MD Analytics

# Physicians' Growing Confidence in AI

How AI adoption is reshaping medical information and physician engagement.

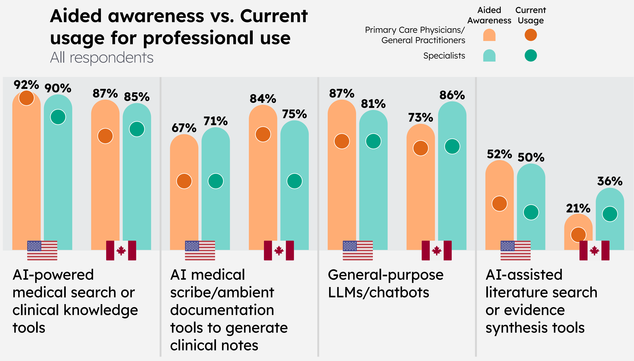


## Your AI chatbot

### What AI tools do physicians use for professional purposes?

**AI is increasingly part of the information-seeking journey in clinical practice, but remains a complement to traditional sources rather than a replacement.**

**Aided awareness vs. Current usage for professional use**
All respondents



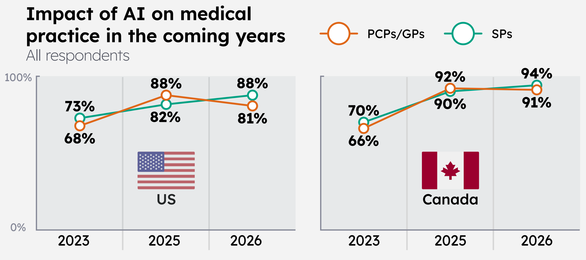

OpenEvidence · Microsoft Dragon Copilot #1 US · Heidi #1 CA · ChatGPT · perplexity

**Top tools currently used for professional purposes**

### What is the future of AI in physicians' practice?

**Compared to 2023, more physicians say that AI will have a positive impact on their practice.**

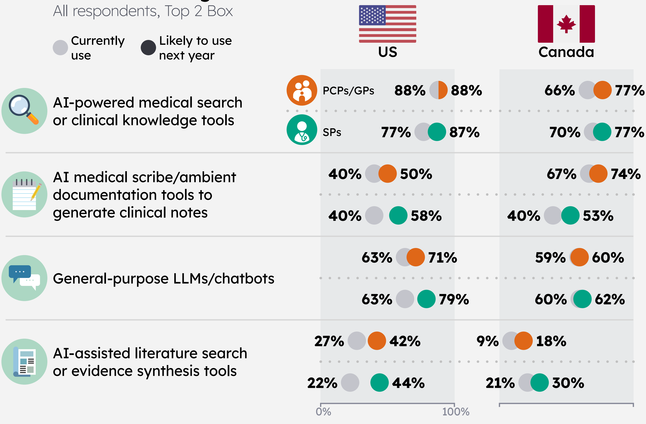
**Impact of AI on medical practice in the coming years**
All respondents




### How could AI reshape pharmaceutical communication with physicians?

**AI's growing integration into clinical workflows could reshape traditional pharmaceutical communication channels, creating both opportunities and challenges.**

**Evolution of usage**
All respondents, Top 2 Box




Data based on survey of physicians in the US (n=160) and Canada (n=140) recruited in August 2026.
In US, the sample includes n=52 Primary Care Physicians and n=108 Specialists.
In Canada, the sample includes n=50 General Practitioners and n=90 Specialists.

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