WEF 2024 Annual Meeting

Realizing the Promise of Health Technology for More People
More people trust in the use of healthcare technology than might be expected — yet 42% remain unconvinced.

6 IN 10
People Trust Tech in Healthcare (58%)

Gen Z and Boomers+ both trust healthcare tech the least.
(Shown: % of generation that are Trusters)

- Boomers+: 53%
- Gen X: 59%
- Millennials: 63%
- Gen Z: 53%

1 IN 2
Trust Artificial Intelligence (AI) Technology in Healthcare (46%)

(Shown: % of generation that are Trusters)

- Boomers+: 35%
- Gen X: 45%
- Millennials: 53%
- Gen Z: 45%

Data sourced from a 20-minute quantitative online survey among a representative sample (as feasible) of n=11,000 (age 18+) respondents in the United States, France, Germany, Turkey, Japan, Ghana, Uganda, India, Mexico, and Brazil between November 10th - 28th, 2023.
Confidential

Survey respondents with limited income, lower education levels and obstacles to health literacy — who are likely already experiencing health inequities — stand to gain significantly from advancements in healthcare technology.

Trust in Health Technology

Health Inequities

Of distrusters in healthcare technology, survey respondents reported:

- **Health Literacy**: 12% are very confident about how to get information about their general health or a specific medical condition.

- **Income**: 41% reported being in the Bottom Third for income levels.

- **Education**: 31% reported having less than any college education.

Trusters of health technology reported highest in excellent physical and mental health — and may need the use of health technology least.

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Survey respondents who trust healthcare technology recognize its positive outcomes — but those who do not are challenged to see its benefits — particularly with more invasive personal technologies.

**Trust In Health Technology**

**Personal Use**

Data sourced from a 20-minute quantitative online survey among a representative sample (as feasible) of n=11,000 (age 18+) respondents in the United States, France, Germany, Turkey, Japan, Ghana, Uganda, India, Mexico, and Brazil between November 10th - 28th, 2023.
Survey respondents need assurances that the future of health technology will augment healthcare expertise — not replace it.

**What are negative outcomes associated with AI in Healthcare?**

<table>
<thead>
<tr>
<th>Technology will miss something a medical professional would catch.</th>
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<tr>
<td><strong>Trusters</strong></td>
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<td><strong>Hesitants</strong></td>
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<td><strong>Distrusters</strong></td>
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<table>
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<th>Boomers+ are most concerned about technology missing something a human would not.</th>
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<td><strong>Boomers+</strong></td>
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**Trust In Health Technology**

**Enhancing, not replacing, interpersonal health experiences**

Survey respondents, including those hesitant or distrusting of healthcare technology, trust in healthcare providers, hospitals and clinics to recommend and support technology introduction.

## Top Factors to Help Increase Trust
(Shown: Ranked #1-3)

<table>
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<th>Hesitants</th>
<th>Distrusters</th>
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<tr>
<td>Recommendations from HCPs/Medical Association (NET)</td>
<td>65%</td>
<td>63%</td>
<td>61%</td>
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<td>Proof/data that supports the technologies are creating better health outcomes</td>
<td>52%</td>
<td>55%</td>
<td>53%</td>
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<td>More education/information from providers on the purpose, benefits, risk, and limitations of the technology</td>
<td>48%</td>
<td>48%</td>
<td>47%</td>
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