2025
AI and Digital Trends

Healthcare

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To: Amelia Smith

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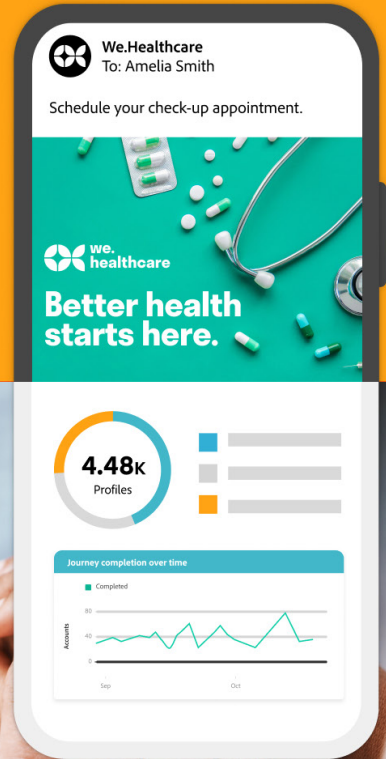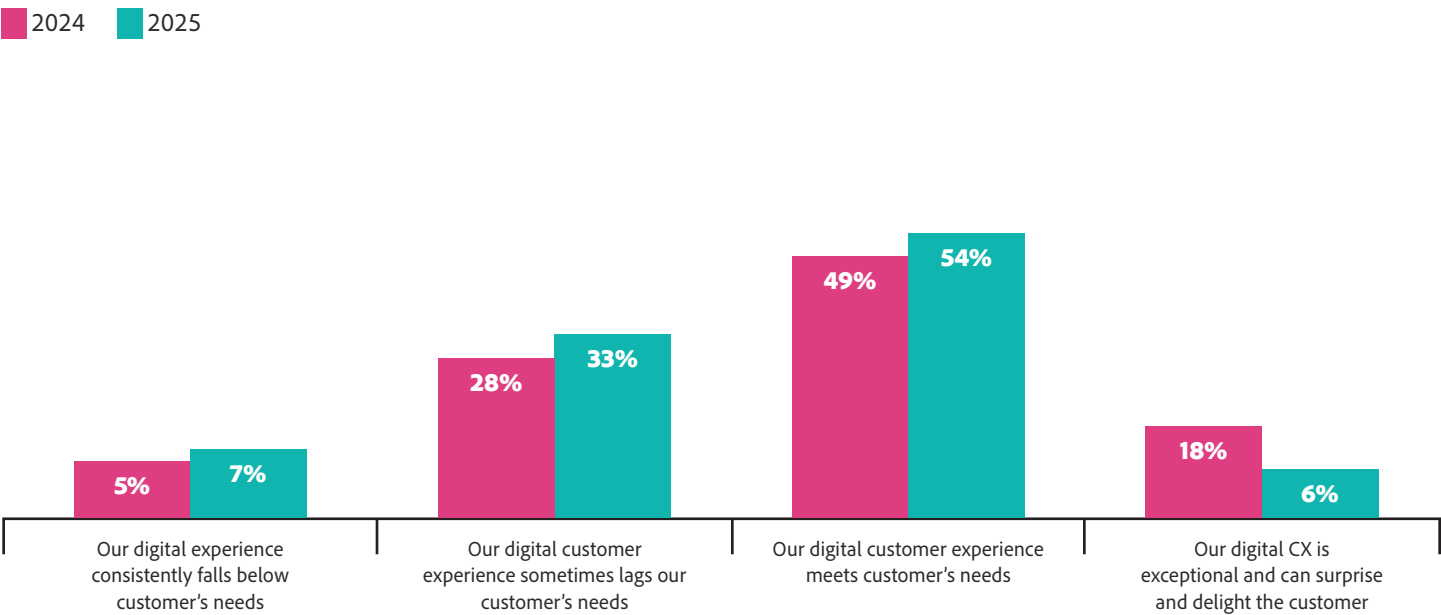
Foreword

This **Adobe 2025 AI and Digital Trends for Healthcare** report explores how AI-powered solutions and unified data strategies can help healthcare organisations meet consumer demands by delivering faster, more accurate insights, and proactive and personalised recommendations — all while ensuring secure, effective care at scale. Despite these opportunities, fragmented data and inefficient content operations are common roadblocks to delivering the seamless, relevant experiences customers expect, and scaling AI requires healthcare organisations to address challenges around data privacy, regulatory compliance, and trust.

Key findings

Healthcare organisations are not giving consumers the personalised experiences they expect.

The healthcare industry is aware that consumers expect personalisation, but cautiousness around patient privacy and legal and compliance constraints are holding them back.
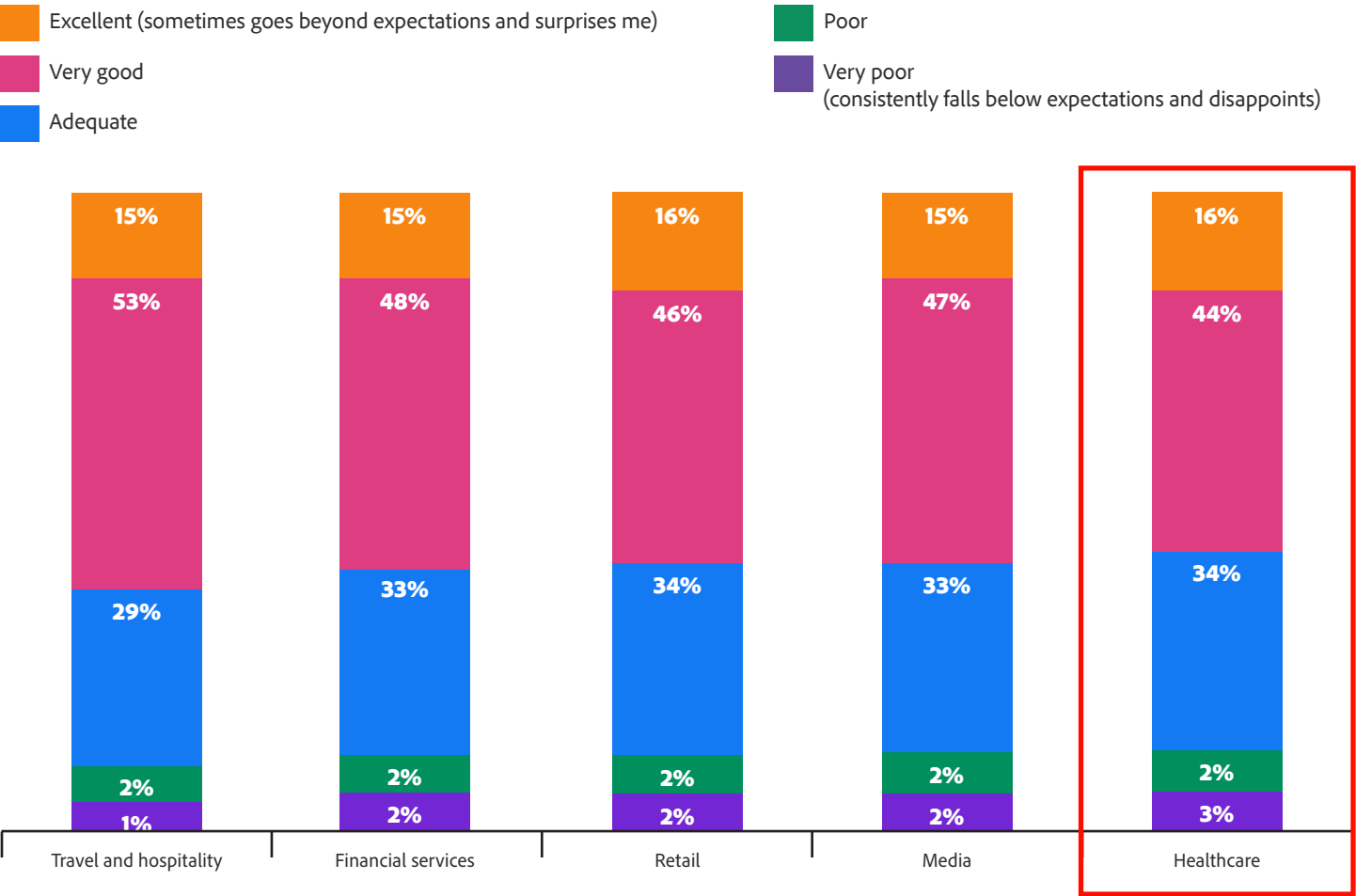
Figure 1: How would you describe your organisation's digital customer experience (CX)?

- 2024
- 2025

Bar chart data:
- Our digital experience consistently falls below customer's needs: 2024 = 5%, 2025 = 7%
- Our digital customer experience sometimes lags our customer's needs: 2024 = 28%, 2025 = 33%
- Our digital customer experience meets customer's needs: 2024 = 49%, 2025 = 54%
- Our digital CX is exceptional and can surprise and delight the customer: 2024 = 18%, 2025 = 6%

Sample size: 2025 = 394

Sixty percent of healthcare practitioners believe their digital experiences meet or exceed customer needs, declining from 67% in 2024. This decrease may reflect a growing awareness of how high consumer expectations have become and how current experiences are failing to meet them. Consumer feedback matches this.

Figure 2: How would you rate the digital experience with that brand overall?

Legend:
- 🟧 Excellent (sometimes goes beyond expectations and surprises me)
- 🟩 Poor
- 🟥 Very good
- 🟪 Very poor (consistently falls below expectations and disappoints)
- 🟦 Adequate

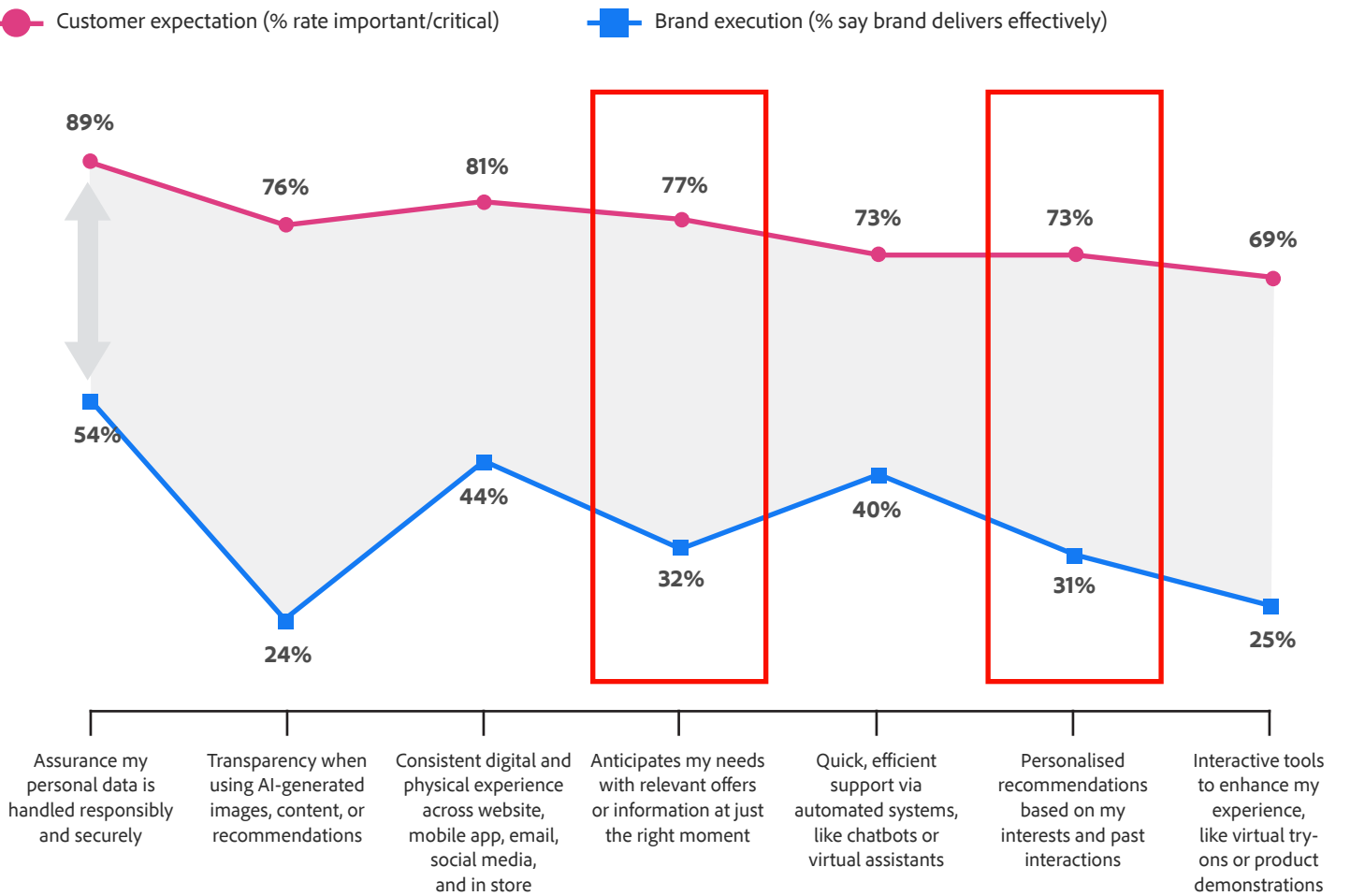|	Travel and hospitality	Financial services	Retail	Media	Healthcare
Excellent	15%	15%	16%	15%	16%
Very good	53%	48%	46%	47%	44%
Adequate	29%	33%	34%	33%	34%
Poor	2%	2%	2%	2%	2%
Very poor	1%	2%	2%	2%	3%

Sample size = 8,278

Methodology note:

Consumers were asked to rate a specific brand they interacted with. Results were analysed across various sectors.

Similarly, 60% of consumers rate their digital healthcare experiences as "very good" or "excellent," although it's likely that this group includes people who have already left providers that failed to meet their needs. Data shows healthcare consumers are increasingly acting on their dissatisfaction, with 66% stating they would consider switching providers if communications don't meet their expectations, a 15% increase from 2023.

The gap between demand and delivery is clear when it comes to personalisation — while 73% of consumers want personalised recommendations, just 31% report receiving them.
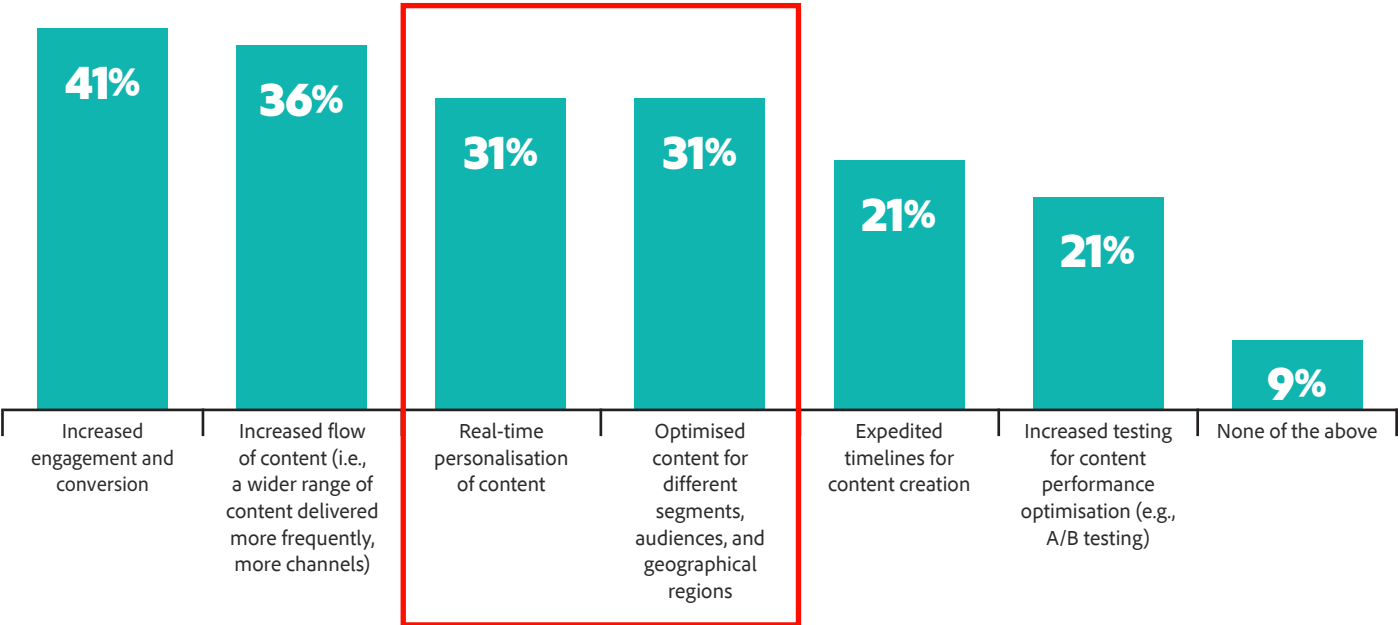
Figure 3: A lack of timely, relevant customer communications ultimately impacts the bottom line.

● Customer expectation (% rate important/critical)　　■ Brand execution (% say brand delivers effectively)

	Assurance my personal data is handled responsibly and securely	Transparency when using AI-generated images, content, or recommendations	Consistent digital and physical experience across website, mobile app, email, social media, and in store	Anticipates my needs with relevant offers or information at just the right moment	Quick, efficient support via automated systems, like chatbots or virtual assistants	Personalised recommendations based on my interests and past interactions	Interactive tools to enhance my experience, like virtual try-ons or product demonstrations
Customer expectation	89%	76%	81%	77%	73%	73%	69%
Brand execution	54%	24%	44%	32%	40%	31%	25%

Sample size = 1,381

The pressure to boost engagement and deliver more tailored experiences is growing. Healthcare organisations that find the right balance of personalisation, privacy, and compliance will be in a better position to meet rising consumer expectations and build long-term loyalty.
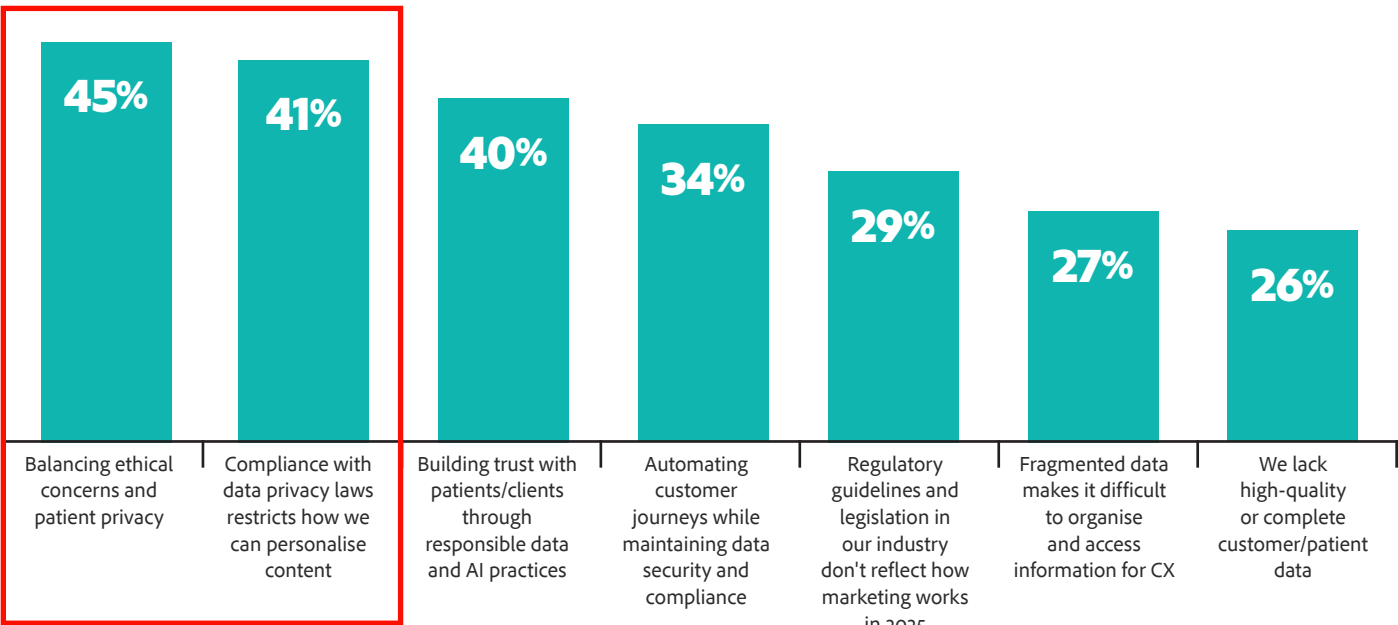
Figure 4: Which of the following will your market organisation be under greater pressure to deliver in 2025?

Increased engagement and conversion	Increased flow of content (i.e., a wider range of content delivered more frequently, more channels)	Real-time personalisation of content	Optimised content for different segments, audiences, and geographical regions	Expedited timelines for content creation	Increased testing for content performance optimisation (e.g., A/B testing)	None of the above
41%	36%	31%	31%	21%	21%	9%

Sample size = 410

Playing it safe — being overly cautious — is holding back progress. Healthcare organisations definitely face unique challenges when it comes to personalisation, but 45% of healthcare providers say ethical concerns and patient privacy are key roadblocks — ranking even higher than compliance issues (41%).

Figure 5: What are the challenges you experience in personalising the customer experience (CX)?

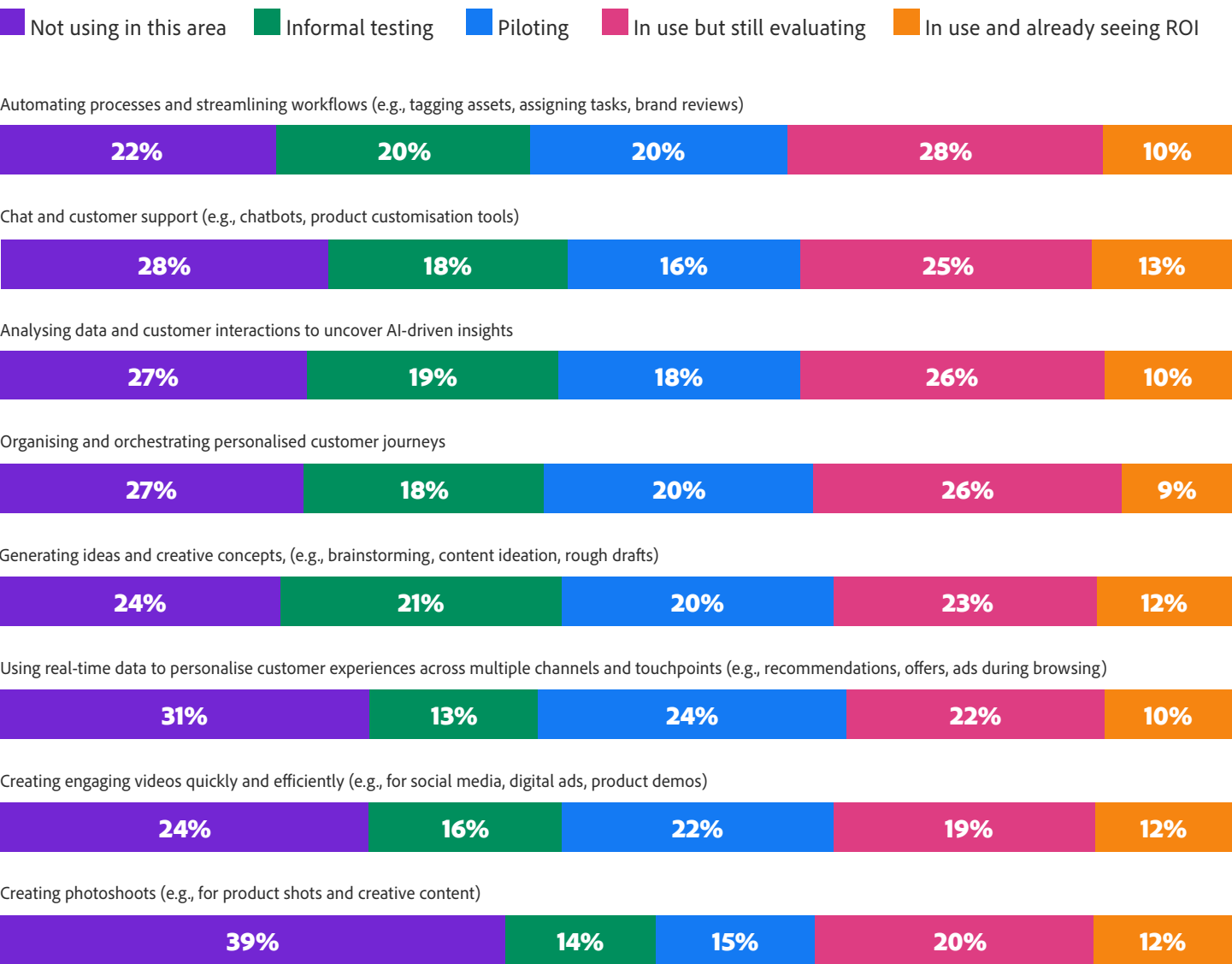| Balancing ethical concerns and patient privacy	Compliance with data privacy laws restricts how we can personalise content	Building trust with patients/clients through responsible data and AI practices	Automating customer journeys while maintaining data security and compliance	Regulatory guidelines and legislation in our industry don't reflect how marketing works in 2025	Fragmented data makes it difficult to organise and access information for CX	We lack high-quality or complete customer/patient data
45%	41%	40%	34%	29%	27%	26%

Sample size = 554

Across the healthcare sector, pharmaceutical companies, in particular, report struggling with accessing high-quality data (39%) — although this may indicate their greater willingness to experiment with AI and data usage rather than having inherently worse data.

Healthcare is falling behind in generative AI use.

AI use in healthcare is still in the early stages. While many leaders see AI's potential to improve the quality of consumer care and experiences, actual implementation plans over the next year are limited.

Healthcare has been cautious about generative AI, with 59% of organisations worried about misinformation, misleading recommendations, and the risk of hurting their reputation or patients. Because of that, adoption remains low — only 17% of healthcare organisations use AI to personalise content based on customer preferences, and just 12% use it to create new versions of existing content.
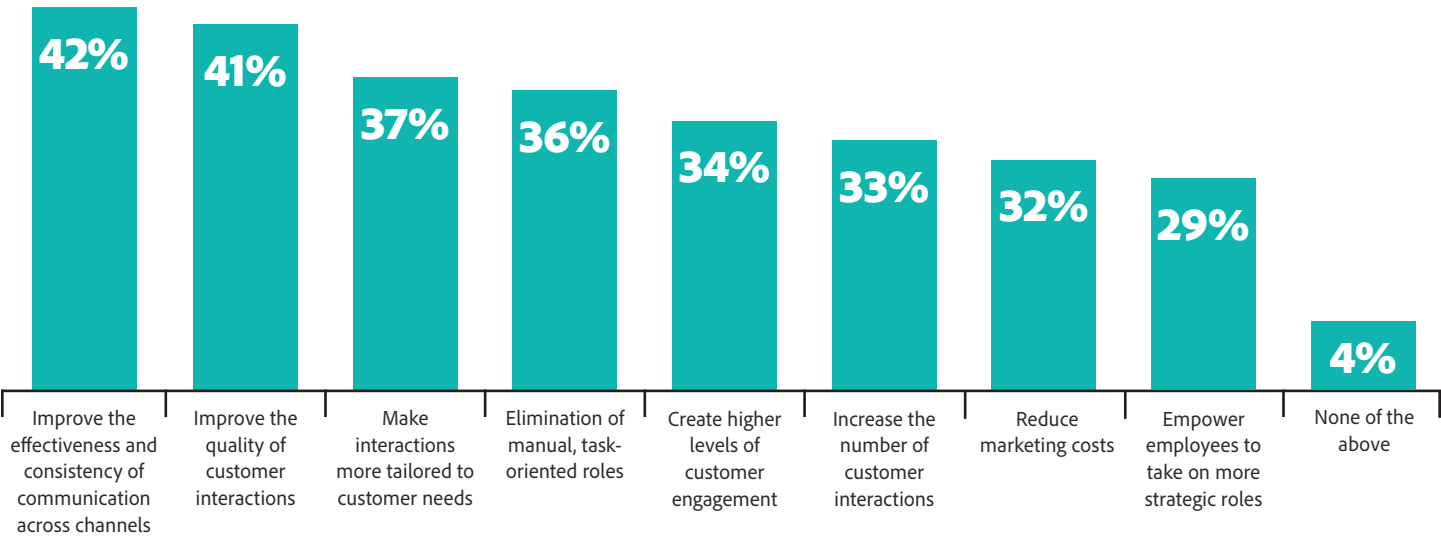
Figure 6: To what extent is your organisation using or piloting generative AI in each of the following areas?

■ Not using in this area ■ Informal testing ■ Piloting ■ In use but still evaluating ■ In use and already seeing ROI

Automating processes and streamlining workflows (e.g., tagging assets, assigning tasks, brand reviews)

Not using	Informal testing	Piloting	In use but still evaluating	In use and seeing ROI
22%	20%	20%	28%	10%

Chat and customer support (e.g., chatbots, product customisation tools)

Not using	Informal testing	Piloting	In use but still evaluating	In use and seeing ROI
28%	18%	16%	25%	13%

Analysing data and customer interactions to uncover AI-driven insights

Not using	Informal testing	Piloting	In use but still evaluating	In use and seeing ROI
27%	19%	18%	26%	10%

Organising and orchestrating personalised customer journeys

Not using	Informal testing	Piloting	In use but still evaluating	In use and seeing ROI
27%	18%	20%	26%	9%

Generating ideas and creative concepts, (e.g., brainstorming, content ideation, rough drafts)

Not using	Informal testing	Piloting	In use but still evaluating	In use and seeing ROI
24%	21%	20%	23%	12%

Using real-time data to personalise customer experiences across multiple channels and touchpoints (e.g., recommendations, offers, ads during browsing)

Not using	Informal testing	Piloting	In use but still evaluating	In use and seeing ROI
31%	13%	24%	22%	10%

Creating engaging videos quickly and efficiently (e.g., for social media, digital ads, product demos)

Not using	Informal testing	Piloting	In use but still evaluating	In use and seeing ROI
24%	16%	22%	19%	12%

Creating photoshoots (e.g., for product shots and creative content)

Not using	Informal testing	Piloting	In use but still evaluating	In use and seeing ROI
39%	14%	15%	20%	12%

Sample size = 410

Even though adoption has been minimal, many healthcare marketing and CX professionals see how generative AI could make a big difference. At least 41% believe AI can improve customer interactions and communications, which means better experiences for patients and higher engagement for brands — a win-win for everyone.

Figure 7: In which areas do you expect generative AI to have the most measurable impact on your marketing and CX operations over the next 12-24 months?

Category	Value
Improve the effectiveness and consistency of communication across channels	42%
Improve the quality of customer interactions	41%
Make interactions more tailored to customer needs	37%
Elimination of manual, task-oriented roles	36%
Create higher levels of customer engagement	34%
Increase the number of customer interactions	33%
Reduce marketing costs	32%
Empower employees to take on more strategic roles	29%
None of the above	4%

Sample size = 371

While AI implementation is gaining momentum in healthcare, set to double this year, greater growth is needed to make a real impact on the industry. Pharmaceutical companies overall seem more willing to experiment with AI than healthcare providers, with 63% of pharma expecting to pilot or use AI for content optimisation by the end of the year, compared to 45% of healthcare providers. Similarly, 63% of pharma plan to use AI to adapt existing content, versus 49% of healthcare providers.

Figure 8: Which of the following marketing and technology initiatives do you predict will be primary contributors to your organisation's growth in 2025?

Category	Value
Leveraging AI and predictive analytics to increase customer retention and loyalty	60%
Boosting customer engagement with more personalised experiences	58%
Unifying data to deliver a consistent customer experience	52%
Driving efficiency and velocity by automating the customer journey	50%
Accelerating marketing with increased flow of content	45%
Optimising digital spend	33%

Sample size = 144

Leadership buy-in is critical to closing this gap. While adoption is low, optimism is high — more than 60% of senior executives believe generative AI and predictive analytics will increase customer loyalty and drive growth in 2025. But without proper investment and strategic oversight, that optimism may not translate into real ROI. Healthcare organisations need to move beyond experimentation and make AI a core part of their strategy to see real impact.

Skills gaps limit AI rollout in the healthcare sector.

Few healthcare organisations have access to the people, skills, or teams needed to develop and implement a successful and deeply embedded AI strategy. Just 50% have sought or plan to seek external support for AI strategy development this year, and fewer are investing in internal leadership — only 42% plan to introduce AI-specific leadership roles.

Skills gaps are a challenge, especially in marketing and CX. Only 20% of healthcare organisations have upskilled staff in these areas, with another 35% planning to do so this year, leaving nearly half without the in-house expertise to use AI effectively.

Figure 9: What changes, if any, do you plan to make to your organisational structure to support future rollouts?

■ Unlikely to do this ■ Under consideration, but no immediate plans ■ In our plans for 2025 ■ Already doing this

Strategy

	Introducing AI-specific leadership roles (e.g., Chief AI officer, director of AI)	Seeking external consulting and support to develop an AI strategy
Already doing this	15%	22%
In our plans for 2025	27%	28%
Under consideration	32%	33%
Unlikely to do this	33%	17%

Skills

By the end of 2024, only 31% had either upskilled or hired in talent.

	Upskilling staff in Marketing and CX functions	Hiring talent from outside the organisation, including from other industries
Already doing this	19%	20%
In our plans for 2025	35%	30%
Under consideration	32%	32%
Unlikely to do this	14%	18%

Teams

	Reorganising teams and functions to accommodate the use of AI	Establishing cross-functional teams for rapid AI project rollout
Already doing this	20%	17%
In our plans for 2025	30%	32%
Under consideration	32%	32%
Unlikely to do this	18%	22%

Sample size = 554

Crucially, AI strategies are not yet connected to business goals, and only 29% of organisations have established metrics to track the success of AI pilots. This makes it tough to get the funding and leadership buy-in necessary for full-scale implementation. Without investment in AI-related talent and training, healthcare organisations risk falling behind in using AI to improve customer engagement and health outcomes.

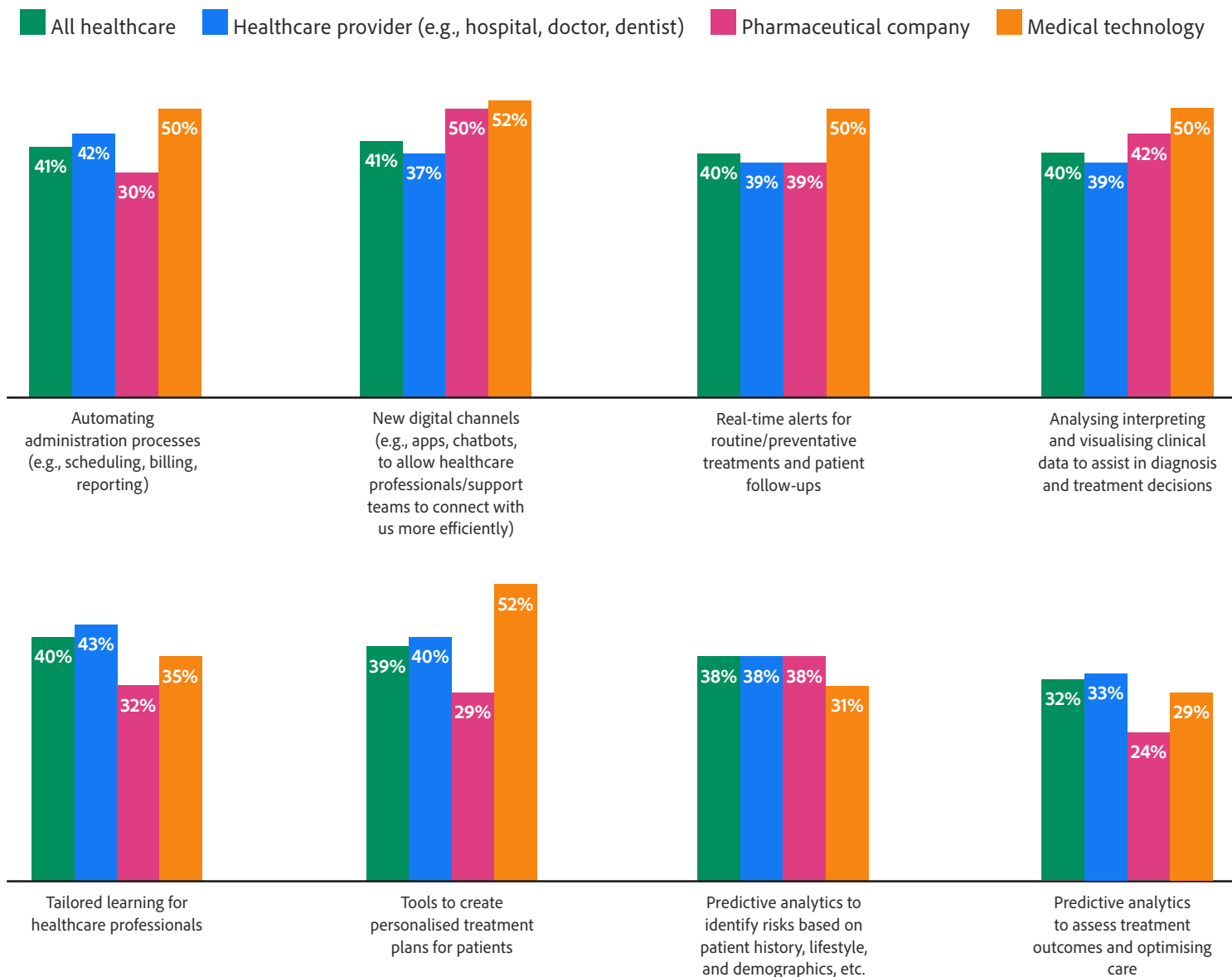**Figure 10: What progress has your organisation made toward the following AI objectives?**

Creating frameworks for regulatory compliance and AI governance	Creating change management processes to help employees upskill and embed use of AI into their work processes	Transitioning successful generative AI pilots into full production	Building a comprehensive risk-management framework for AI implementation	Ensuring investments align with core business objectives	Developing responsible use of AI/all ethics practices	Develping robust metrics for tracking ROI of generative AI pilots or implementations
40%	36%	32%	31%	31%	31%	29%

Sample size: 410

AI can enhance B2B marketing.

Pharmaceutical, medtech, and other B2B healthcare organisations have a growing opportunity to use AI not just for efficiency but to deepen engagement with healthcare professionals (HCPs). Many have already automated routine tasks — half of medtech companies and 42% of HCPs are using AI to streamline administrative processes and free up time for care.

Figure 11: Which of the following will your organisation be investing in to better support and build relationships with healthcare professionals in 2025?

■ All healthcare   ■ Healthcare provider (e.g., hospital, doctor, dentist)   ■ Pharmaceutical company   ■ Medical technology

Category	All healthcare	Healthcare provider	Pharmaceutical company	Medical technology
Automating administration processes (e.g., scheduling, billing, reporting)	41%	42%	30%	50%
New digital channels (e.g., apps, chatbots, to allow healthcare professionals/support teams to connect with us more efficiently)	41%	37%	50%	52%
Real-time alerts for routine/preventative treatments and patient follow-ups	40%	39%	39%	50%
Analysing interpreting and visualising clinical data to assist in diagnosis and treatment decisions	40%	39%	42%	50%
Tailored learning for healthcare professionals	40%	43%	32%	35%
Tools to create personalised treatment plans for patients	39%	40%	29%	52%
Predictive analytics to identify risks based on patient history, lifestyle, and demographics, etc.	38%	38%	38%	31%
Predictive analytics to assess treatment outcomes and optimising care	32%	33%	24%	29%

Base: HCP 393/pharma 67/medtech 48

But beyond operational gains, the strategic potential of AI in B2B marketing remains largely untapped. Only 32% of healthcare organisations use predictive analytics to optimise care plans, and just 38% use it to identify patient risks — both of which represent missed chances to deliver more relevant, data-driven support to providers.

For example, a medtech company launching a new diagnostic platform could use predictive analytics to pinpoint provider networks most likely to benefit from the technology, personalise outreach, and speed up adoption. This kind of targeted engagement doesn't just drive business growth — it strengthens provider relationships and supports better care delivery.

Case study: Pfizer

Pfizer is working to bring health advancements to market faster than ever before. To accelerate innovations for cancer, autoimmune diseases, migraines, and more, the global biopharmaceutical leader is retooling business processes across the organisation, from research to manufacturing and commercialisation.

Amplifying engagement with customers is a key part of this transformation, and Pfizer is deploying enterprise-wide initiatives using transformative content supply chain solutions from Adobe.

"Centralising and optimising our creative supply chain from end to end shortens our time to market while reducing risk and operational costs. The goal is to more quickly build awareness of and access to our treatments and vaccines worldwide," says Lidia Fonseca. "This supports our focus to accelerate the next generation of cancer breakthroughs that help people with cancer live better and longer lives."

And with greater marketing velocity and more personalised communications, Pfizer is advancing its mission to impact billions of people.

"

"We want to connect people with relevant information in an engaging, accessible way, empowering patients and consumers to take more control of their health journeys. With the right technology and processes in place, we can continue to educate and inform patients, consumers, and physicians about our healthcare innovations at lightspeed and at a global scale."

Lidia Fonseca
Chief Digital and Technology Officer, Pfizer

Read the full case study

Conclusion and recommendations

Healthcare organisations that hold back on AI adoption are missing valuable opportunities to improve patient care and strengthen consumer relationships.

Right now, most healthcare organisations use AI for administrative tasks and to optimise efficiency, but they're leaving a lot on the table when it comes to enhancing provider support and patient care. Adoption of AI for more strategic use cases, like predictive analytics to optimise care plans and identify patient risks, is still low. At the same time, personalisation gaps remain, with most consumers not getting the tailored recommendations they expect.

Here are three ways healthcare leaders can use AI to deliver more personalised experiences:

Make the leap from transactional to transformational. Automating processes is a good start, but AI can do much more. Predictive analytics can help build stronger relationships with healthcare providers, spot patient risks early, and fine-tune care plans. Wider and more strategic use can lead to overall improved patient engagement and health outcomes.

Commit to using data responsibly. Patients are open to AI-driven personalisation when it's done securely and transparently. Adobe research from 2023 found that 82% of US healthcare consumers see the benefits of providers using their data to create tailored care and treatment plans — as long as it's done with permission. Being upfront and responsible with customer data is key to building trust and improving patient experiences.

Align growth goals with strategic actions. Ambitious growth with AI is possible, but only with the right foundation in place. The data shows that healthcare organisations see the potential for AI to drive customer loyalty and growth, but success requires more than just optimism. A clear AI strategy, senior leadership buy-in, skilled in-house talent, and measurable success metrics are essential for scaling AI effectively and responsibly.

A smart, data-driven AI strategy is the key to staying competitive. Healthcare organisations that build a strong foundation now by unifying data, setting clear goals, and investing in the right infrastructure will be rewarded with greater patient and provider loyalty and engagement.

To learn more, read the full Digital Trends 2025 report.

To learn more about how Adobe is supporting the healthcare industry, visit the Adobe Experience Cloud for Healthcare page.

Sources

"New Smart Communications Report Finds Nearly 80% of Consumers Want Companies to Disclose Generative AI Use," Smart Communications, July 23, 2024.

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