



Report

AI at the doctor's office

What patients really think



Are we ready for AI?

AI is already reshaping healthcare. But no matter how advanced technology becomes, care will always be personal. That's why it's critical to understand how patients feel about AI: what makes them uneasy, what earns their trust and what they expect from the people providing their care.

So, we asked 2,000 patients how they really feel about AI at the doctor's office. Their responses are layered and nuanced, not just about what gives them pause but also about what helps them feel seen, heard and supported.

Because when AI is introduced thoughtfully, it doesn't replace the human connection — it reinforces it.

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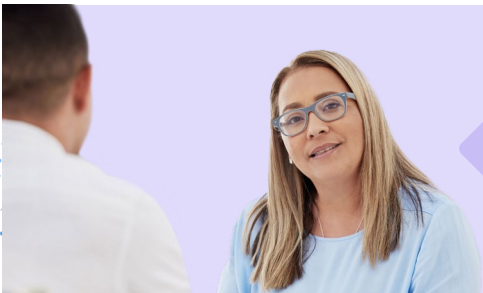
Survey methodology

Talker Research surveyed 2,000 Americans who've been seen by a doctor within the past year; the survey was commissioned by ModMed® and administered and conducted online by Talker Research between Dec. 2 and Dec. 6, 2024.

What patients want

The buzz outside the echo chamber

AI might be dominating industry conversations, but what do patients think about practices inviting it into their appointments? A strong majority say they're open to AI at the doctor's office if it leads to better experiences, including reduced wait times, more quality time and improved care overall. Many are quite comfortable with AI taking on lower-stakes tasks like scheduling, reminders, check-in and prescription refills.



Over half of us prefer AI in the doctor's office if it leads to a better experience.

Especially if that experience includes ...

More quality time with
our doctors

57%



Better care

60%

Patients feel most comfortable with AI

41%

Scheduling appointments
and sending reminders

33%

Supporting patient check-in

25%

Assisting with prescription refills

Make it
real

Lean into AI for administrative assistance, especially pre-appointment. It meets patients where they are, all while lightening the load on staff.

Care over clicks

Even with AI's streamlining potential, patients would prefer that their doctors prioritize personal connection over technology. Often, the limited time providers have available is consumed by documentation, highlighting the need to balance technological efficiency with meaningful human interaction.



Can you spend more time with me
and less on your computer?

Especially considering ...

77%

of us report spending less than
15 minutes with our doctors

28%

of us report that our doctors
spent 7-12 minutes of our visit
focused on documenting

Make it
real

Stop clicking, start connecting.
With AI-powered ambient
listening solutions, documentation
happens in the background while
you speak face-to-face with your
patient, saving you time and
building trust in the moment.
Leverage AI to help create space
for deeper connections,
clearer communication and a
better experience for everyone
in the room.



How to use AI responsibly

The AI-generated elephant in the exam room

With some of the conversation around AI focused on accuracy and its potential to hallucinate — generating false or misleading information — it's not surprising there are real concerns about its use, especially in healthcare. The survey found that a significant majority of respondents prefer robust safety standards for AI used in clinical settings. Additionally, nearly three-quarters of patients believe it's crucial to know the source of data used to train AI models.



Data quality is extremely important to us.



Make it
real

Choose industry-certified solutions for compliance and reliability, and ensure your AI systems are rigorously tested and validated.

Especially considering ...

83%

of us want safety standards in place (and **61%** of us strongly agree)

72%

of us want to know the source of the data used to train AI models (and **43%** of us consider this very important)

How to talk to patients about AI

Sharing is, in fact, caring

Patients overwhelmingly desire transparency when it comes to AI in healthcare. They expect clear communication about AI's role in diagnosis, treatment and even follow-up care. While a conversation with their doctor is preferred, patients are receptive to learning about AI usage from a wide variety of touchpoints — be they digital, visual or written on the wall.

81%

of us want to be informed if AI is used during our appointments



Make it real

Patients want to understand how AI supports their care, so transparency matters. Identify which communication channels make the most sense for your practice, from in-person conversations to digital or in-office materials. Additionally, make sure your staff is clear and consistent when discussing AI with patients.

We want to know if AI is being used for ...

55%

Diagnosis/treatment plans

46%

Follow-ups (i.e., lab results, education materials)

44%

Documentation

42%

Prescription refills

41%

Insurance claims

35%

Appointments and reminders

35%

Chatbots answering general questions

35%

Payments

31%

Patient check-in

6%

None of these

Here's how we want to be informed ...

40%

A conversation with the doctor or staff

31%

A notification form that requires a patient signature

27%

Doctor's office website

26%

Doctor's office patient portal

18%

A poster on the wall at the practice

16%

A chatbot that clearly states or advertises it's an AI

14%

Brochure

12%

Not sure

0%

Other

Which applications to bring in first

Cents and sensibility

With 1 in 4 patients reporting they aren't comfortable with any AI-related financial tools, trust remains a major concern. Still, some patients are more open to its use in specific areas, such as identifying billing errors, assisting with denied claims and facilitating approved payments.



We have mixed feelings.

Especially considering ...

1/3

of us is not comfortable with AI using our credit cards

57%

of us support the use of AI for faster claims processing

Which of the following uses of AI are we most comfortable with?

37%

Helping identify billing errors before claims are submitted

20%

Contacting patients to flag an outstanding patient bill

24%

Assisting with appealing denied insurance claims

18%

Using a credit card on file to pay patient bills

23%

Facilitating payment of patient bills with approval

25%

None of the above

22%

Facilitating follow-up on insurance claims

Make it real

Start by implementing AI to support back-end financial operations, like flagging billing errors before claims are submitted, assisting with appeals or following up on insurance claims. Consider patient-facing payment support down the road as patients' trust in AI grows.

What this data could look like in real life

AI in practice

This research reveals that transparency, clear communication and strong safety standards aren't just checkboxes. They're the foundation for building patient confidence. Patients want to know how AI is being used, what practices are doing to improve patient experiences, and most importantly, that their relationships with their providers will remain human at their core.

At ModMed, those are the core pillars that support our approach to AI. We believe in using technology to empower providers, not overshadow them. Real tools, applied in real ways, that help you do what you do best: provide real care for your patients.



I'm open to AI ... as long as we're in it together.

Your AI-powered practice, brought to life



AI that routes patient messages, designed to help improve response times



AI designed to help reduce time spent categorizing and linking inbound faxes to patient records



An AI-powered scribe that works with your EHR to help automate downstream workflows



AI designed to flag claims with a greater likelihood of denial before submission, to help save staff time