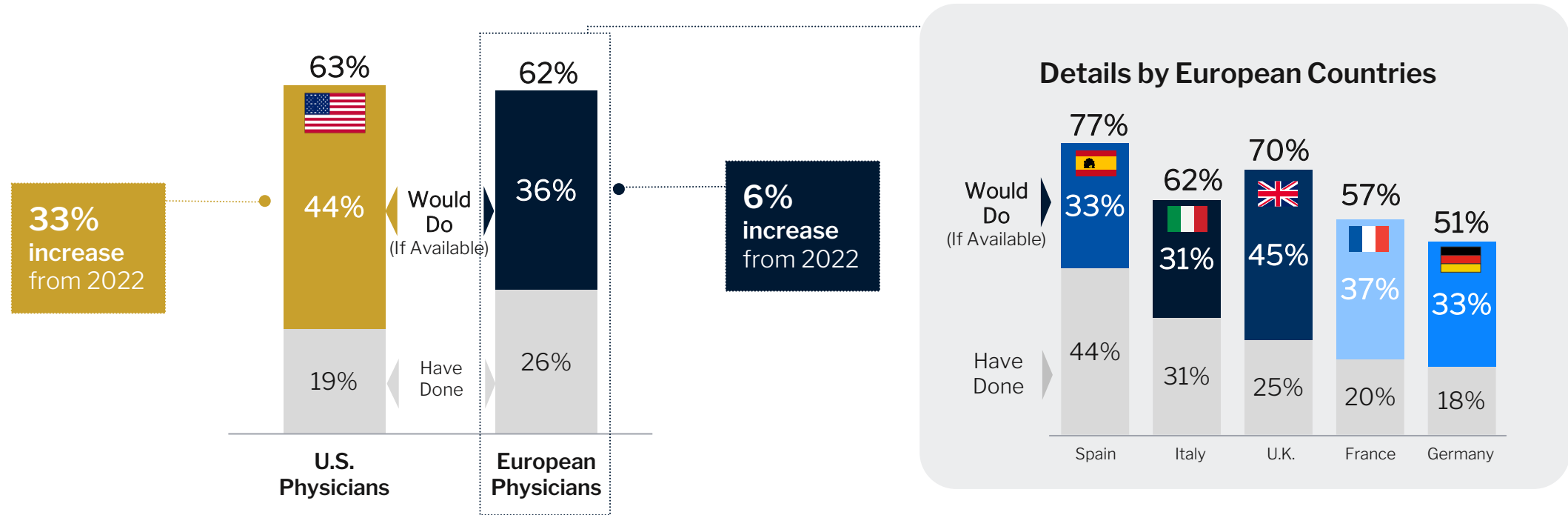


Physicians under the age of 45, who interact with AI in an EMR/EHR, are 20% more likely than similar peers to utilize it for transcribing their clinical notes

Base: U.S. physicians who interacted with an AI powered assistant in an EMR/EHR or telemedicine platform

# Utilizing AI and other important EMR/EHR tasks, like providing patients cost savings, has the potential for growth if available

## Interact with AI-Powered Assistants In An EMR/EHR, e-Prescribing or Telemedicine





# 3.

## Key Takeaways

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## Key takeaways

- Physicians have busy schedules and are willing to use tools to help their productivity
- While U.S. physicians' utilization of AI lags their European counterparts, 44% are willing to try these tools if they are available
- Of physicians currently using AI, they are typically looking for quick information during diagnosis and help with transcribing their notes

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