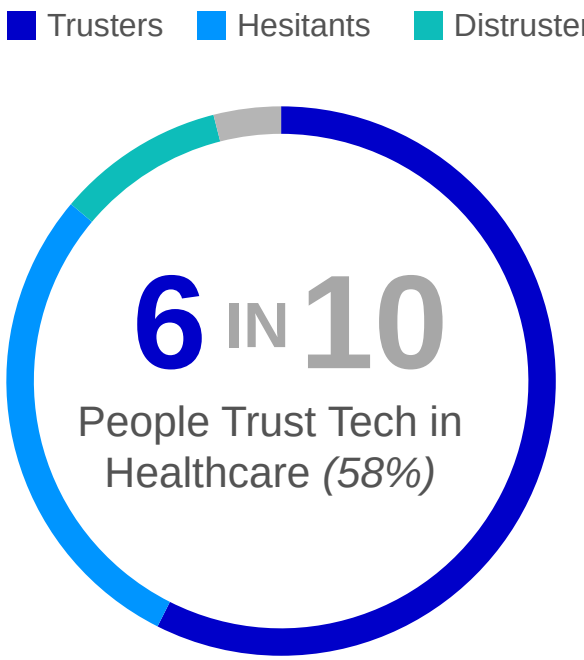
WEF 2024 Annual Meeting

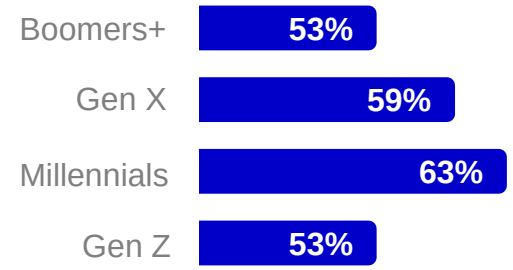
Realizing the Promise of Health Technology for More People

More people trust in the use of healthcare technology than might be expected — yet 42% remain unconvinced.



Gen Z and Boomers+ both trust healthcare tech the least.

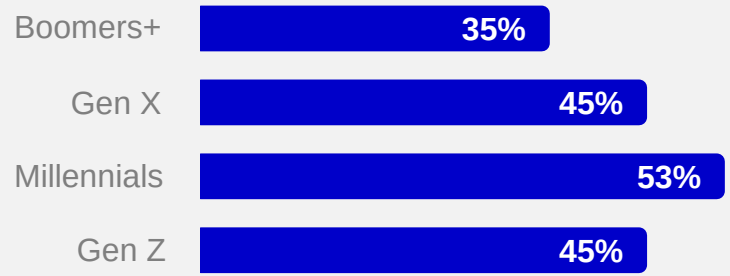
(Shown: % of generation that are Trusters)



1 IN 2

Trust Artificial Intelligence (AI) Technology in Healthcare *(46%)*

(Shown: % of generation that are Trusters)



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.

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Trust in Health Technology

Health Inequities

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.

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%

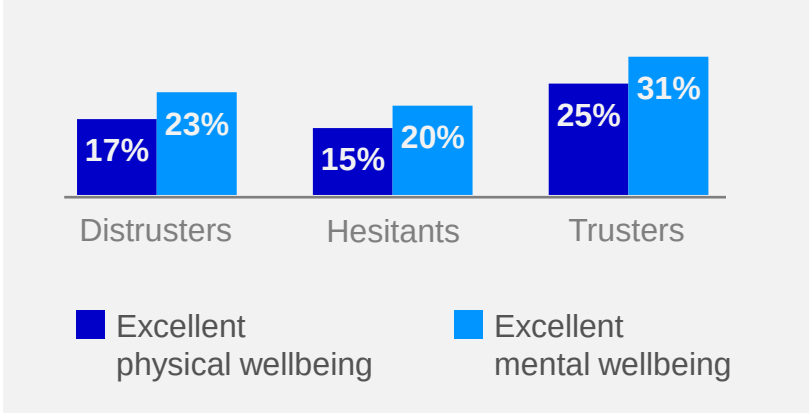
reported being in the Bottom Third for income levels.

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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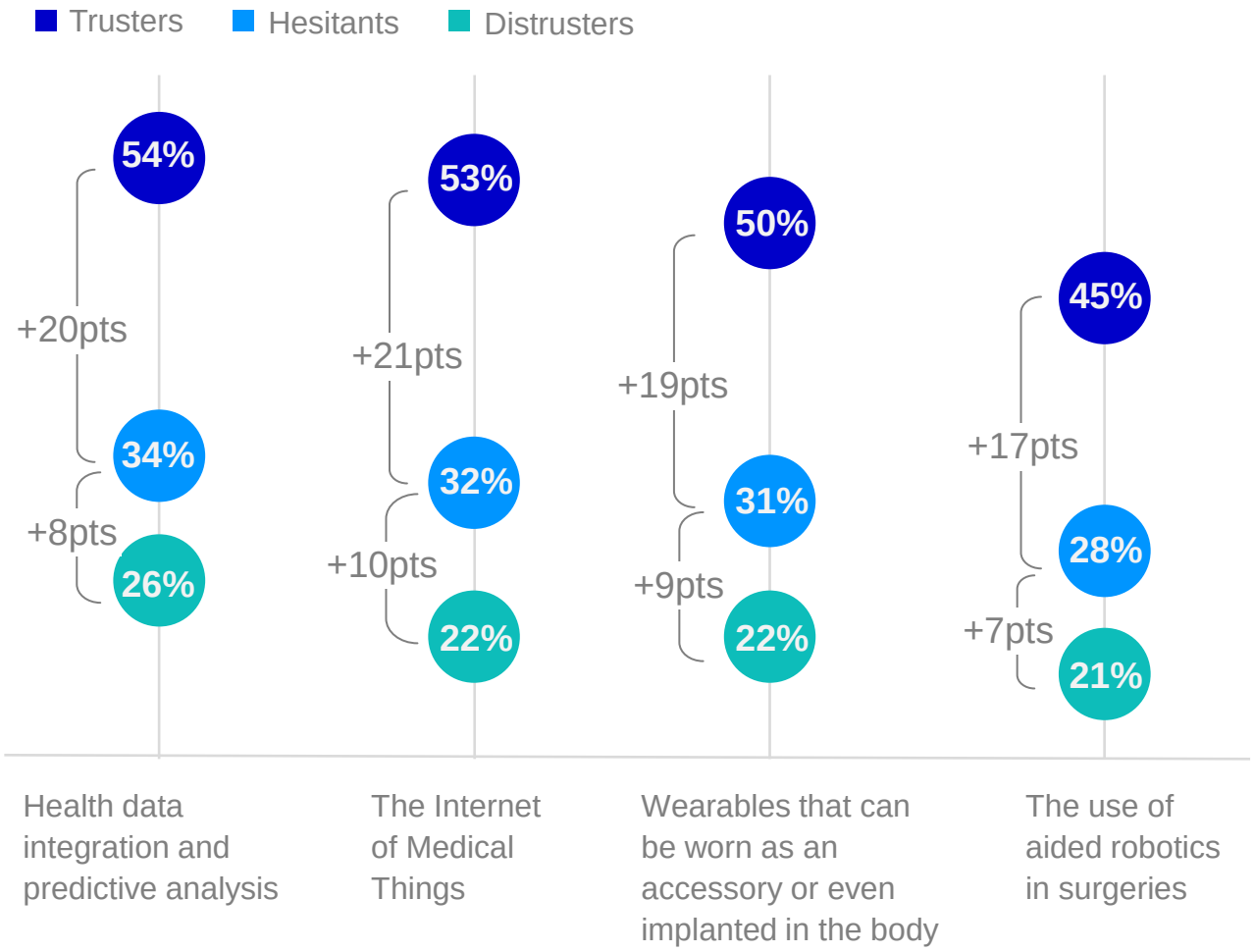
Trust In Health Technology

Personal Use

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.

Good Uses of Healthcare Technology, Including For Me

(Shown: % Selected)



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Trust In Health Technology

Barriers to Trust

Survey respondents need assurances that the future of health technology will augment healthcare expertise — not replace it.

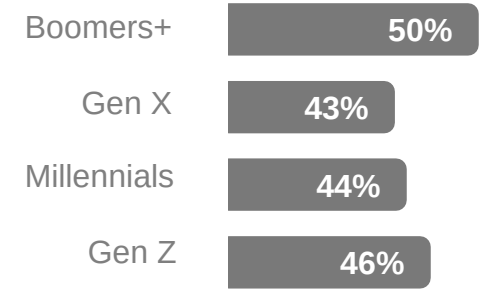
What are negative outcomes associated with AI in Healthcare?

Technology will miss something a medical professional would catch.

(Shown: % Selected)

Boomers+ are most concerned about technology missing something a human would not.

(Shown: % Selected, by generation)



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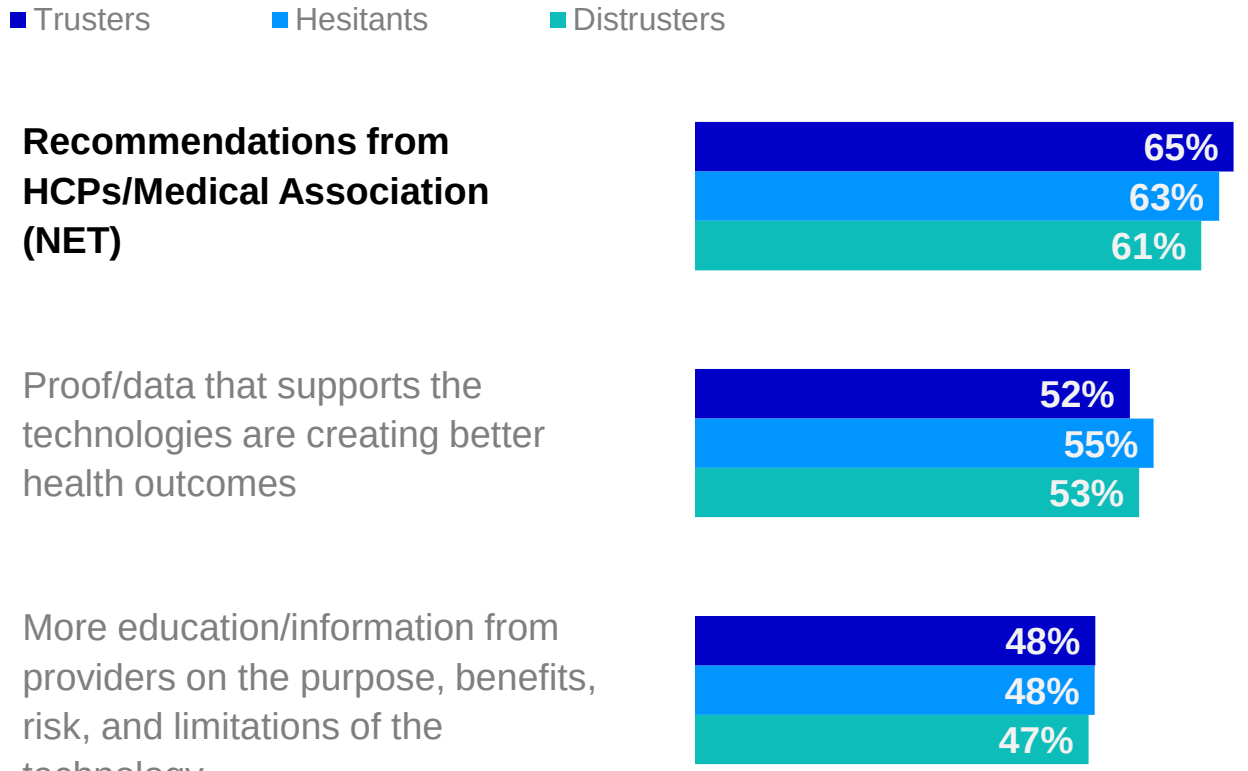
Trust In Health Technology

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)



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