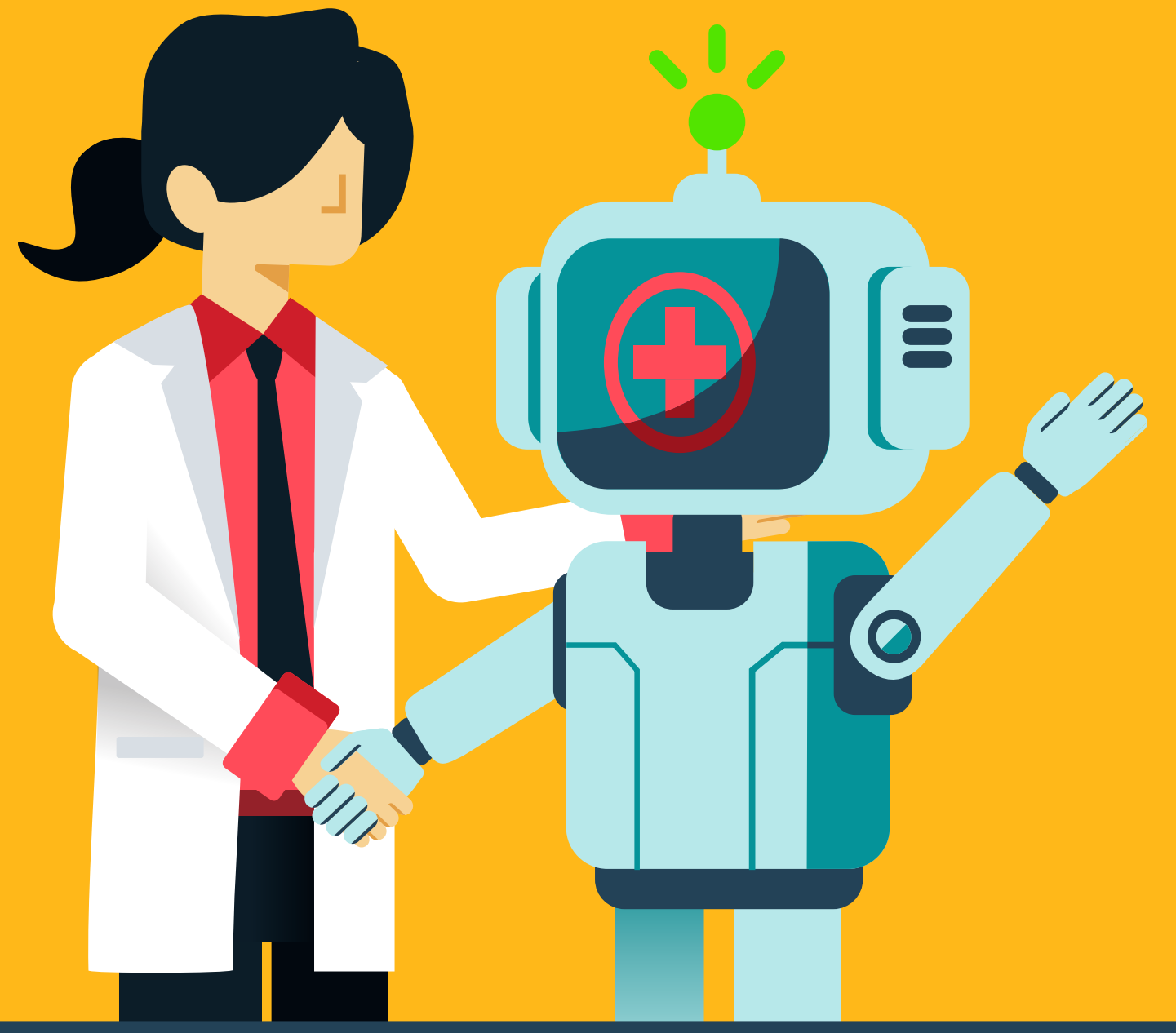


What could future physician practices look like with AI?

MD Analytics asked physicians about their future outlook for AI and the role of pharma companies.

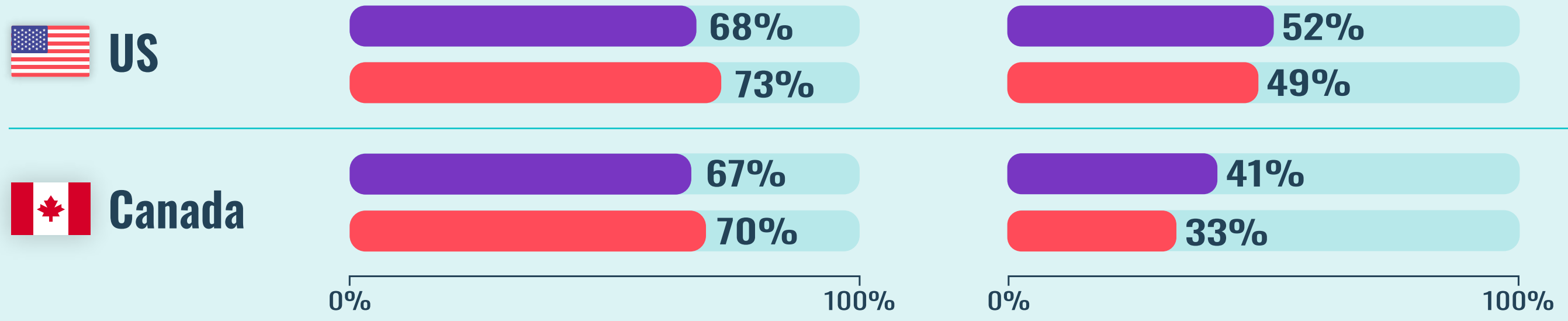


Physicians are quite receptive about using AI-driven tools to improve their practice in the future. As a result of AI, many expect to rely on sales reps LESS frequently to get information on drugs and medical devices.

Primary Care Physicians/General Practitioners Specialists

Physicians who believe that AI will have a positive impact on their practice in the coming years

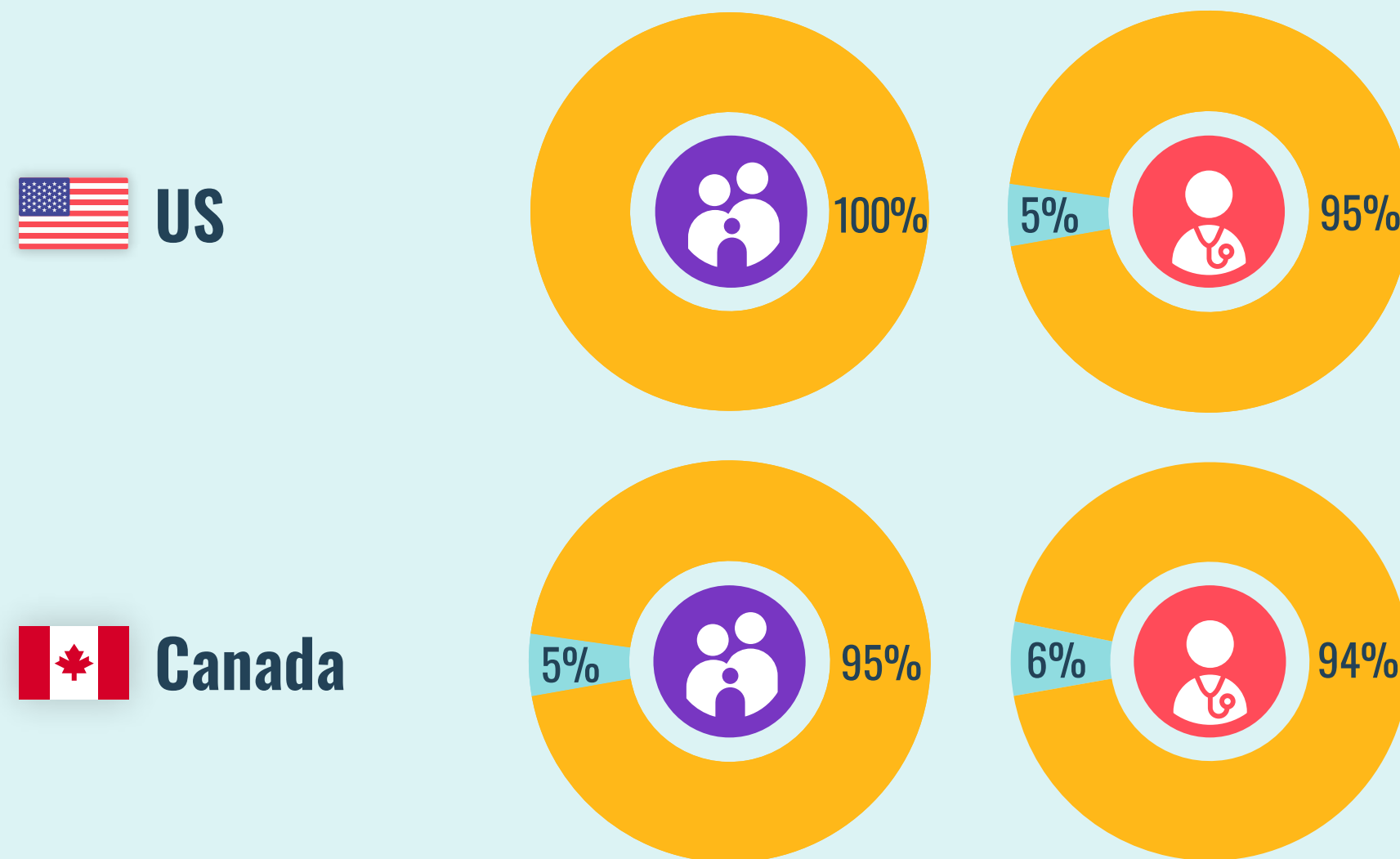
Physicians who anticipate relying on sales reps less often as a result of AI



At this point, only a handful of physicians report having been approached by pharma companies about AI related offerings.

% of physicians approached by pharma about AI related offerings to support physicians and their patients.

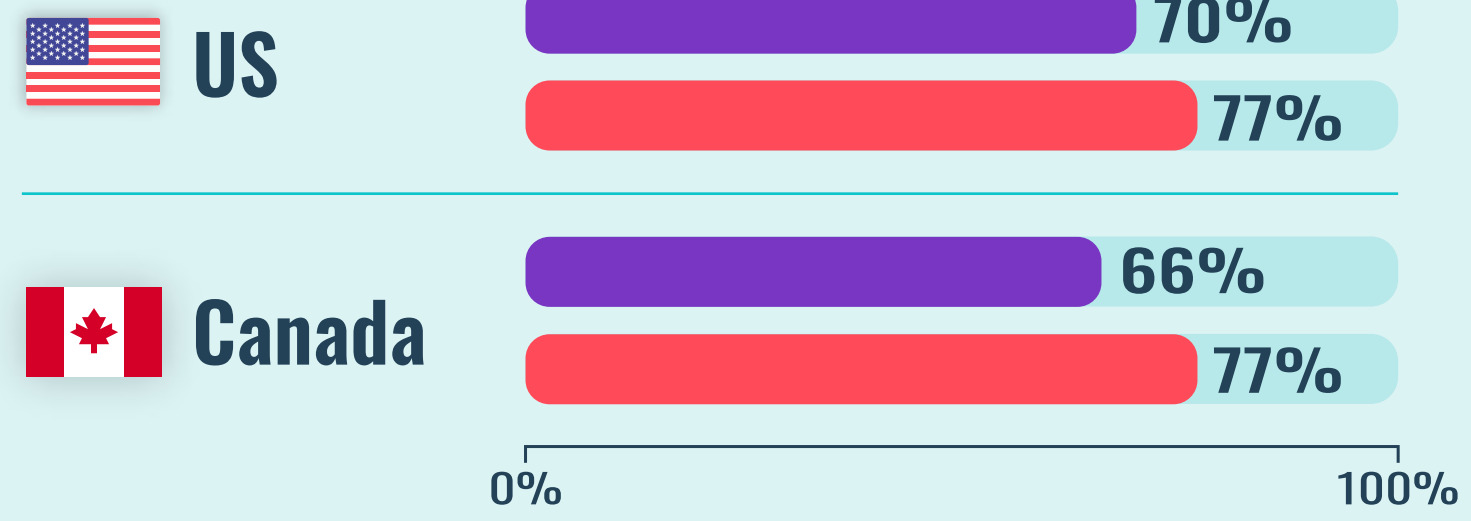
Yes No Primary Care Physicians/General Practitioners Specialists



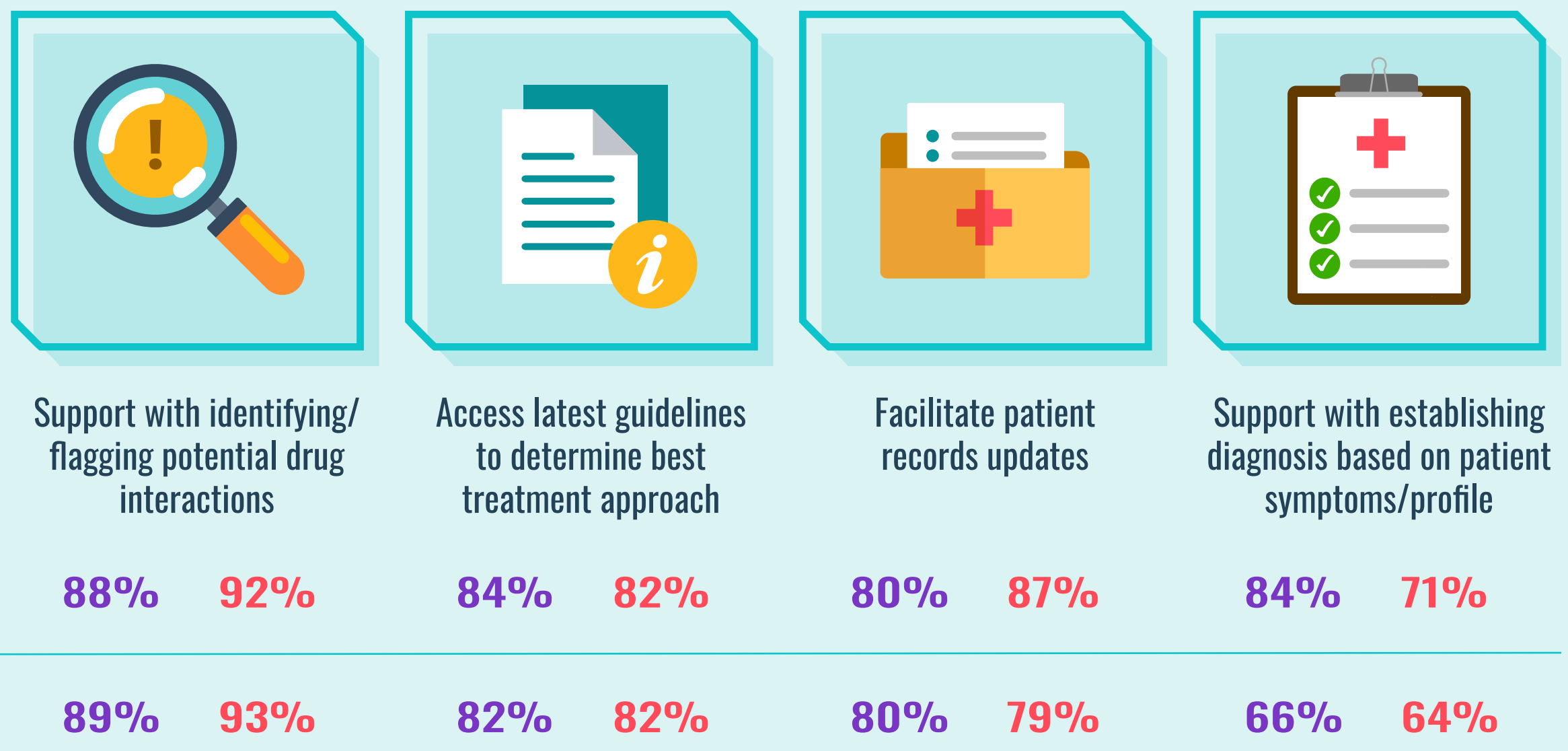
However, most physicians are interested in such partnerships moving forward.

Primary Care Physicians/General Practitioners Specialists

% interested in partnering with pharma companies on AI initiatives to help in daily practice. Top 2 Box



% interested in using AI to... Top 2 Box



Data based on survey of physicians in Canada (n=140) and US (n=150) recruited in August 2023. In Canada, the sample includes n=49 General Practitioners and n=91 Specialists. In US, the sample includes n=50 Primary Care Physicians and n=100 Specialists.

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