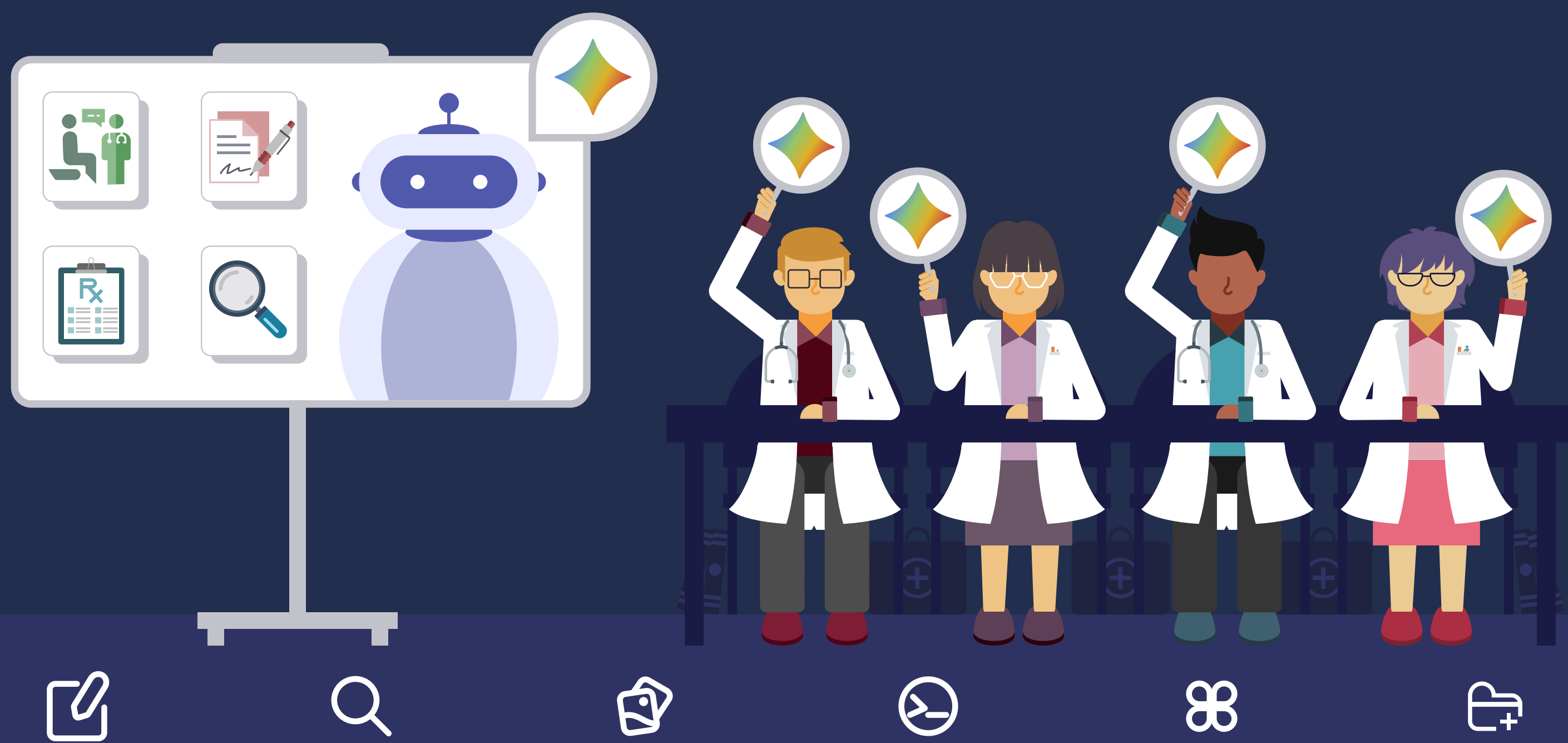


Physicians Are Ready for AI

Are pharma companies ready to support them?

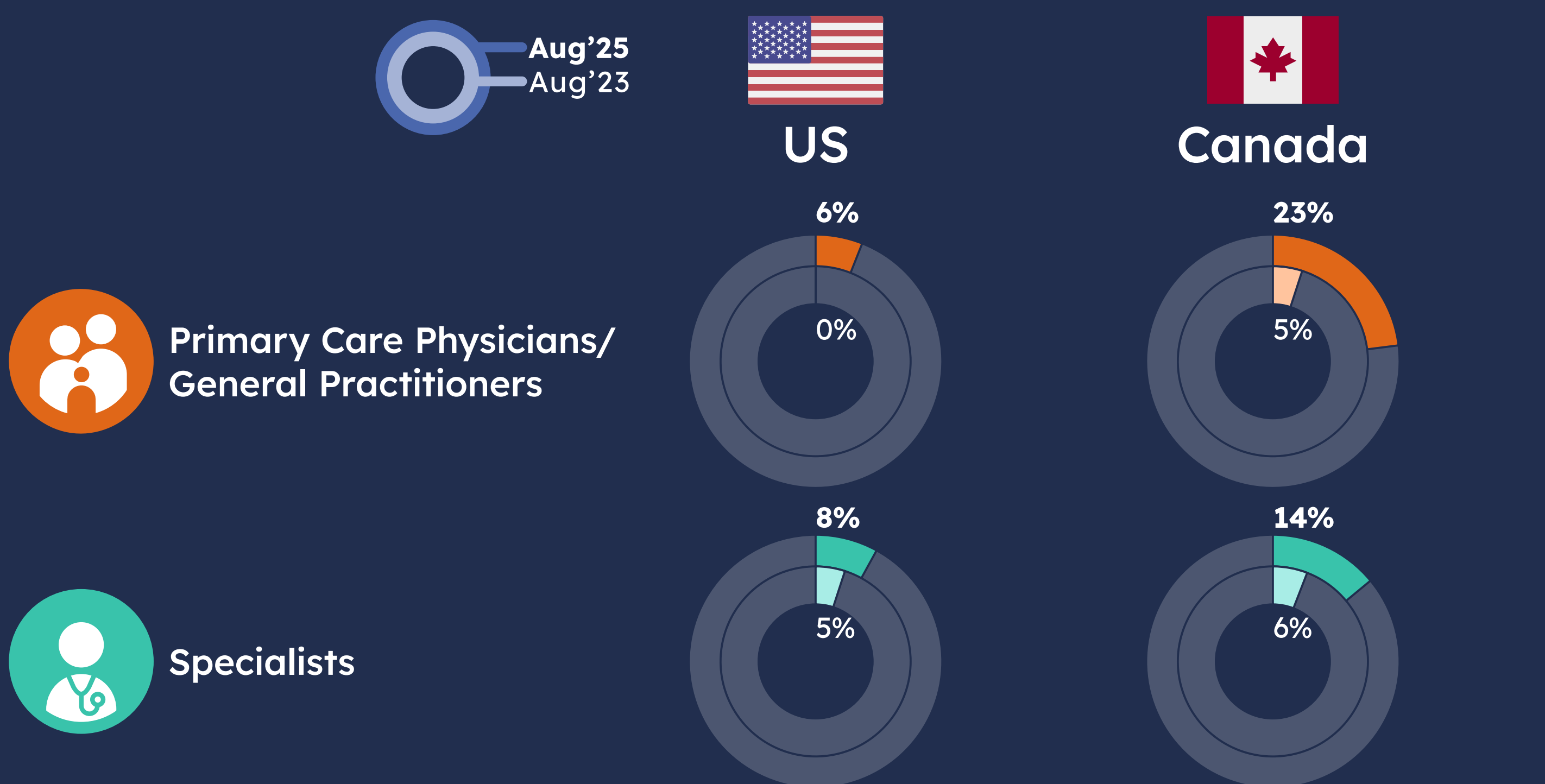


In the past 2 years have physicians been approached by pharma companies about AI?



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



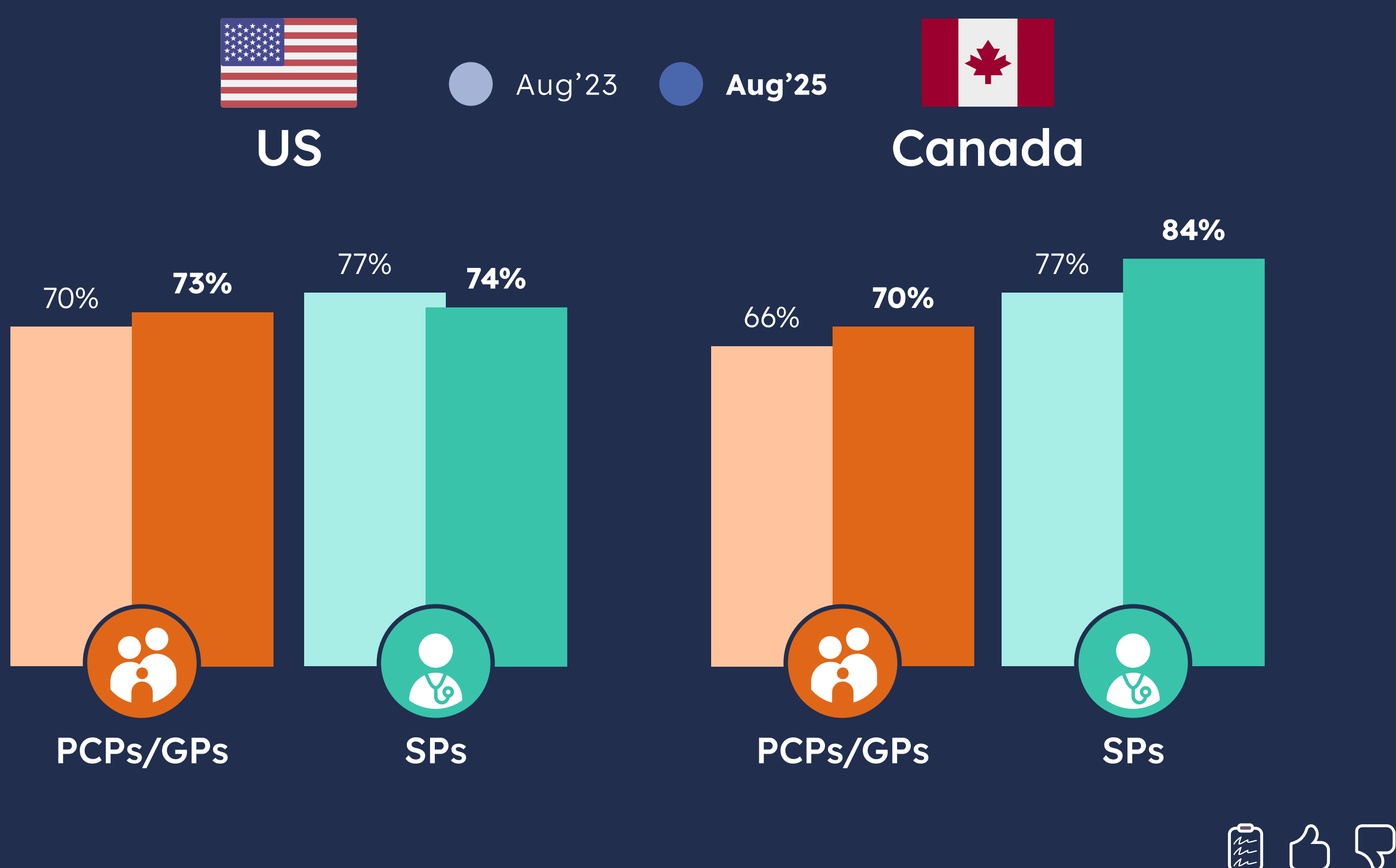
What proportion of physicians are interested in partnering with pharma companies?



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.

Percent interested in partnering with pharma on AI related offerings to help in daily practice

Top 2 Box



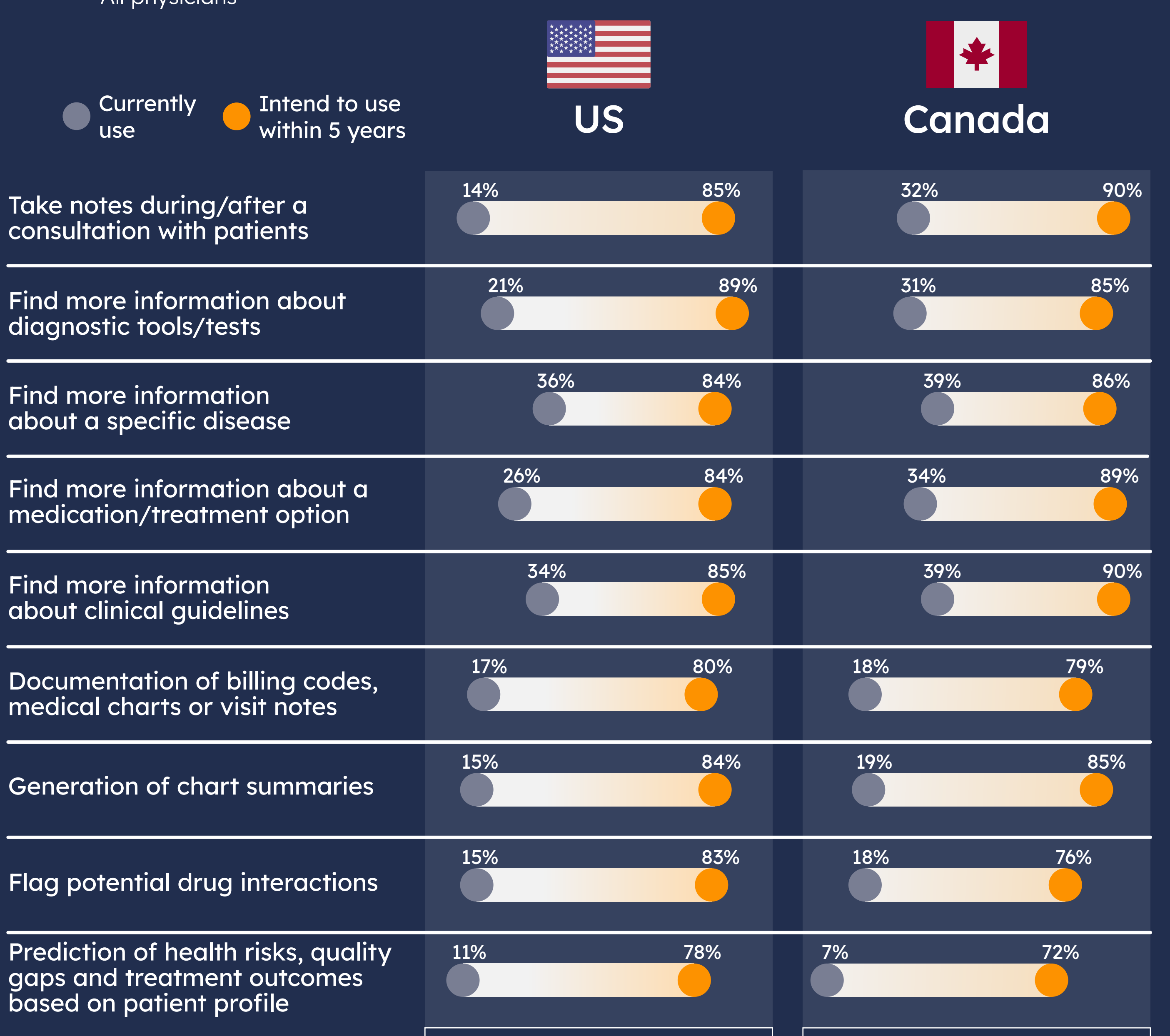
What trends are emerging regarding physicians' willingness to integrate AI into their workflow?



A notable gap exists between present AI usage among physicians and their openness to using it in the next five years. There is 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

All physicians*



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

+ Ask anything

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

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.

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