

## Physicians Are Ready for AI

Are pharma companies ready to support them?



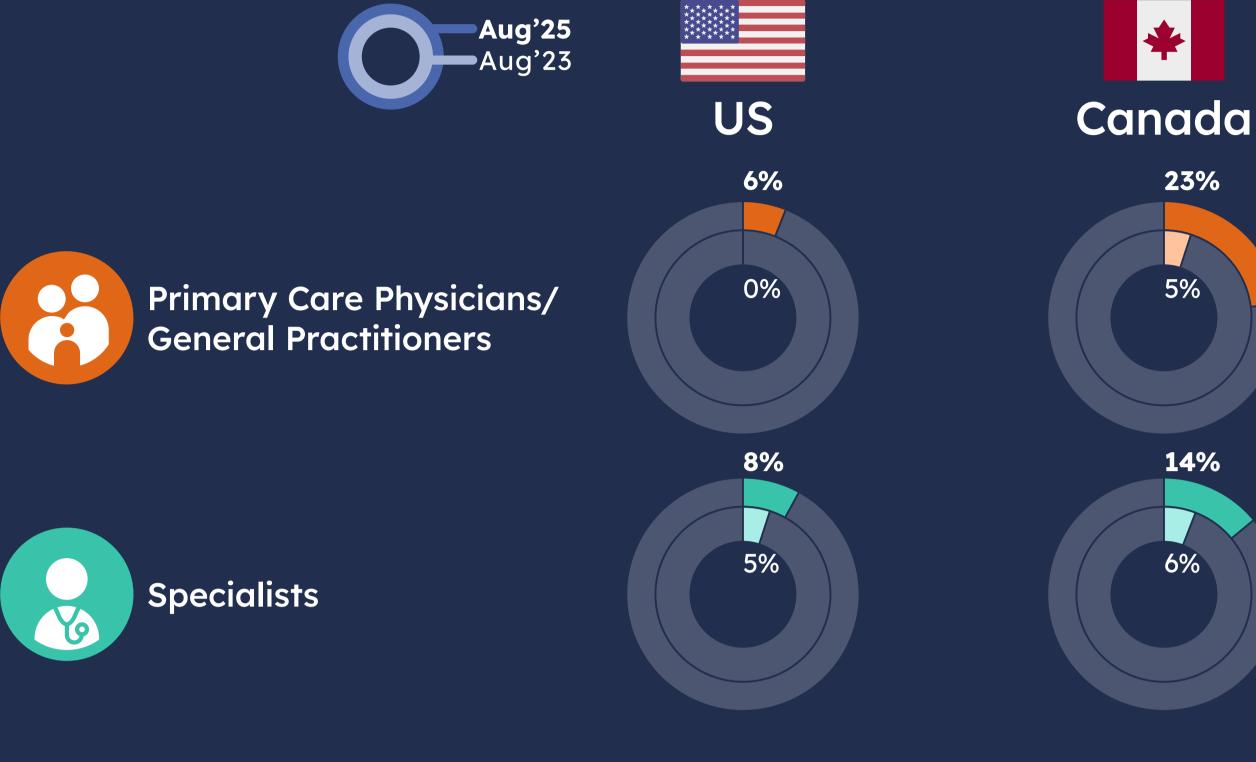


In the past 2 years have physicians been approached by pharma companies about AI?



Over the past 2 years, more physicians have been approached by pharmaceutical companies about AI related offerings but still the majority has not.

## Percent of physicians approached by pharma about AI related offerings to support them







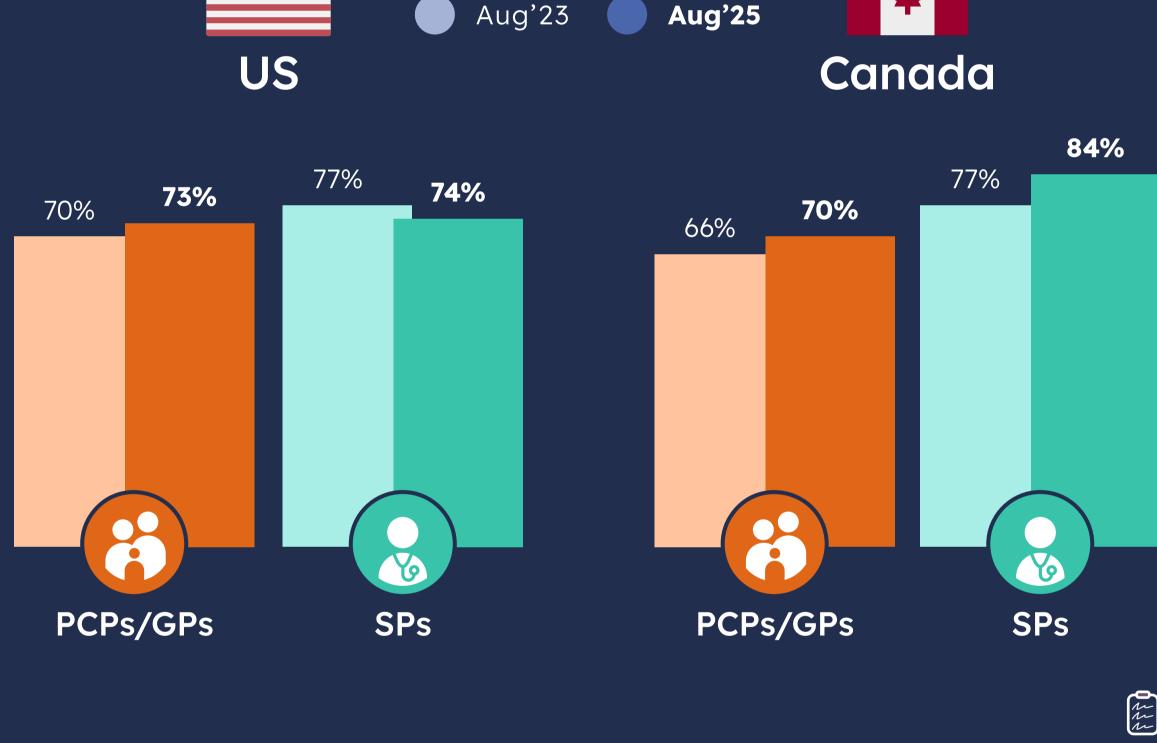
What proportion of physicians are interested in partnering with pharma companies?



Most physicians are interested in partnering with pharma on AI. There is an opportunity to support them in adopting AI tools in their practice more widely.

## AI related offerings to help in daily practice Top 2 Box

Percent interested in partnering with pharma on







90%



A notable gap exists between present AI usage among physicians

willingness to integrate AI into their workflow?



All physicians\*

consultation with nationts

therefore a vast opportunity to help them increase their use AI tools in these areas. Gap between current vs. future use of AI related offerings for practice support

and their openness to using it in the next five years. There is

## Currently Intend to use Canada 14% 85% 32% Take notes during/after a

consultation with patients				
Find more information about diagnostic tools/tests	21%	89%	31%	85%
Find more information about a specific disease	36%	84%	39%	86%
Find more information about a medication/treatment option	26%	84%	34%	89%
Find more information about clinical guidelines	34%	85%	39%	90%
Documentation of billing codes, medical charts or visit notes	17%	80%	18%	79%
Generation of chart summaries	15%	84%	19%	85%
Flag potential drug interactions	15%	83%	18%	76%

Prediction of health risks, quality 11% 78% 7% 72%

100% 0%

\*Results for both GPs and SPs are combined together for each option

0%



100%

+ Ask anything

gaps and treatment outcomes

based on patient profile

Data based on survey of physicians in the US (n=163) and Canada (n=140) recruited in August 2025.

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In US, the sample includes n=48 Primary Care Physicians and n=115 Specialists.

In Canada, the sample includes n=51 General Practitioners and n=89 Specialists. Copyright © 2025 MD Analytics. MD Analytics is a registered trademark of MD Analytics ULC. All rights reserved. MD Analytics is a company member of the Insights Association and the Canadian Research Insights Council (CRIC). This research fully complies with all CRIC Standards. MD Analytics has independently sponsored and conducted this research. To obtain media disclosures for this research, please visit

