AMA
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Opportunities & Tensions: Unpacking Physicians' Views on AI in Medicine

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AMA AI physician sentiments survey

Conducted a comprehensive study of physician's sentiments towards the use of augmented intelligence (AI) in health care including current use and future motivations for use, key concerns, areas of greatest opportunity, and requirements for adoption in 2023 and repeated in Fall 2024.

- Perceived Value and Attitudes Toward AI
- Current Awareness and Use of AI
- Outlook for AI Use Cases
- Requirements, Barriers, and Enablers for Adoption
- Decision-Making and Influences
- Resources, Evidence, and Education

Sample:

Total	PCP	Specialist	Physician Practice Owner	Employed Physician
1,183	464	719	307	724

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Summary of key insights

Opportunities and tensions

1. There has been **substantial growth in physician AI adoption and perceived value.**

2. **Documentation-focused AI use cases** showed the **most comprehensive growth** across metrics.

3. **Patient engagement, clinical knowledge,** and **administrative automation tools** demonstrated growing adoption potential.

4. While enthusiasm is growing, there are still **key needs to drive broader adoption,** especially among higher risk use cases.

5. **Increasing engagement** and **transparency** may help further drive adoption and trust in AI tools.

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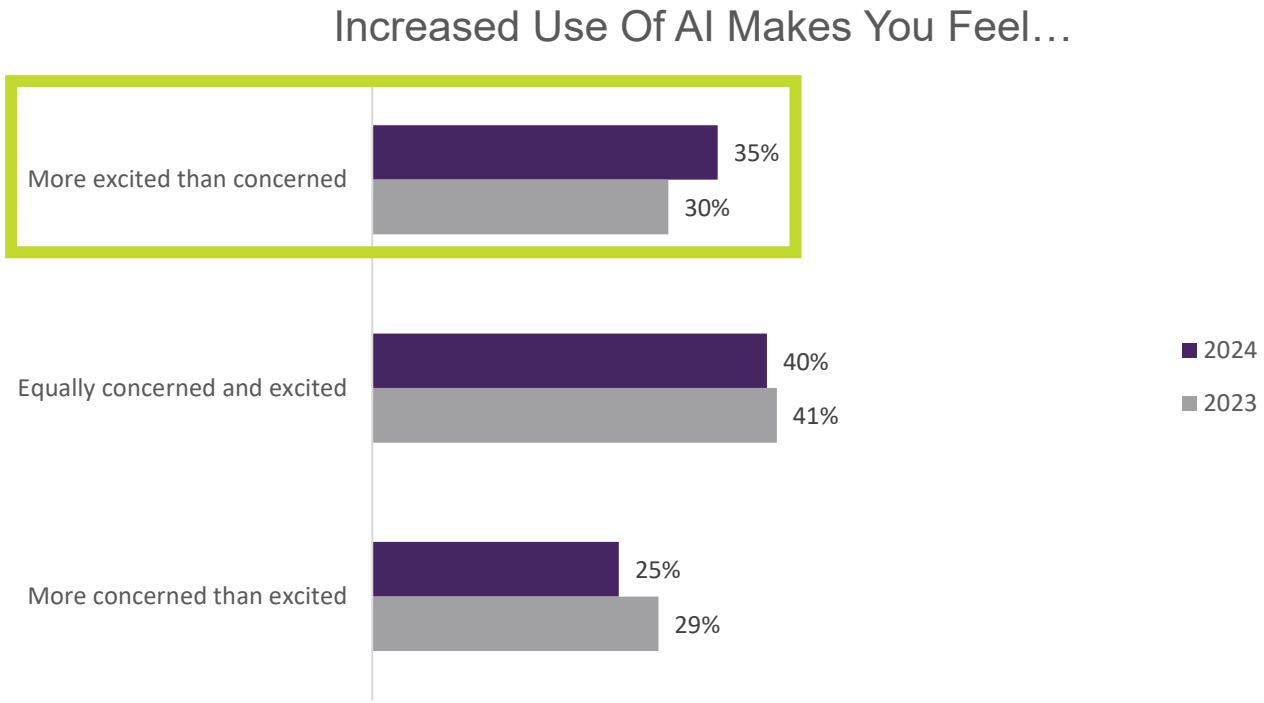
Excitement about the use of AI is growing…



Overall, would you say the potential increased use of AI in your professional life makes you feel…

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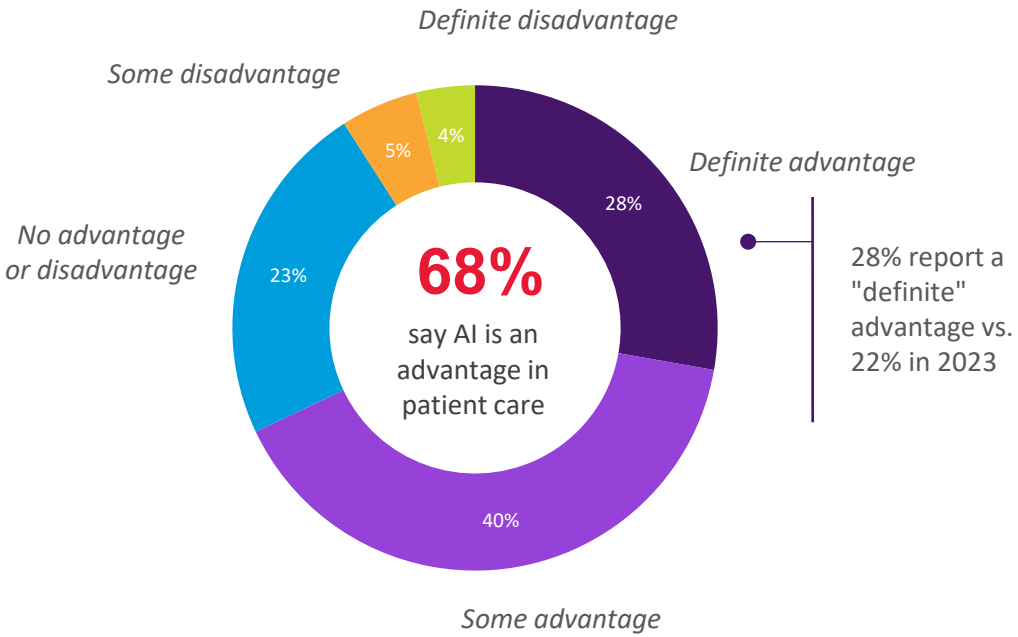
Physicians' confidence in AI's advantage for patient care remains strong and is on the rise



Considering the overall impact, how much of an advantage do tools using AI give to your ability to care for your patients?

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Opportunities:

AI enthusiasm, value, & current use

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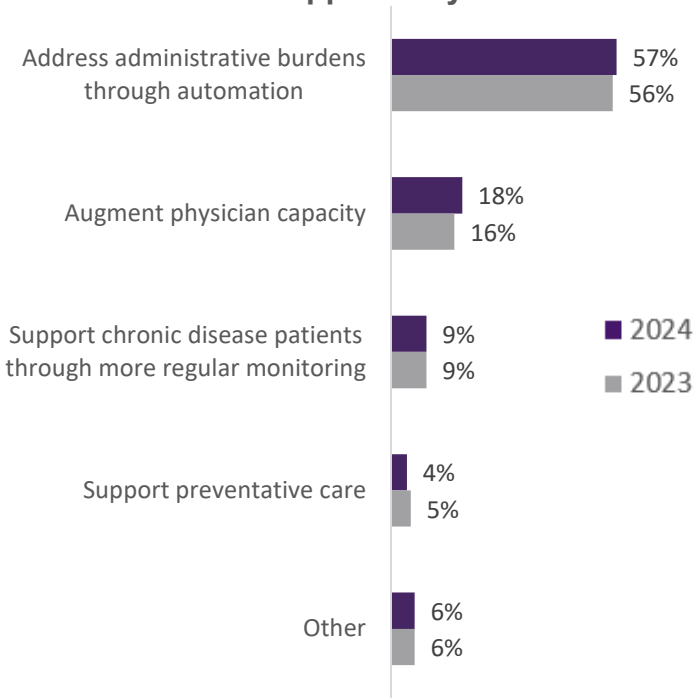
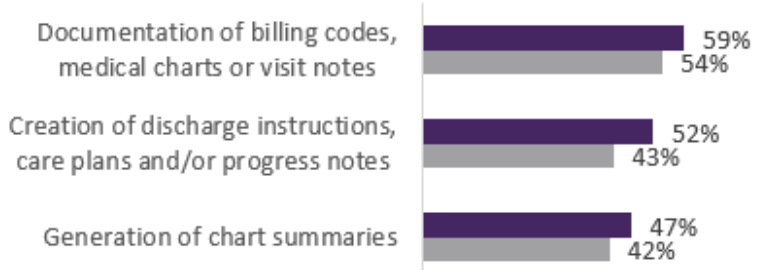
AI for addressing administrative burdens remains a top area of interest among physicians

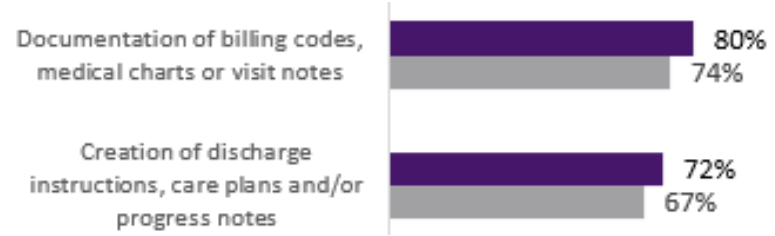
Areas of Opportunity for AI



AI Use Case Enthusiasm



Relevance Of AI Use Case To Practice Regardless Of Familiarity Or Current Use



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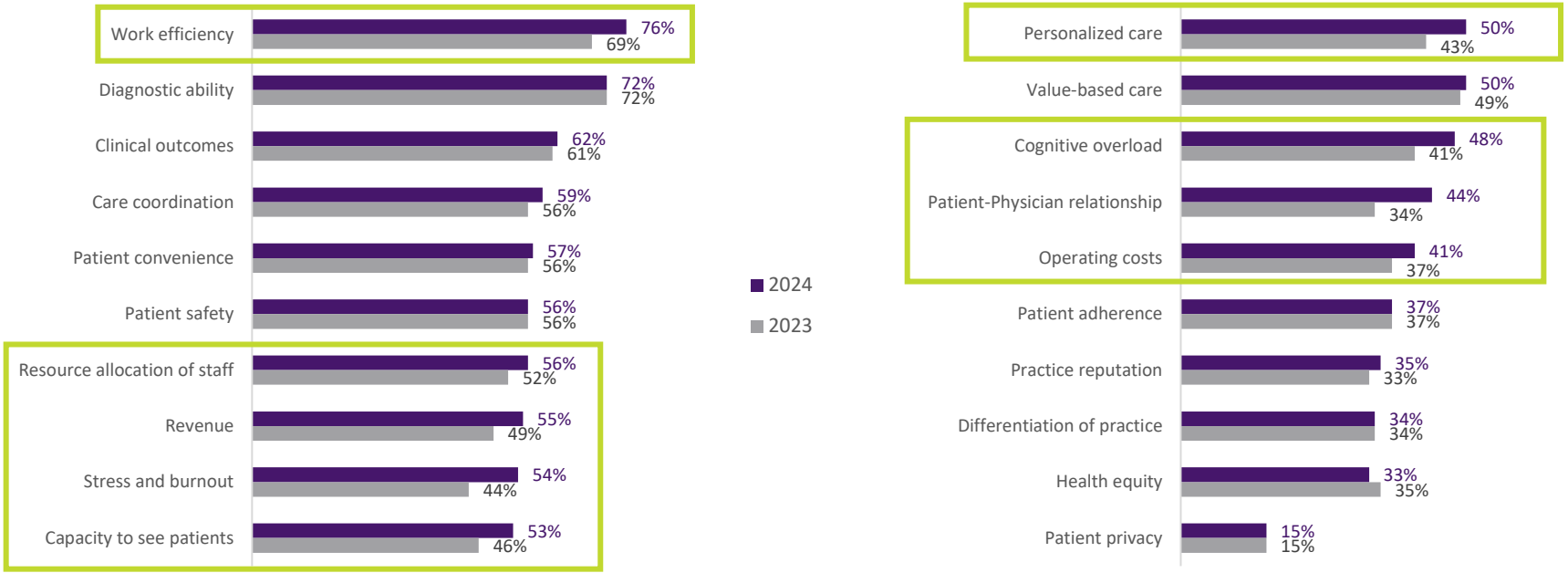
There was a significant increase in 2024 for 9 of the 20 factors where physicians believe AI tools could be helpful

AI Tools Would Be Somewhat/Very Helpful With The Following Factors



How do you anticipate tools using AI will impact the following factors?

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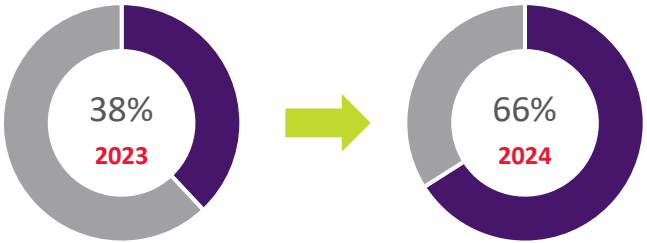
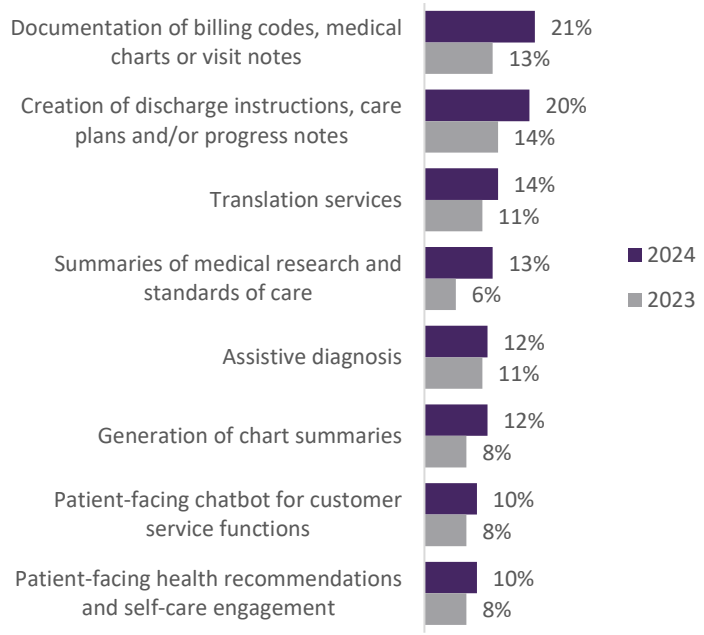
Current use of AI nearly doubled

Rapid increase in AI users



Percent of respondents stating they currently use at least one of the 15 AI use cases presented

Top use cases gain users



Which, if any, of the following use cases do you currently incorporate into your practice?

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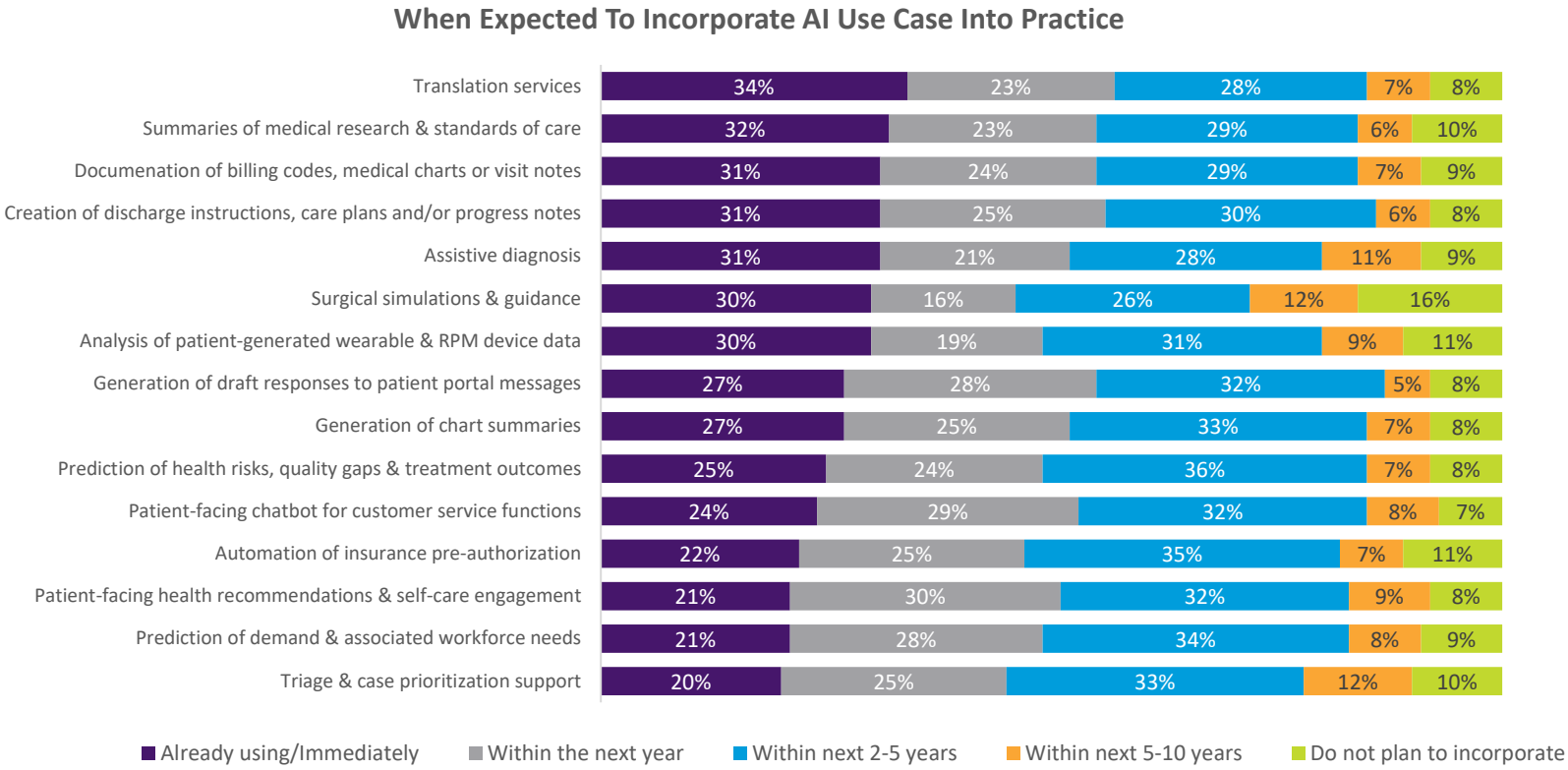
AI adoption timing varies, with documentation tools likely to be incorporated more quickly



When would you expect to start incorporating this AI use case into your own practice?

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Tensions:

Advancing AI adoption by addressing key requirements and increasing transparency

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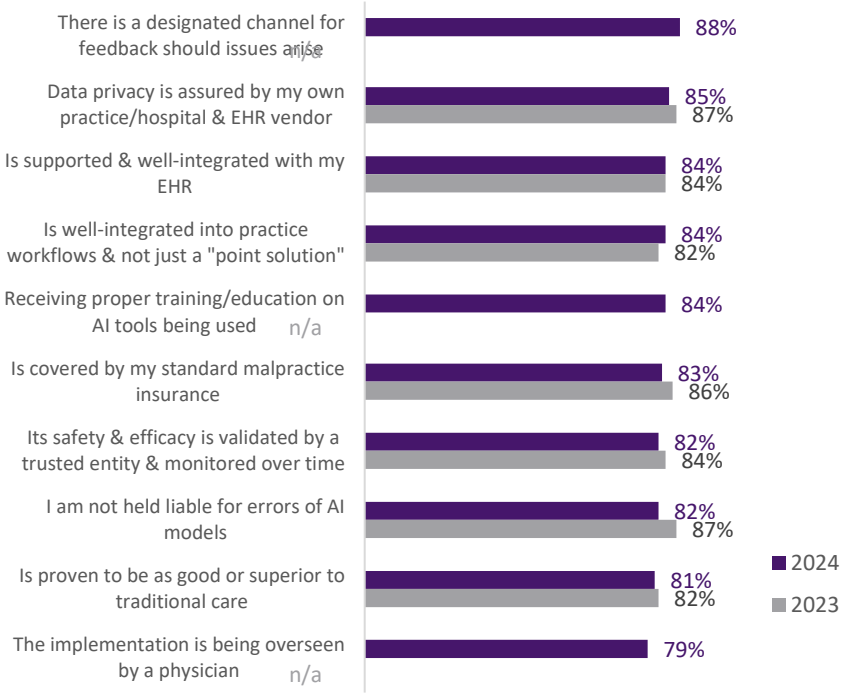
Physicians still have key needs when considering implementing and adopting AI

Important attributes in facilitating the adoption



Top ranked regulatory action that would increase trust in AI and the likelihood to adopt AI tools

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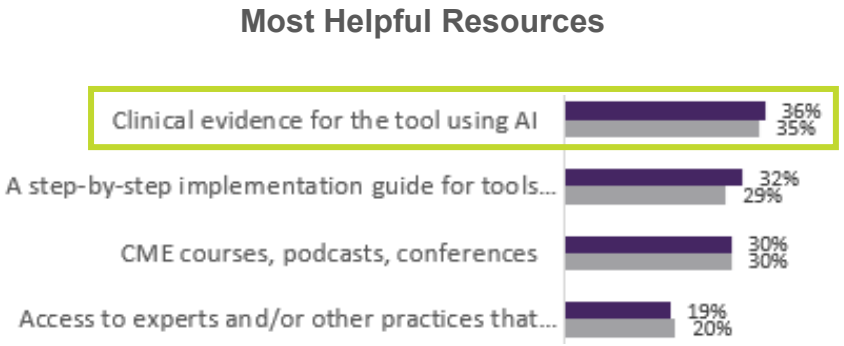
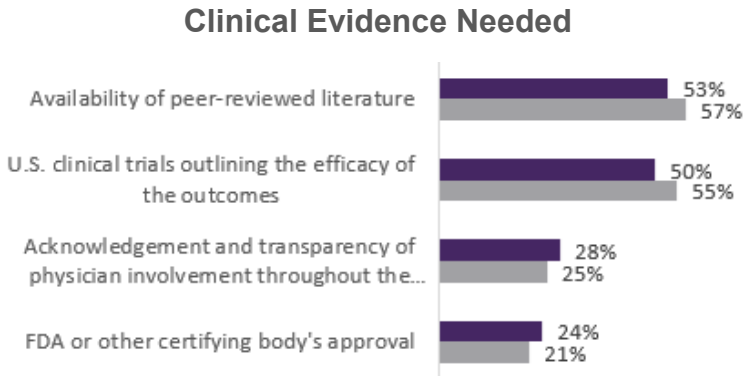
Clinical evidence remains most helpful when deciding whether and when to implement an AI tool in practice





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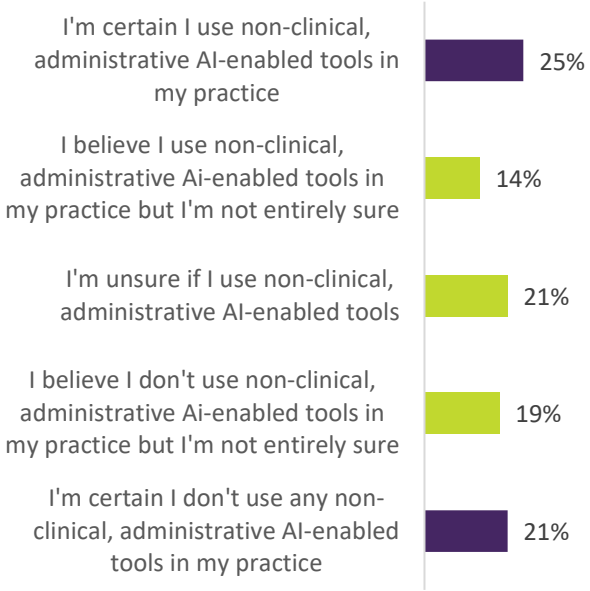
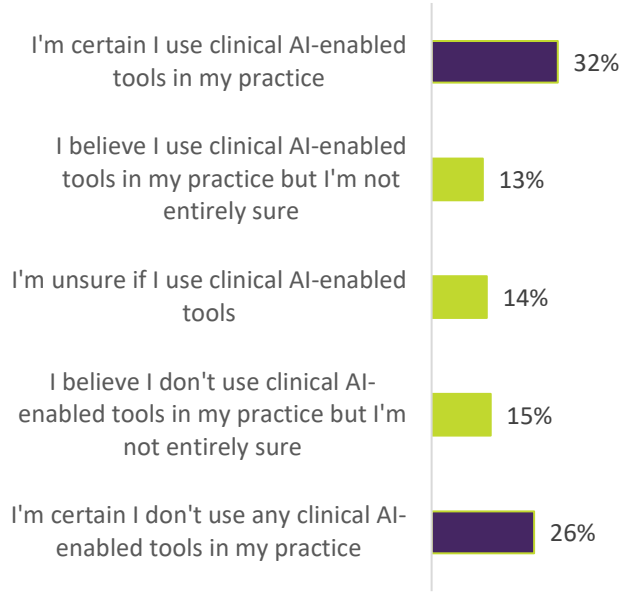
A significant portion of physicians reported uncertainty when it comes to knowing whether they are using AI tools in practice

Use Of AI-Enabled Tools For Non-Clinical, Administrative Applications In Practice



Use Of AI-Enabled Tools For Clinical Applications In Practice



To what extent are you aware of currently using AI-enabled tools in your practice for non-clinical, administrative applications?
To what extent are you aware of currently using AI-enabled tools in your practice for clinical applications?

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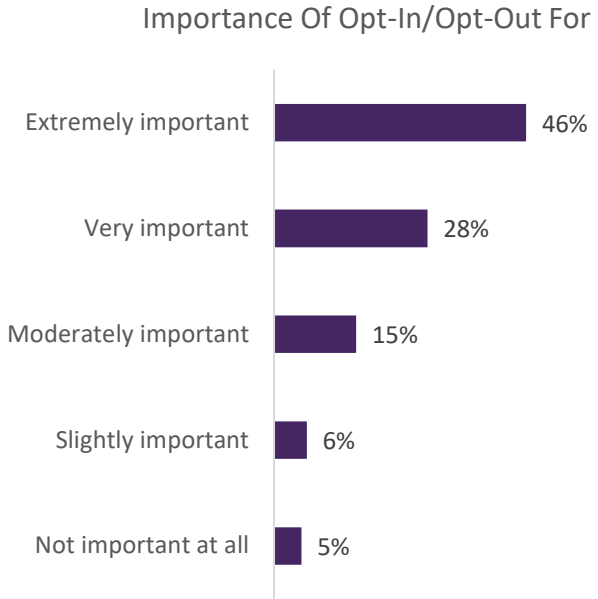
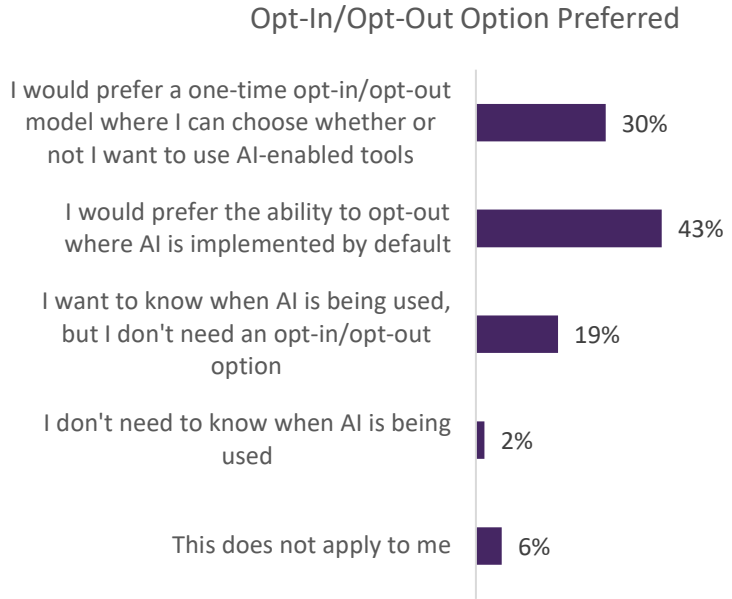
Three-quarters of physicians believe it is important to be able to opt-in or out of AI tools in the practice





How important is it to you to be able to opt-in or opt-out of new AI tools being integrated into your practice?
When it comes to the decision to use AI-enabled tools in your practice, which option do you prefer?

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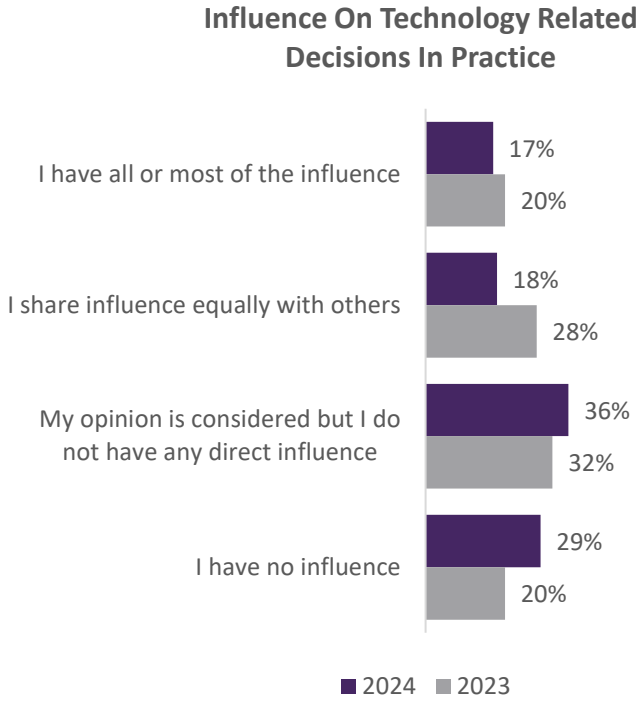
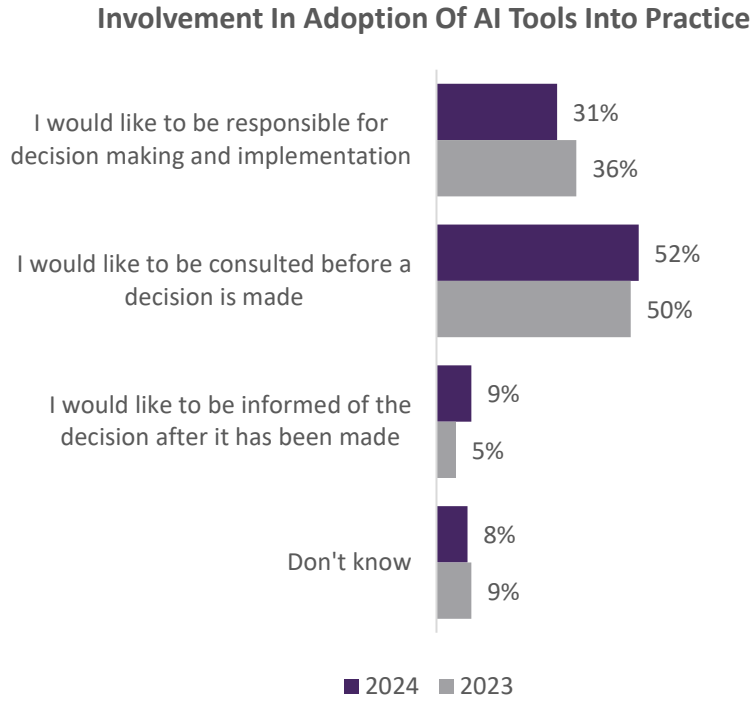
Physicians influence on tech decisions is declining, desire for input on AI adoption remains stable





Ideally, how involved would you want to be in the adoption of tools using AI into your practice?
How much influence do you have on the technology related decisions made for your practice?

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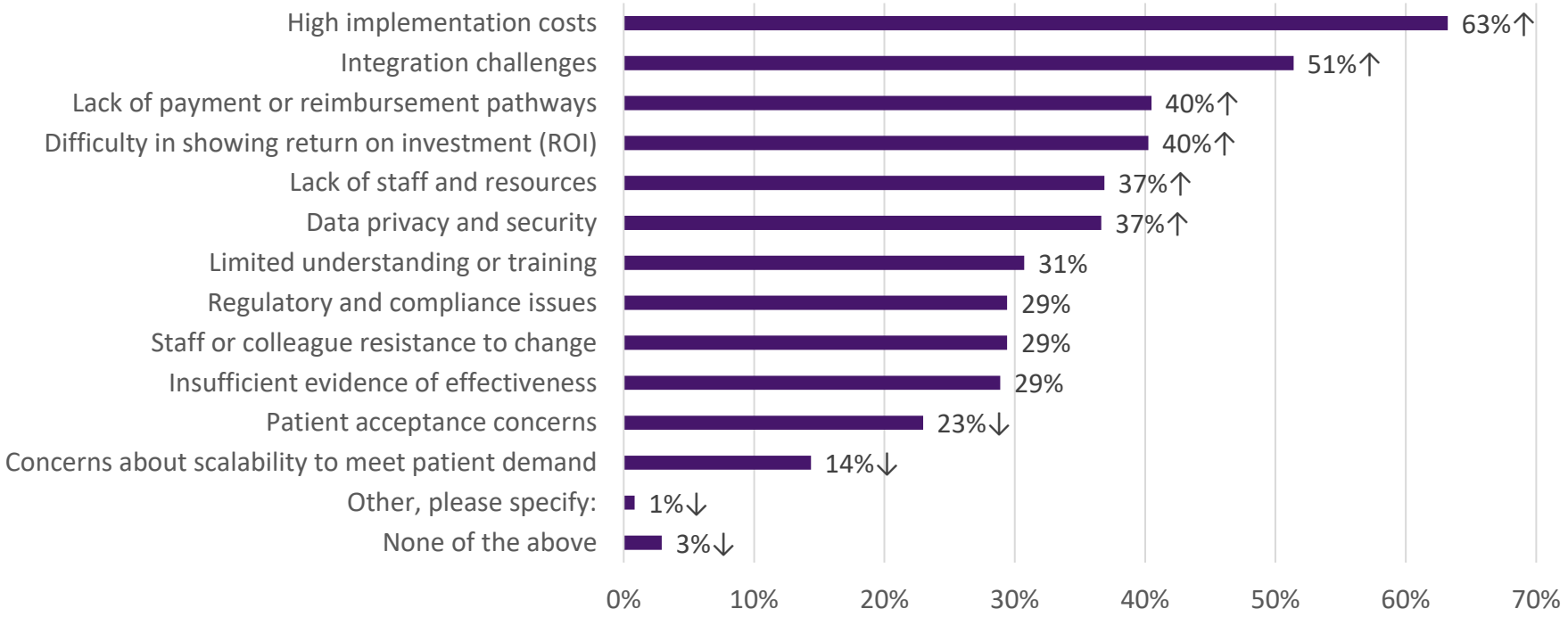
Cost is becoming a significant barrier to implementation

What are the primary barriers to implementing digital health solutions in your practice?



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Physicians' powerful ally in patient care