

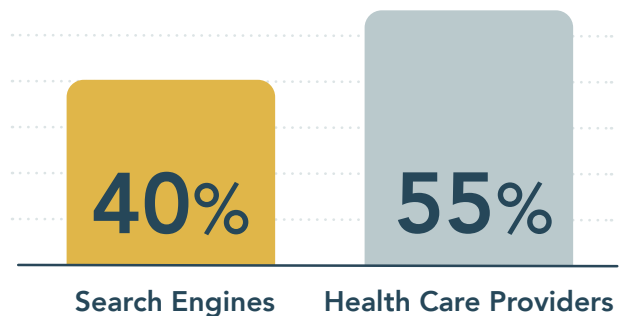
The AI Reputation Reckoning:

Why Health Care Communicators Can't Afford to Look Away



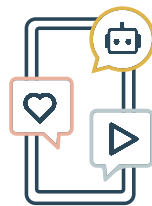
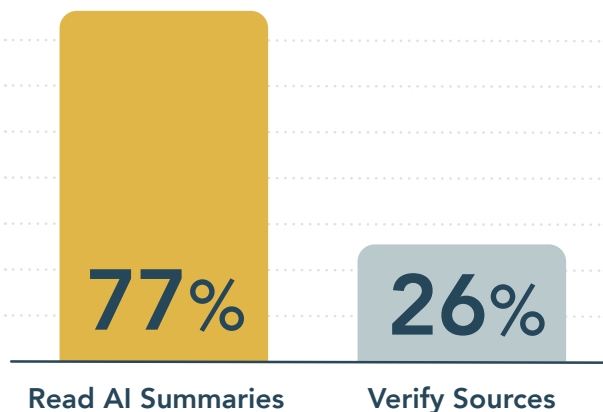
Where consumers are seeking information on medical treatment:

Traditional ways of managing reputation fall short when it comes to AI and it should be a collective wake-up call for health care communicators. New APCO research reveals that nearly **40% of consumers now use search engines as their primary source for medical treatment information, second only to health care providers (55%).**



But here's the twist:

77% of consumers read AI-generated summaries, yet only 26% click through to verify the sources.



Younger adults (18–34) are more likely to use social media, video platforms, and AI chatbots for health information.

22%

Changed medication usage **without consulting a provider.**

20%

Declined prescribed medications **based on online information.**

These aren't marginal behaviors; they're mainstream and growing.

The research also uncovers a deep trust gap around AI in health care.

56% of consumers say they would consider switching insurers if AI were used for coverage decisions.



Methodology: This CARAVAN survey was conducted by Big Village among a sample of 1,004 adults 18 years of age and older. The online omnibus study is conducted three times a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. Data were weighted based on U.S. Census data. This survey was live on September 26-28, 2025.

APCO researchers: Natacha Clavell and Michelle MacDougald