AMA Augmented Intelligence Research

Physician sentiments around the use of AI in health care: motivations, opportunities, risks, and use cases

Shifts from 2023 to 2024

Published February 2025

Background and objectives

- In August 2023, the American Medical Association 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.

- The AMA repeated the study in November 2024 to determine the degree of change given the rapidly evolving landscape of AI use across medicine.

- The objectives for this research include:
  - Capturing the sentiment among practicing physicians regarding the increased usage of AI in healthcare
  - Evaluating AI use cases based on their familiarity, relevance, and usefulness
  - Identifying key resources and areas of need for physicians to consider implementation of AI tools to their practice

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Methodology

- The survey was designed to replicate the AMA's AI Physician Sentiment survey fielded in 2023 to have a statistically valid and reliable comparative sample.
- The survey was conducted among practicing physicians using the Qualtrics survey platform and the AMA Physician Professional Data file for the sample.
- The survey yielded a respondent base of N=1,183.

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

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Physicians' sentiments towards AI

Perceived Value and Attitudes Toward AI

Questions focused on how physicians feel about AI—whether they perceive it as advantageous or worrisome.

Requirements, Barriers, and Enablers for Adoption

Questions that identify critical factors for adopting AI—what must be in place (e.g., EHR integration, validation, liability coverage), and which regulatory or institutional measures would increase trust.

Current Awareness and Use of AI

Questions assessing how much physicians know about AI in their environment and whether they are currently using AI tools—either clinically or administratively.

Decision-Making and Influences

Questions about who decides to use AI in a practice, how those decisions are made, when physicians want to be consulted, and whether they wish to opt in or out of new technology.

Outlook for AI Use Cases

Questions exploring specific applications of AI—from administrative tasks to clinical decision support—and gauging physicians' perceived relevance, enthusiasm, and adoption timeline.

Resources, Evidence, and Education

Questions that uncover what types of information, training, or proof would help physicians evaluate, adopt, and effectively use AI—ranging from CME courses to clinical trials and peer-reviewed data.

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Summary of key insights

1 **Physician sentiment of AI is trending positive with growing recognition of its benefits and increased enthusiasm.**

- A growing majority of physicians recognize AI's benefits, with 68% in 2024 reporting at least some advantage in patient care (up from 63% in 2023).
- In 2024, 36% of physicians reported feeling more excited than concerned about AI (up from 30% in 2023).

2 **There has been substantial growth in physician use of AI in practice.**

- Usage of AI use cases nearly doubled (66% in 2024 vs. 38% in 2023). The dramatic drop in non-users (62% to 33%) in just one year is impressive and unusually fast for healthcare technology adoption.
- Significantly more physicians are currently using AI for visit documentation, discharge summaries and care plans, and medical research and standard of care summaries than in 2023.

3 **Addressing administrative burden remains a key area of opportunity for AI.**

- Most physicians (57%) view addressing administrative burden through automation as the biggest area of opportunity for AI.
- Near term adoption is focused on use cases to help with documentation.

4 **Physicians still have key needs to build trust and advance adoption of AI.**

- Physicians emphasize the need for a feedback loop, data privacy assurances, seamless workflow integration, and adequate training and education as critical factors for AI adoption.
- Nearly half of physicians (47%) ranked increased oversight as the number one regulatory action needed to increase trust in adopting AI tools.

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Physicians' sentiments towards AI in health care

Enthusiasm, use, and outlook

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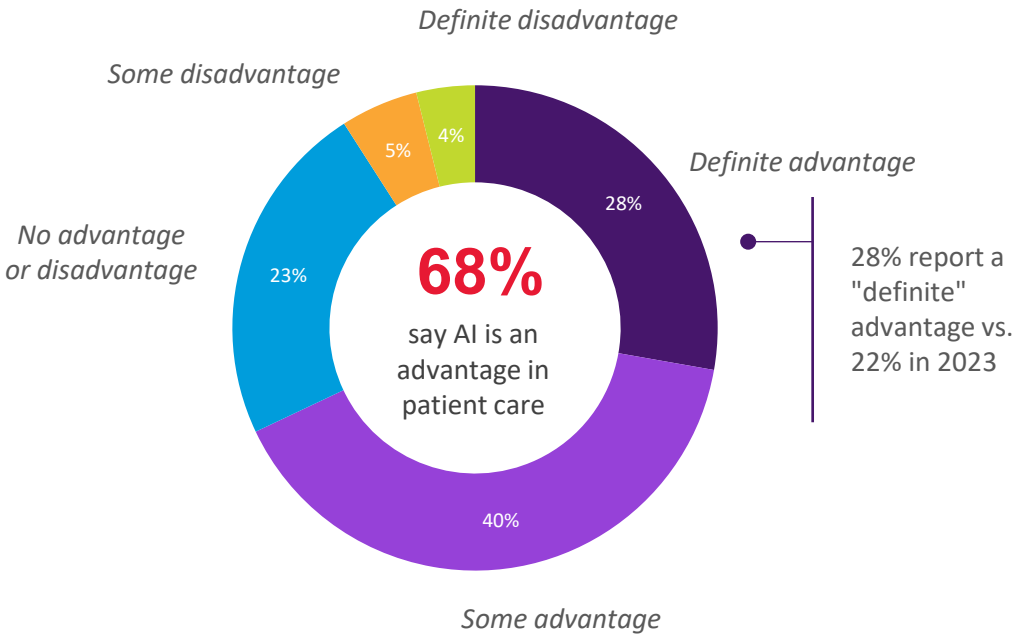
Physicians' confidence in AI's advantage for patient care remains strong and is on the rise



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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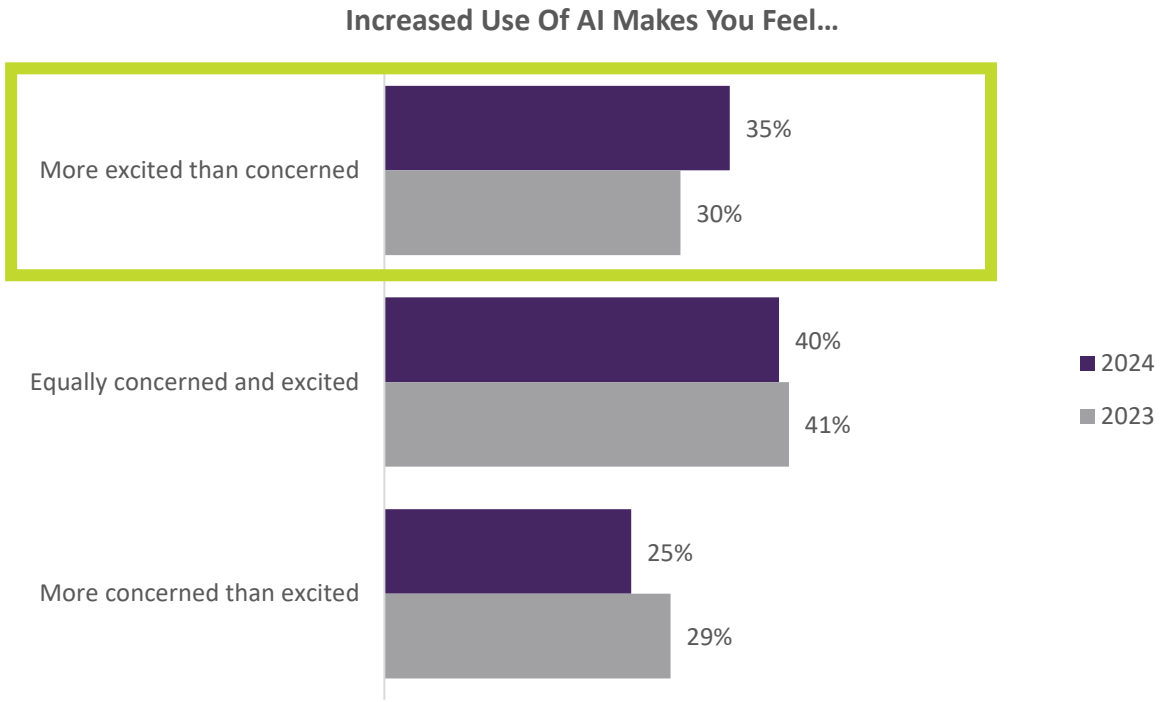
Excitement about AI is growing among physicians



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

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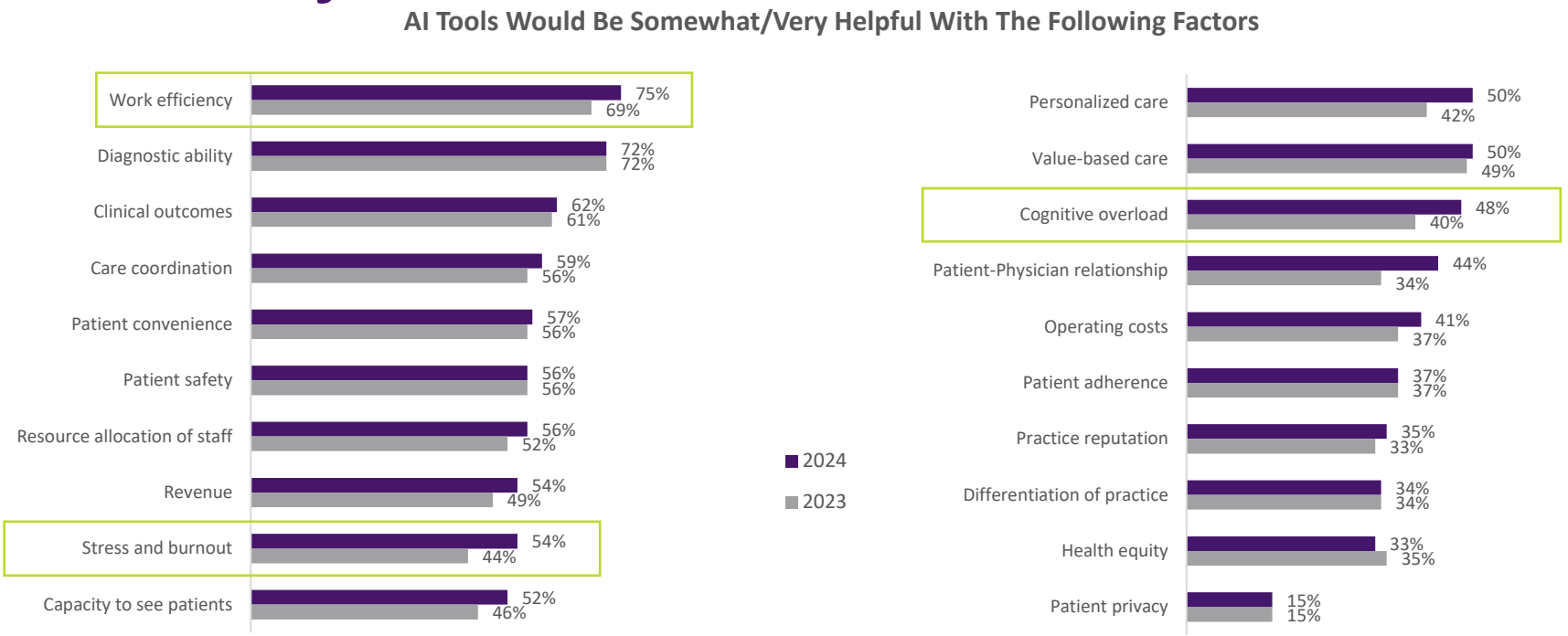
Physicians' belief that AI tools could be helpful increased across factors focused on burden and efficiency



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

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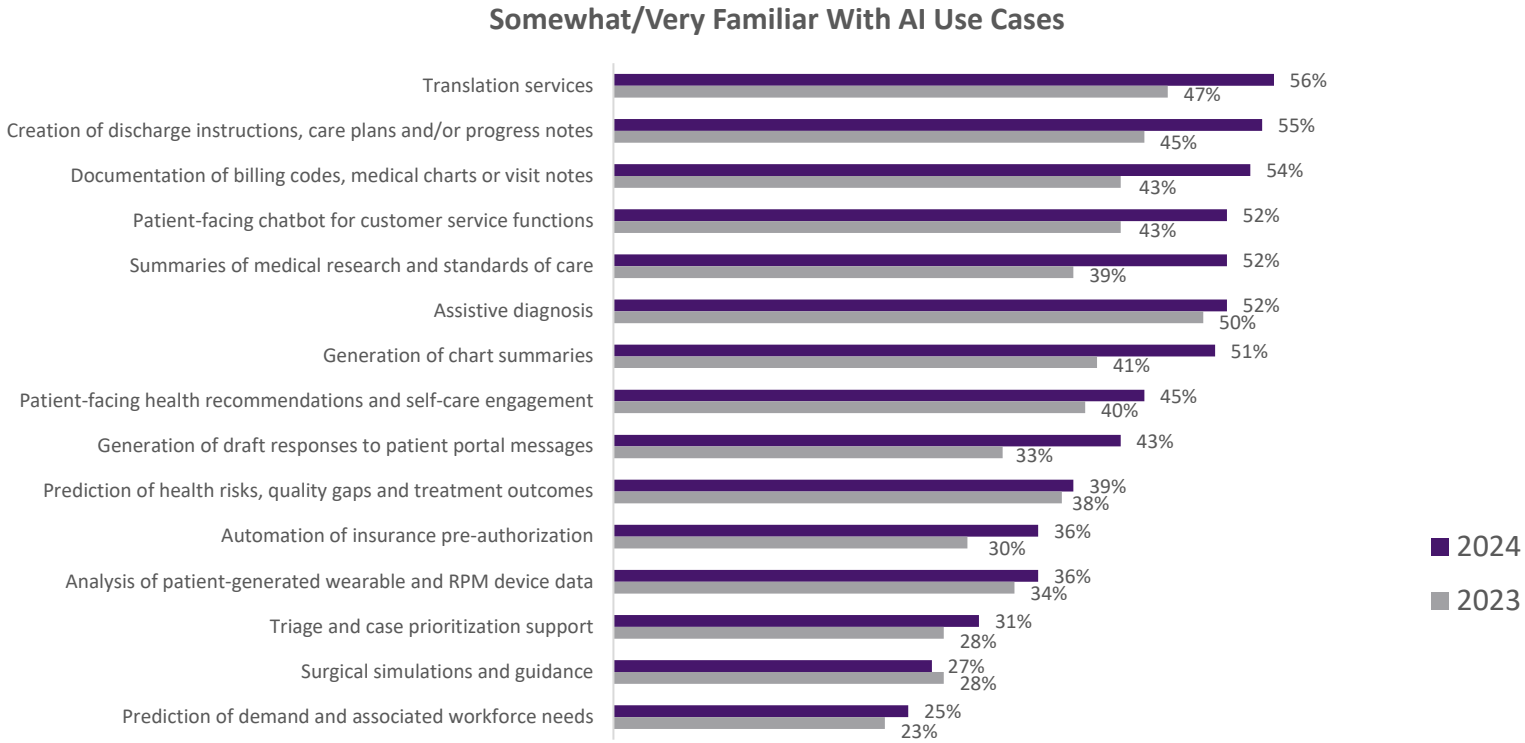
Physicians are becoming increasingly more familiar with various AI use cases



How familiar are you with each of the AI use cases described below?

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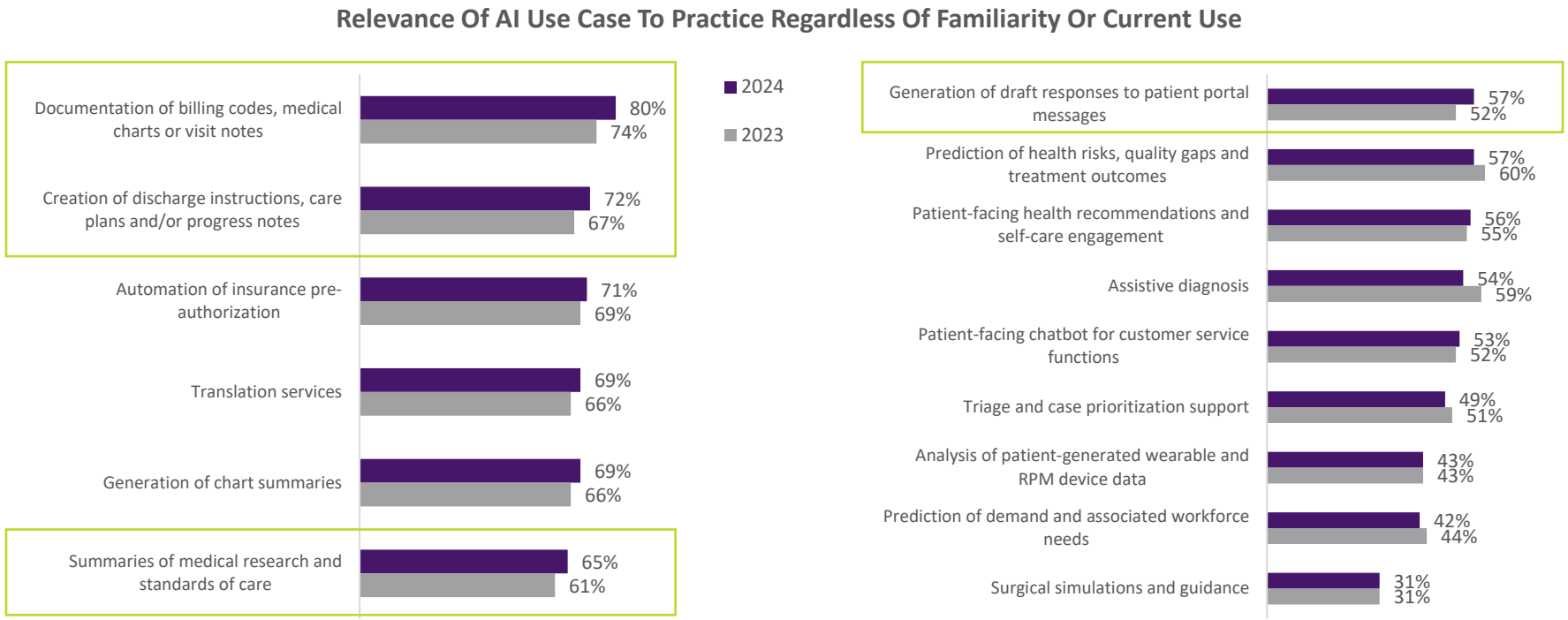
AI use cases helping with documentation continue to be the most relevant to physicians



Regardless of whether or not you are currently using or are familiar with these AI use cases, how relevant to your practice would each be?

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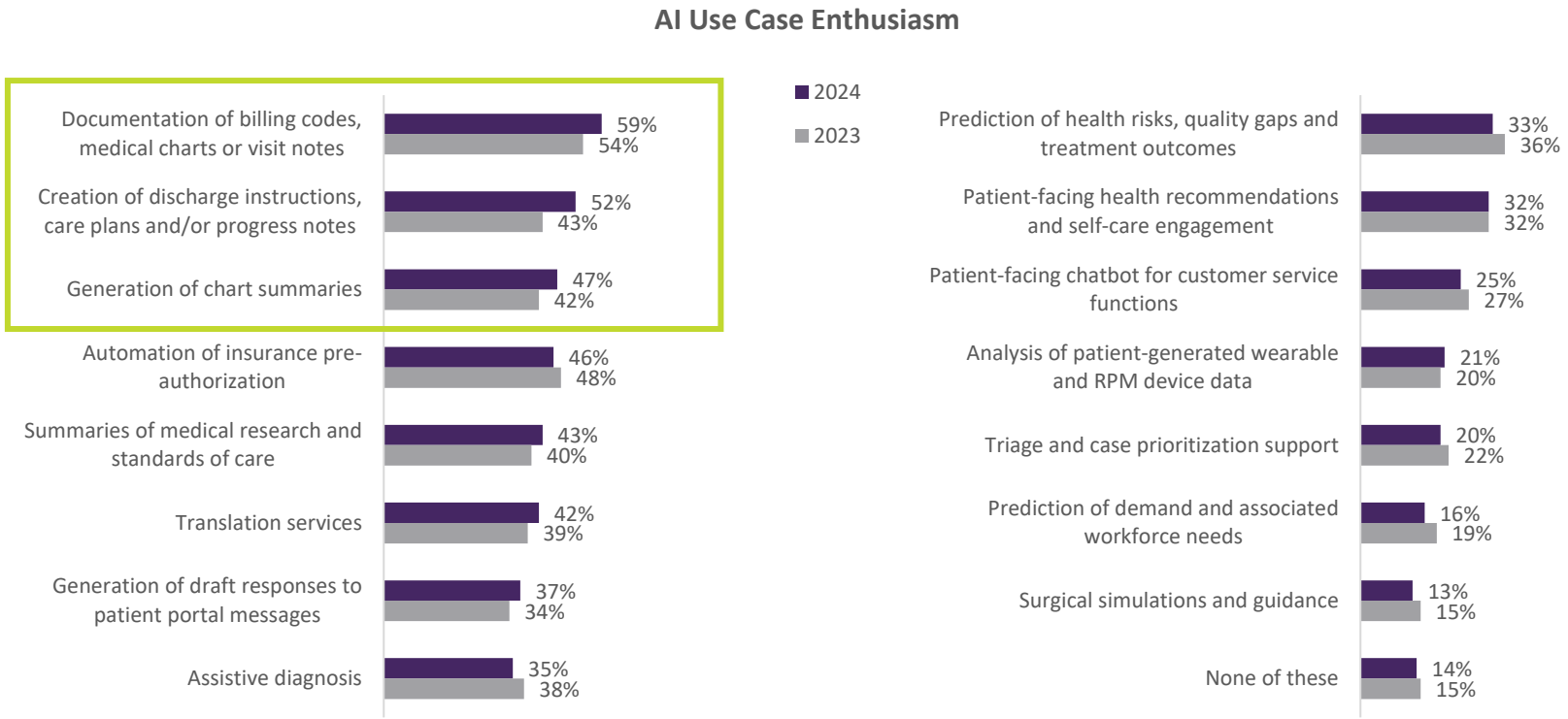
Physicians report an increase in enthusiasm for 3 top AI use cases



Which, if any, of the AI use cases below are you enthusiastic about?

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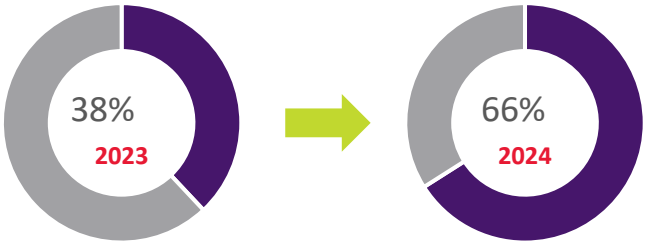
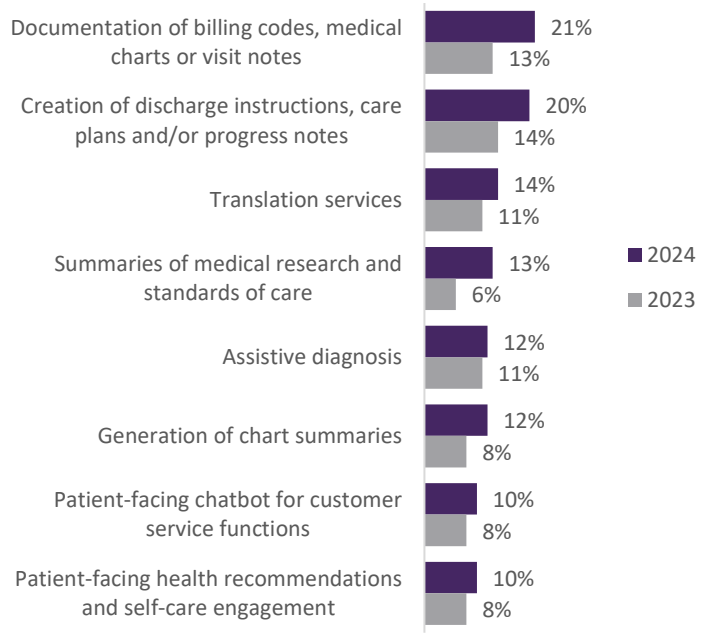
Usage of AI use cases nearly doubled

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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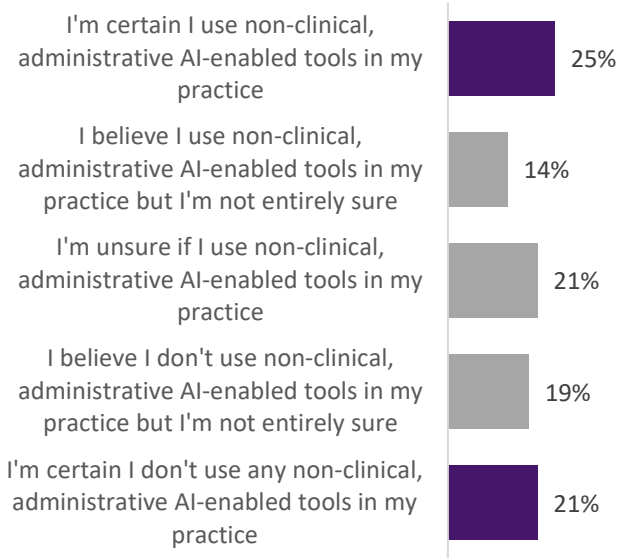
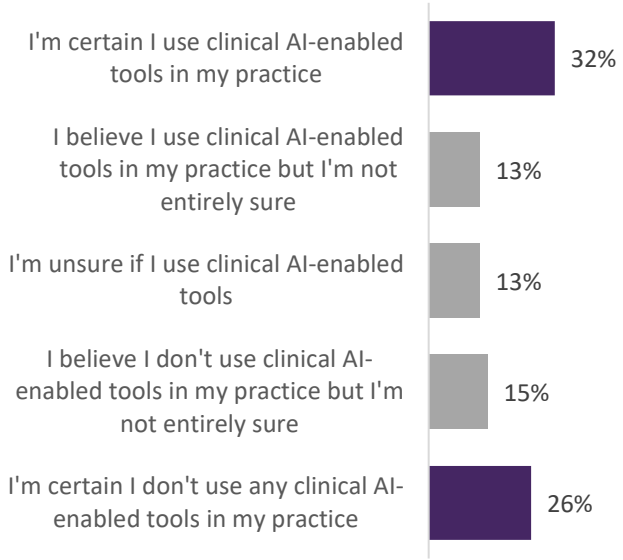
However, a significant portion of physicians report uncertainty about whether they use AI tools in practice

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



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



To what extent are you aware of currently using AI-enabled tools in your practice for non-clinical, administrative applications?
**New question in 2024*

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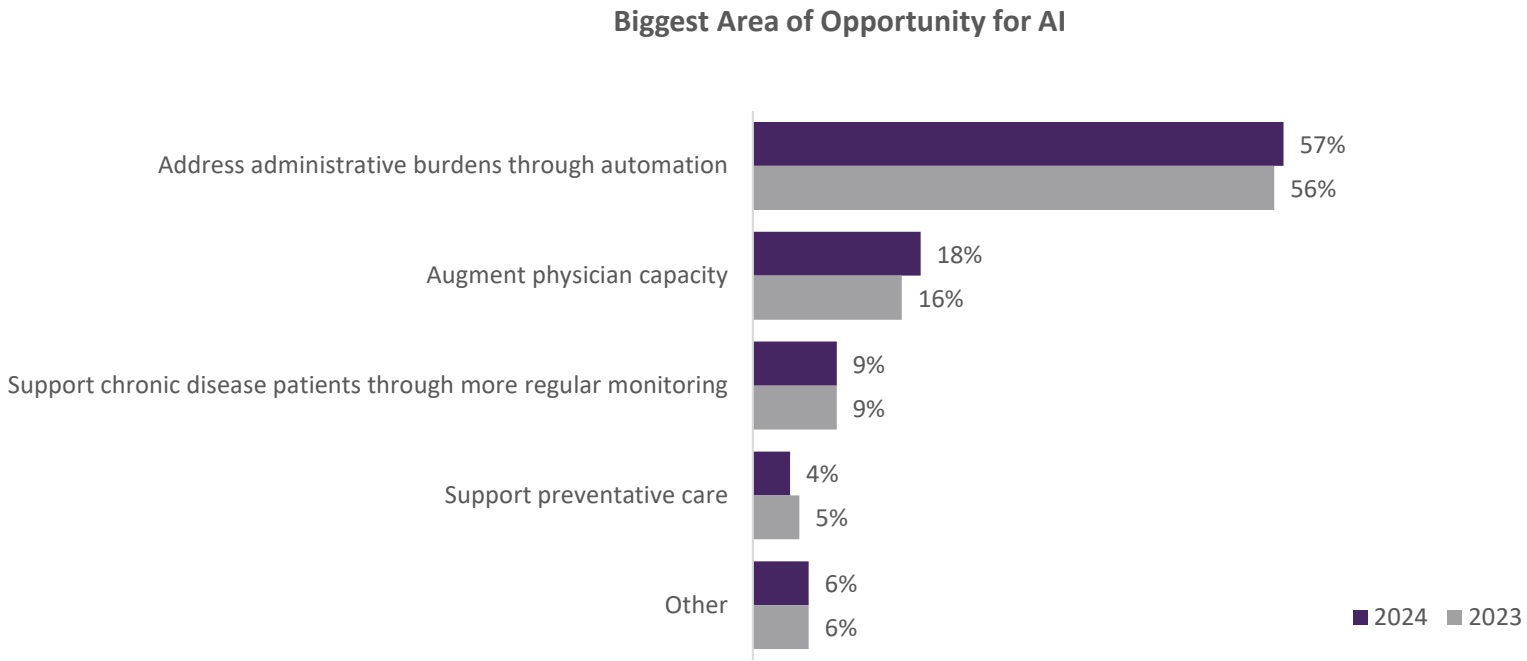
Addressing administrative burdens remains the biggest area of opportunity for AI by far



With workforce shortages increasing and physician burnout a key concern, what is the biggest area of opportunity for AI to address key needs?

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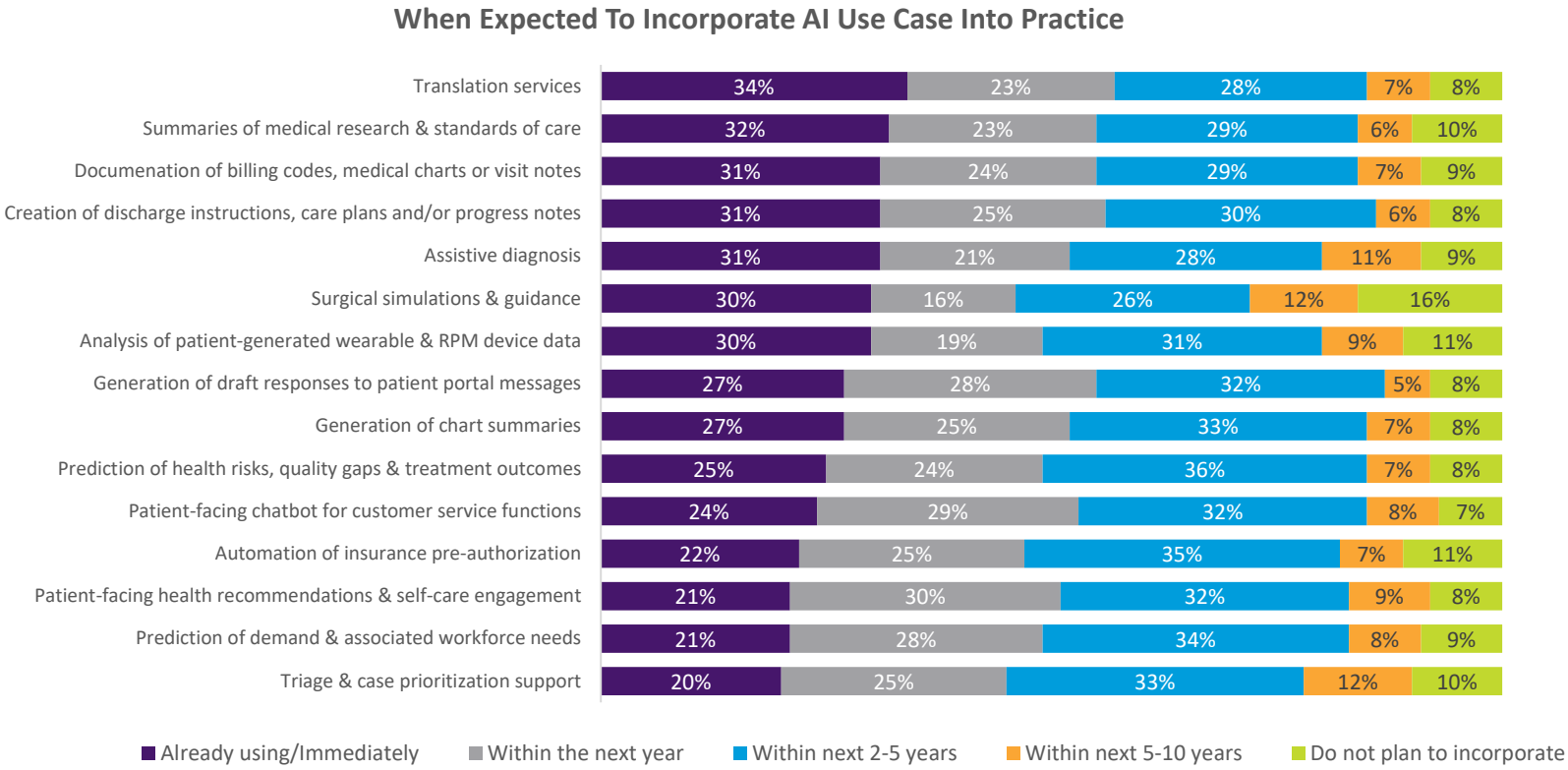
AI adoption timing varies, with documentation tools likely to be incorporated more quickly



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

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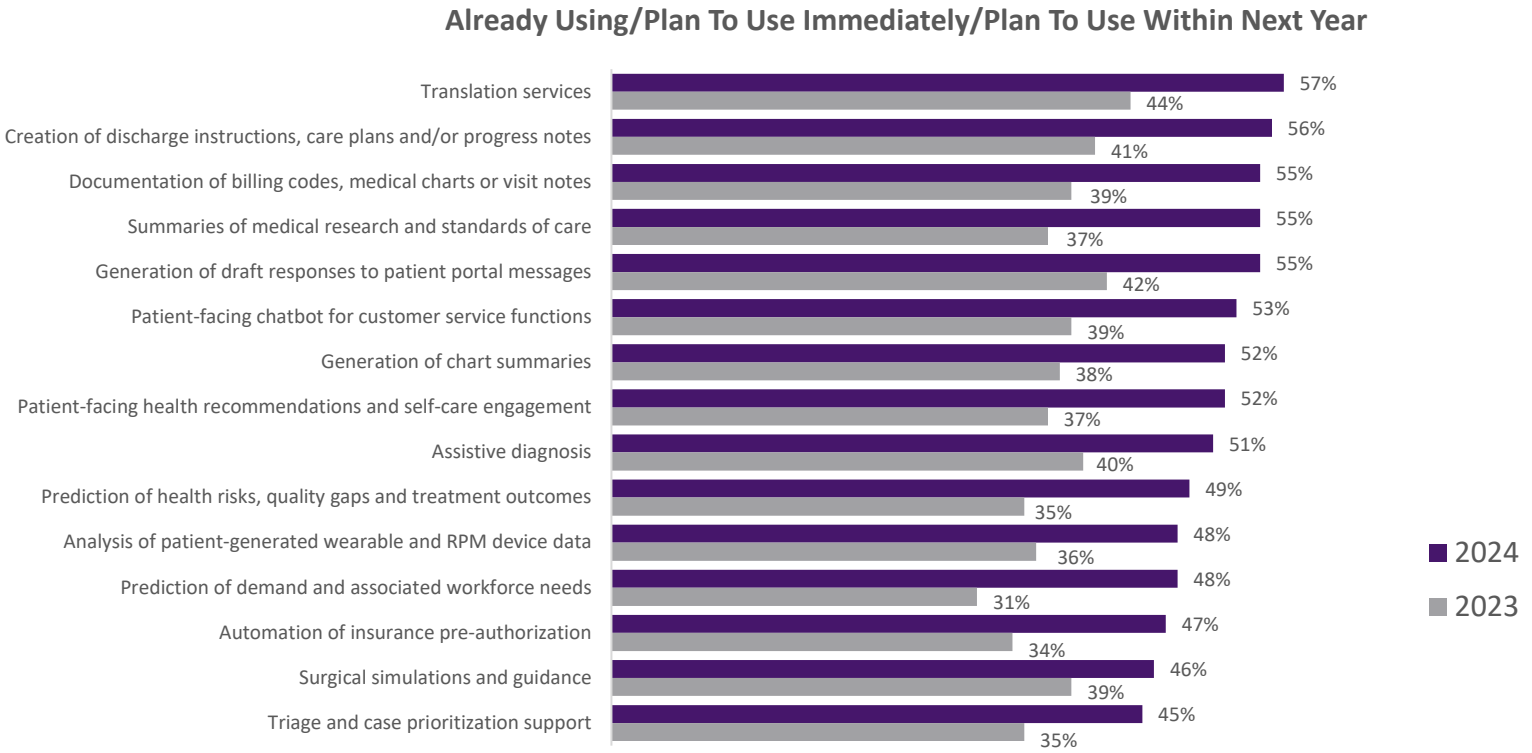
There was a significant increase in physicians already using or planning to use AI in the near term



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

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Advancing augmented intelligence in health care

Key physician requirements and desired support for adoption

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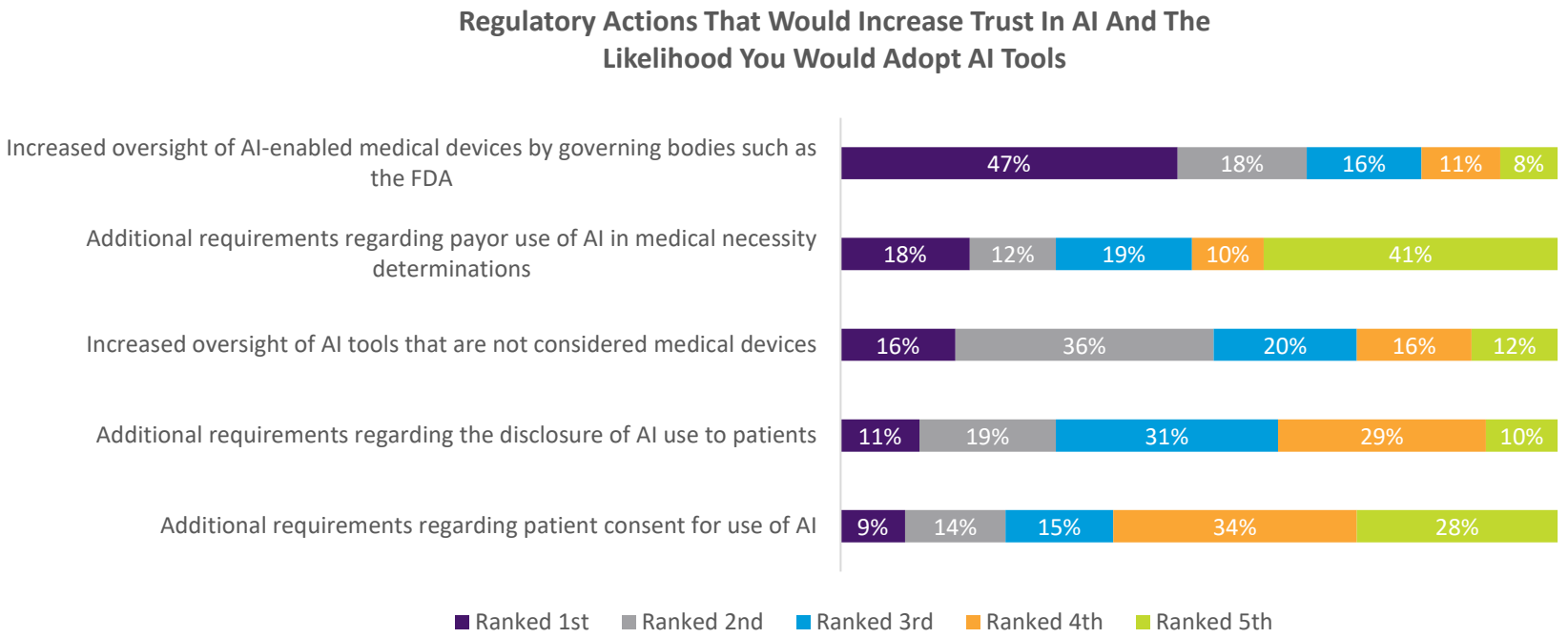
Increased oversight is the number one ranked regulatory action needed to increase trust in adopting AI tools



Which of the following regulatory actions would increase trust in AI and the likelihood that you adopt AI tools? Please rank each of the following in order of importance to you.

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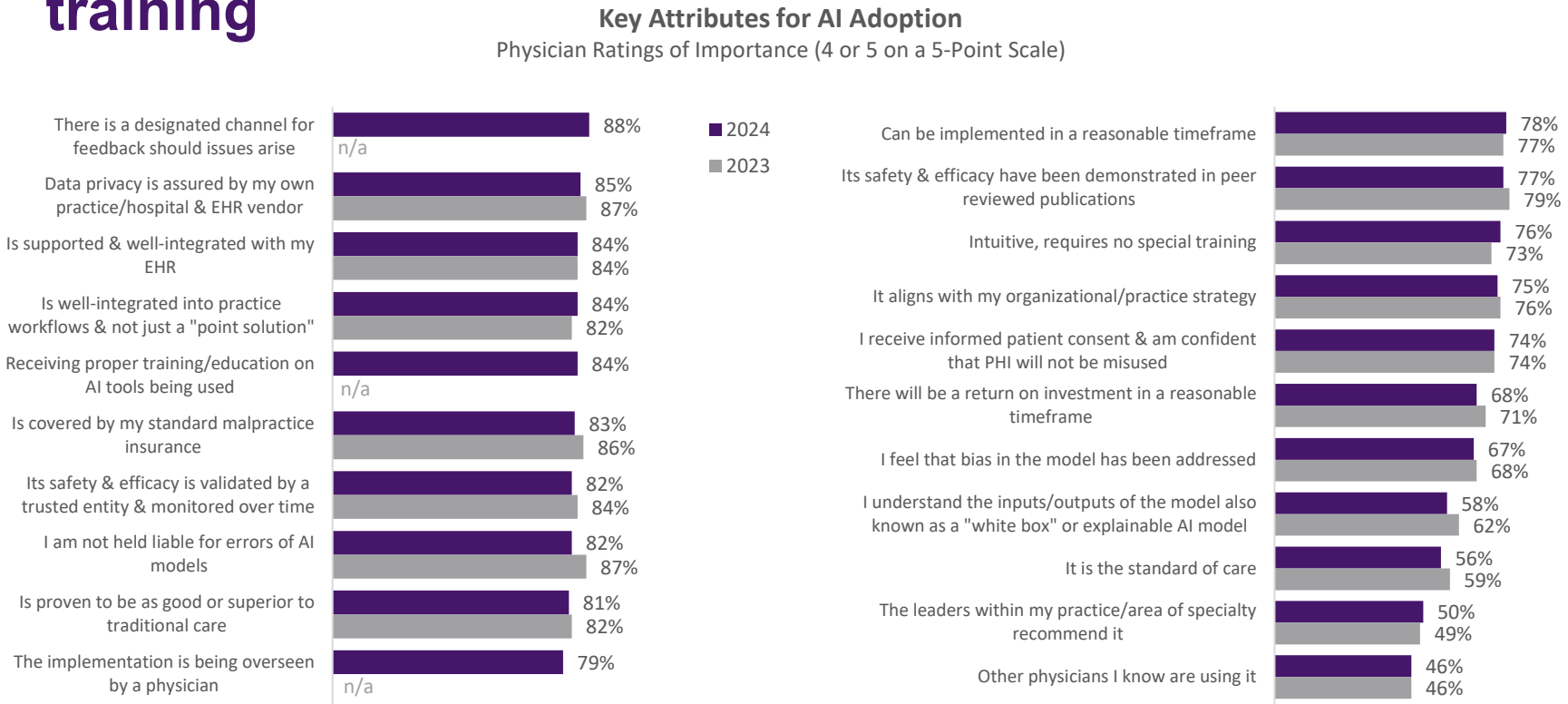
Key facilitators of AI adoption include a feedback loop, data privacy, workflow integration, and sufficient training



How important are each of the attributes below in facilitating the adoption of tools using AI into your practice?

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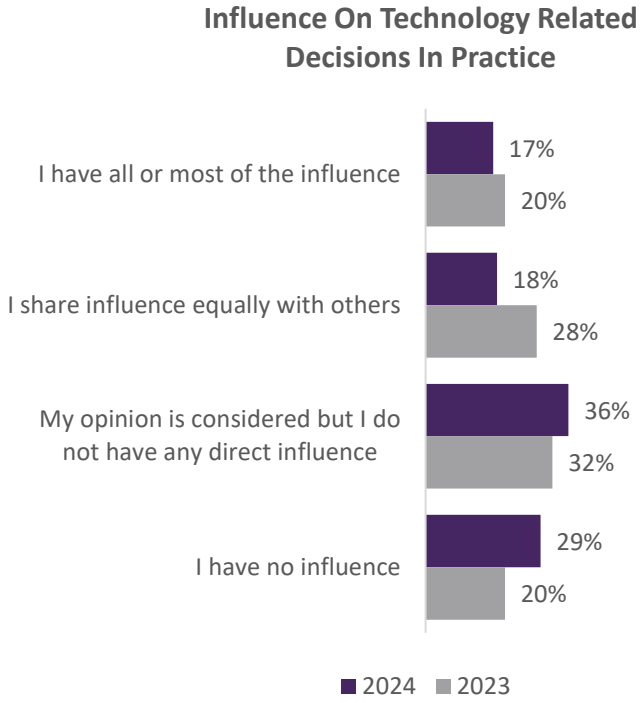
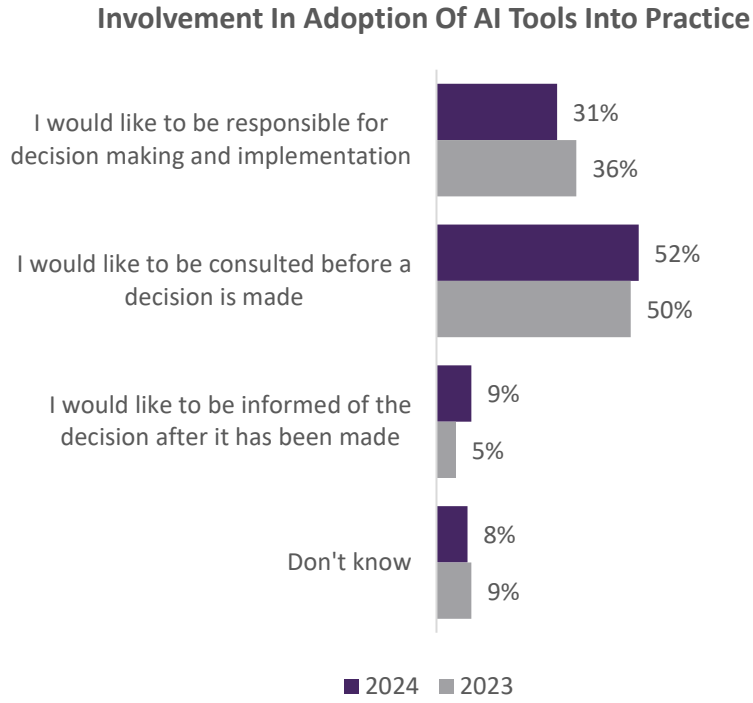
Physicians influence on tech decisions is declining, desire for input on AI adoption remains stable





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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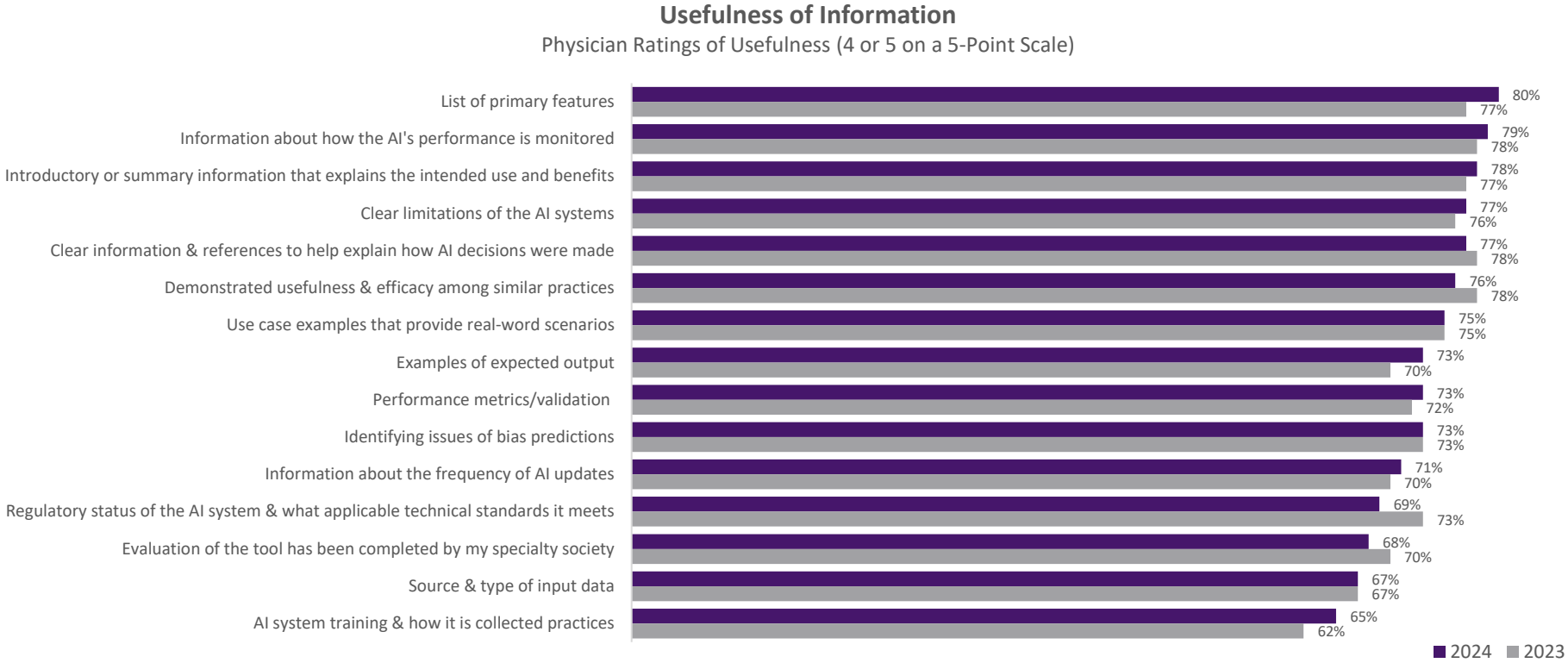
There were small shifts in the key information physicians need to understand AI capabilities



Please rate the usefulness of the information about a tool using AI in order for you to have a clear understanding of the AI's capabilities.

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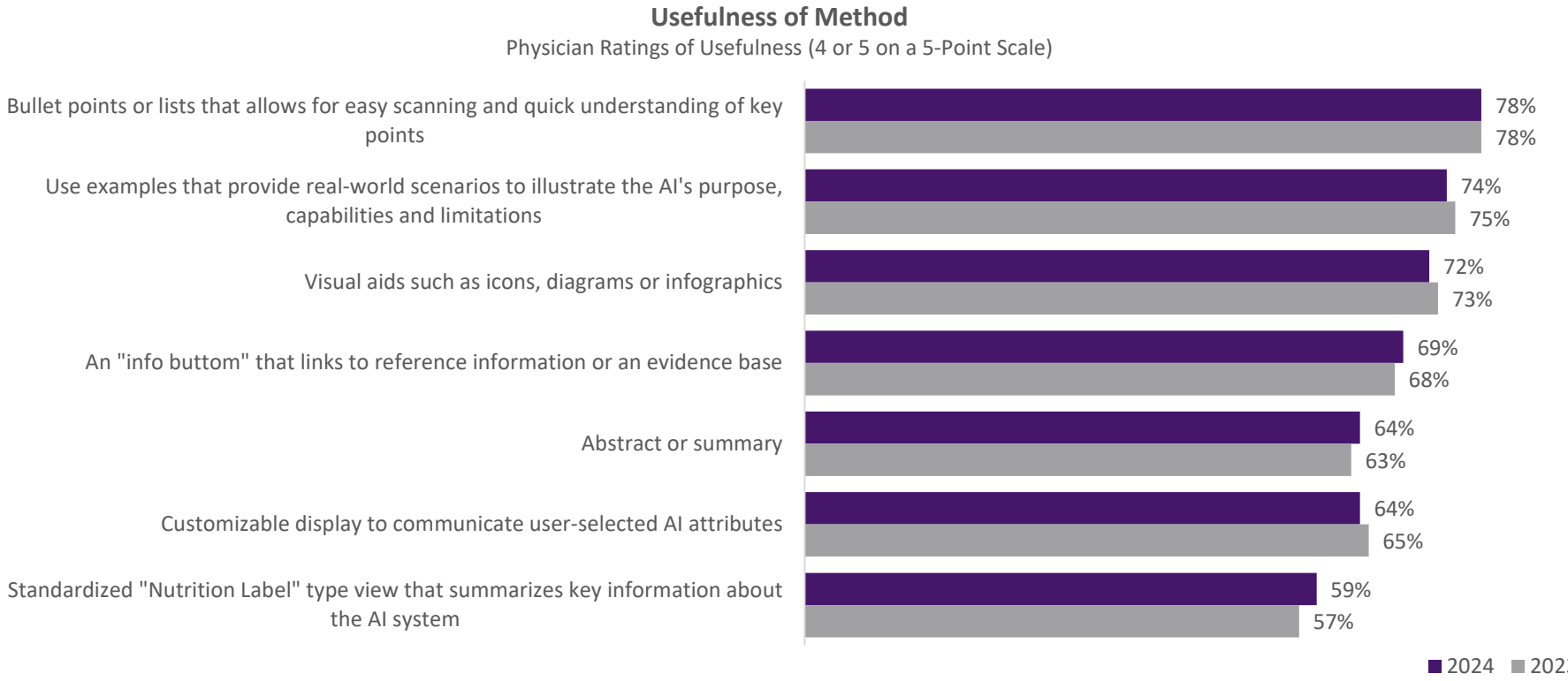
Clear descriptions, real-world examples, and visual aids are most useful for conveying AI tools



Please rate how useful each method for delivering information about tools using AI would be.

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Appendix

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Key Definitions

- The American Medical Association uses the term **augmented intelligence** (AI), also commonly known as Artificial Intelligence. AI has a wide range of potential use cases in healthcare, including but not limited to deriving insight for better clinical decisions and relieving physicians and staff from time-consuming and burdensome tasks so they can spend more time with patients.

- When "**automation of insurance pre-authorization**" is referenced throughout this study, it is related to the potential impact AI can have on prior authorization within the physician practice/care delivery environment.

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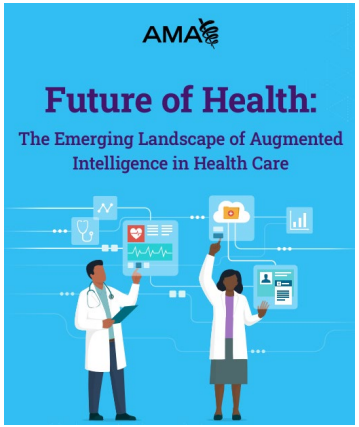
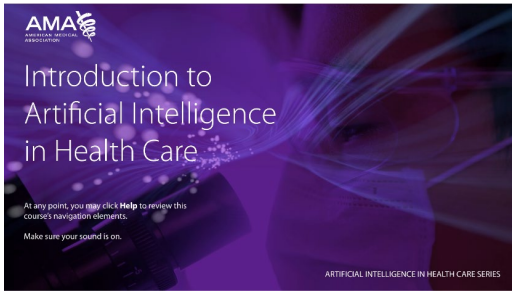
Additional AMA AI Resources

AI Policy

AI Landscape Report



AI Learning Series



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Physicians' powerful ally in patient care