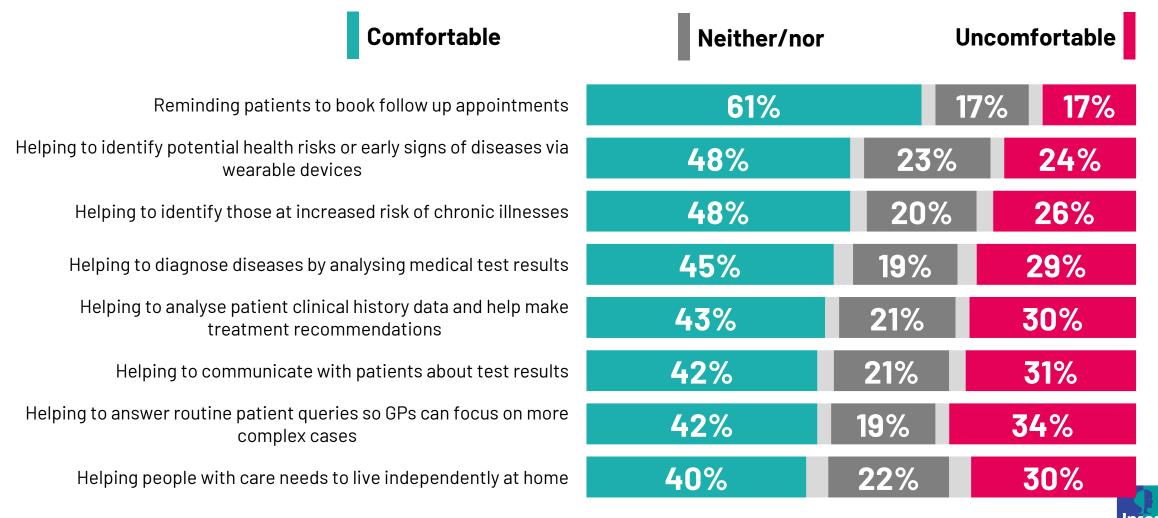
Ipsos Artificial Intelligence (AI) in healthcare

April 2025



The public is comfortable rather than uncomfortable with a range of different Al uses in healthcare – especially reminding patients to book follow up appointments

How comfortable are you, if at all, with Artificial Intelligence (AI) being used to help with each of the following?



The public is more positive than negative about the potential impact of Al in healthcare, particularly on timely diagnosis, administrative processes and workloads

To what extent, if at all, do you think that the use of Artificial Intelligence (AI) in healthcare will have a positive or negative impact on each of the following over the next few years, or will it not make any difference?

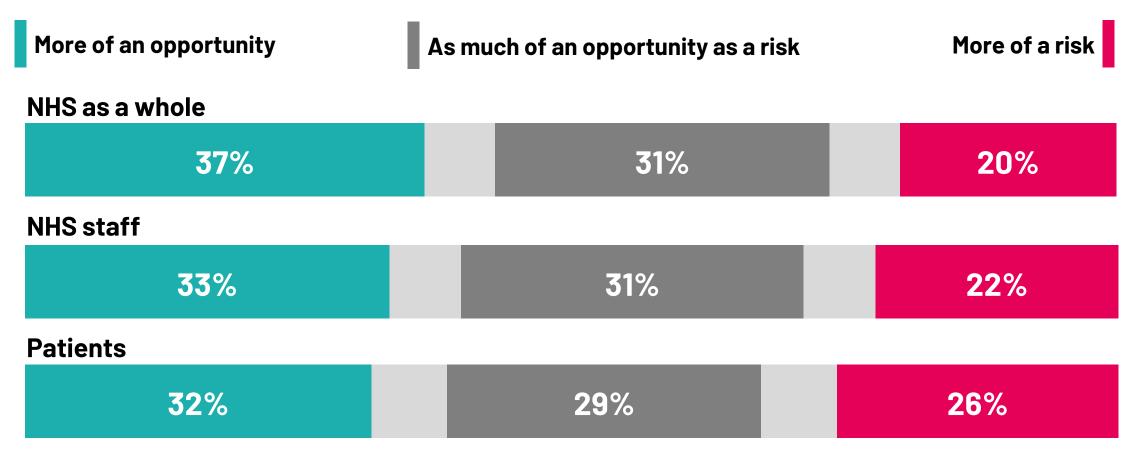
Positive impact	It won't make any difference		Negative impact
The time it takes to diagnose disea	ase		
49%		24%	10%
Administration processes within t	he NHS		
49%		24%	12%
The workload of NHS staff			
48%		26%	10%
The accuracy of diagnoses			
40%		22%	18%
The quality of care provided to pat	tients		
35%		30%	18%

Base: 1,100 adults aged 16-75 in Great Britian. 28 March - 2 April 2025.



The public is divided on whether Artificial Intelligence is more of an opportunity or a risk, particularly for patients

On balance, do you see Artificial Intelligence (AI) as more of an opportunity or a risk for each of the following?



Base: 1,100 adults aged 16-75 in Great Britian. 28 March – 2 April 2025.



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For more information

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