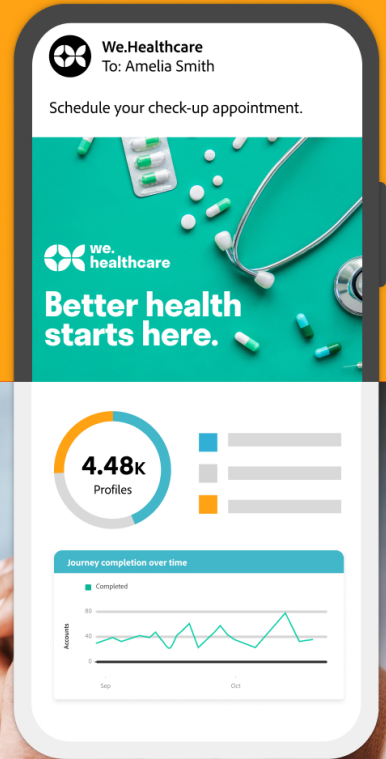


2025 AI and Digital Trends Healthcare



Foreword

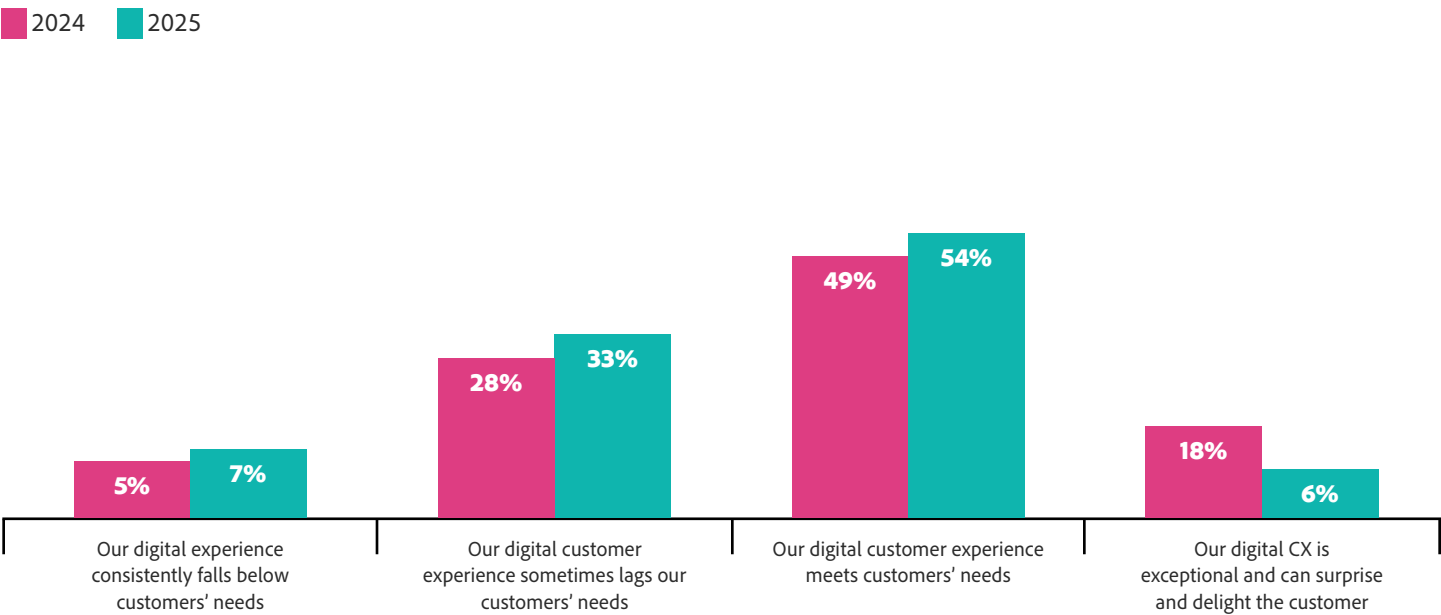
This **Adobe 2025 AI and Digital Trends for Healthcare** report explores how AI-powered solutions and unified data strategies can help healthcare organizations meet consumer demands by delivering faster, more accurate insights, and proactive and personalized recommendations — all while ensuring secure, 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 organizations to address challenges around data privacy, HIPAA compliance, and trust.

Key findings

Healthcare organizations are not giving consumers the personalized experiences they expect.

The healthcare industry is aware that consumers expect personalization, but cautiousness around patient privacy and legal and compliance constraints are holding them back.

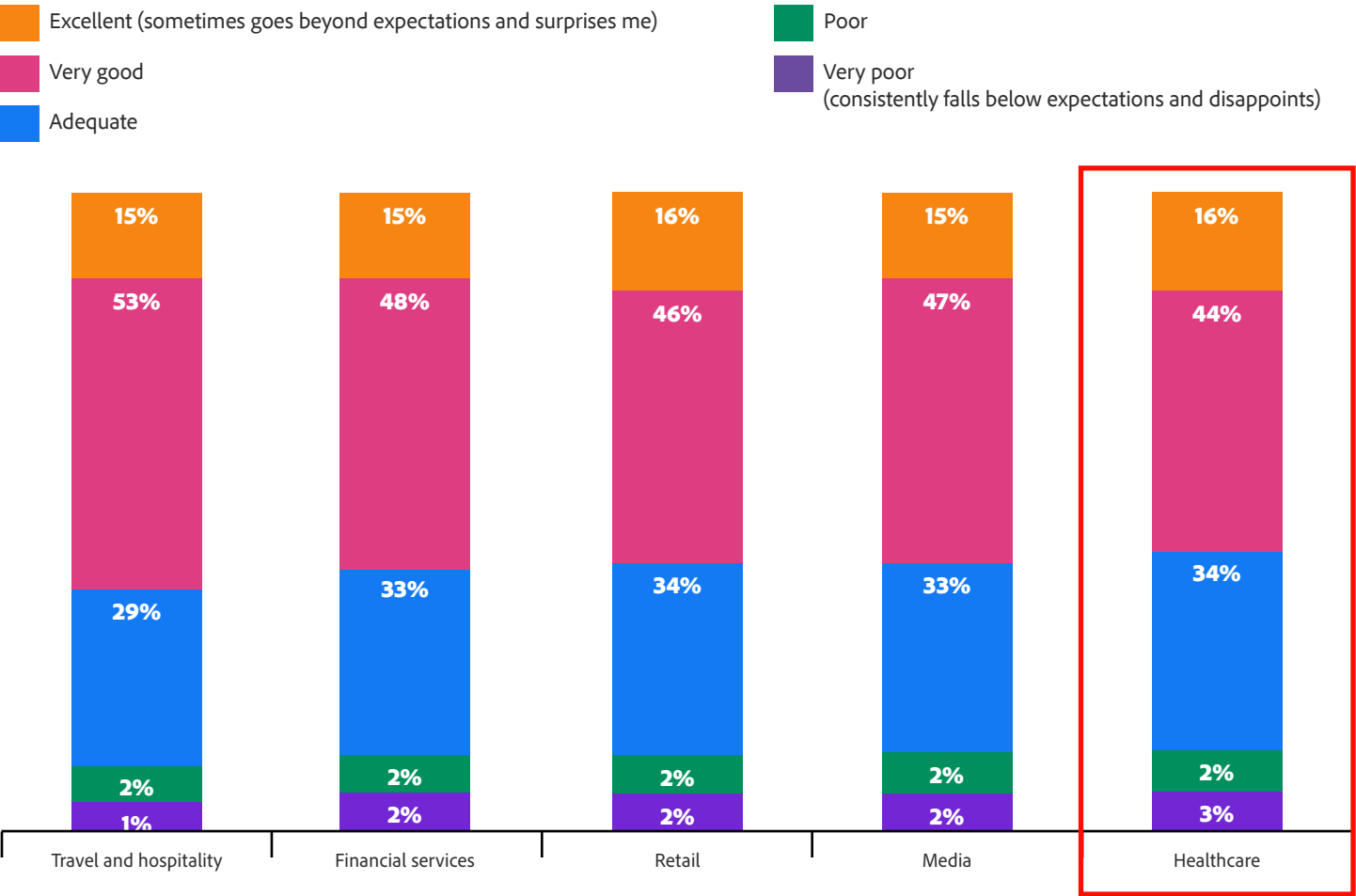
Figure 1: How would you describe your organization's digital customer experience (CX)?



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?



Sample size = 8,278

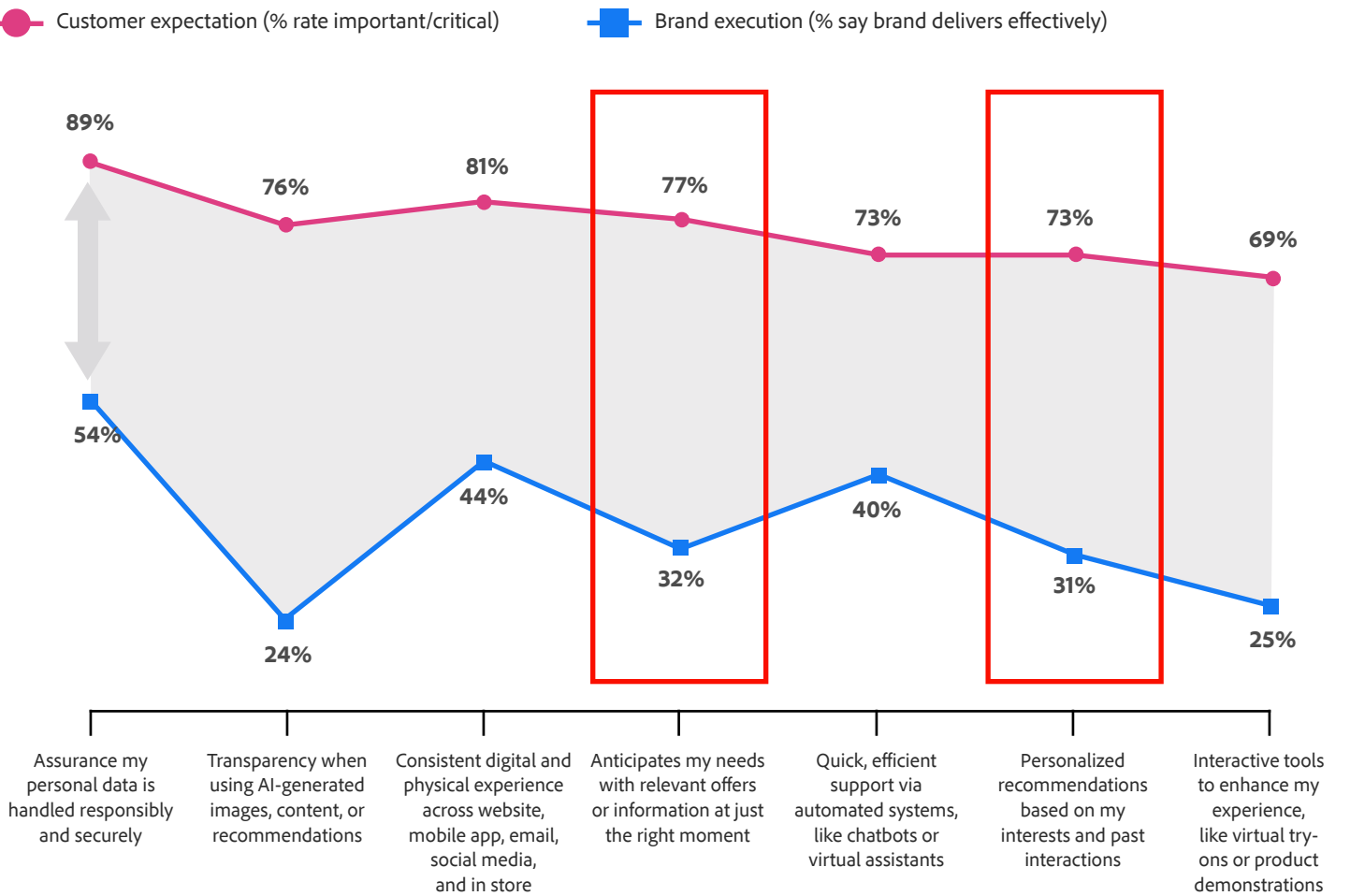
Methodology note:

Consumers were asked to rate a specific brand they interacted with. Results were analyzed 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 personalization — while 73% of consumers want personalized recommendations, just 31% report receiving them.

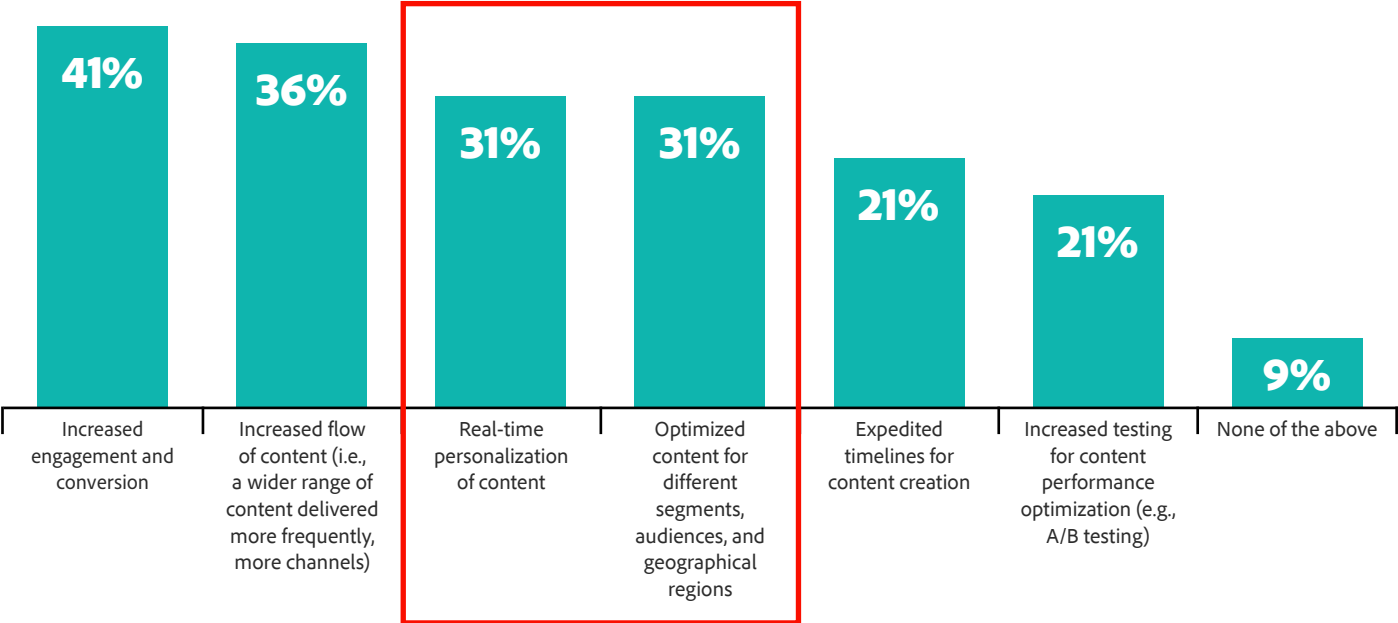
Figure 3: A lack of timely, relevant customer communications ultimately impacts the bottom line.



Sample size = 1,381

The pressure to boost engagement and deliver more tailored experiences is growing. Healthcare organizations that find the right balance of personalization, 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 organization be under greater pressure to deliver in 2025?



Sample size = 410

Playing it safe — being overly cautious — is holding back progress. Healthcare organizations definitely face unique challenges when it comes to personalization, 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 personalizing the customer experience (CX)?



Sample size = 554

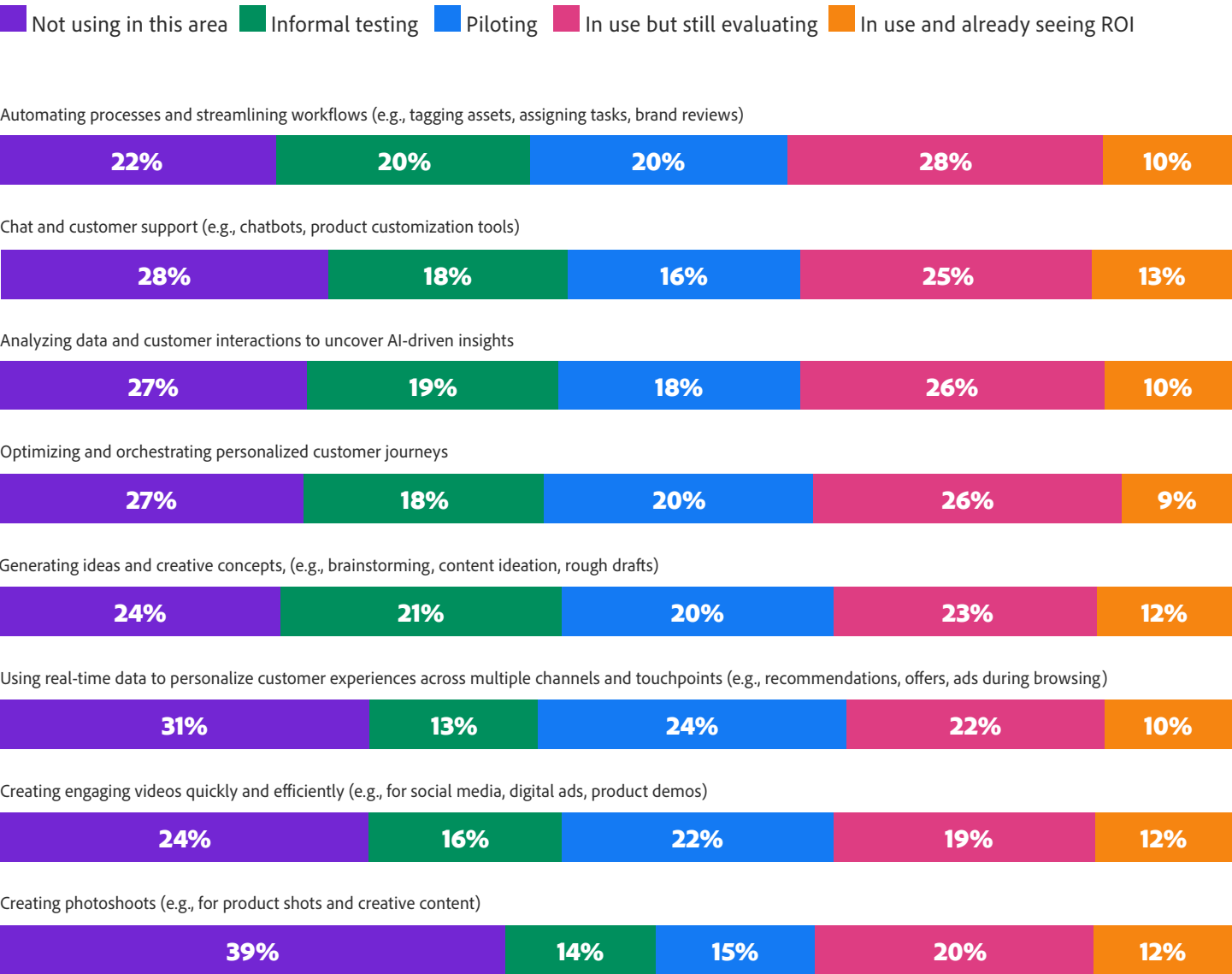
Across the healthcare sector, pharmaceutical companies, in particular, report struggling with accessing high-quality data (39%) — although this may indicate their greater willingness to experiment with AI and data usage rather than having inherently worse data.

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 organizations worried about misinformation, misleading recommendations, and the risk of hurting their reputation or patients. Because of that, adoption remains low — only 17% of healthcare organizations use AI to personalize content based on customer preferences, and just 12% use it to create new versions of existing content.

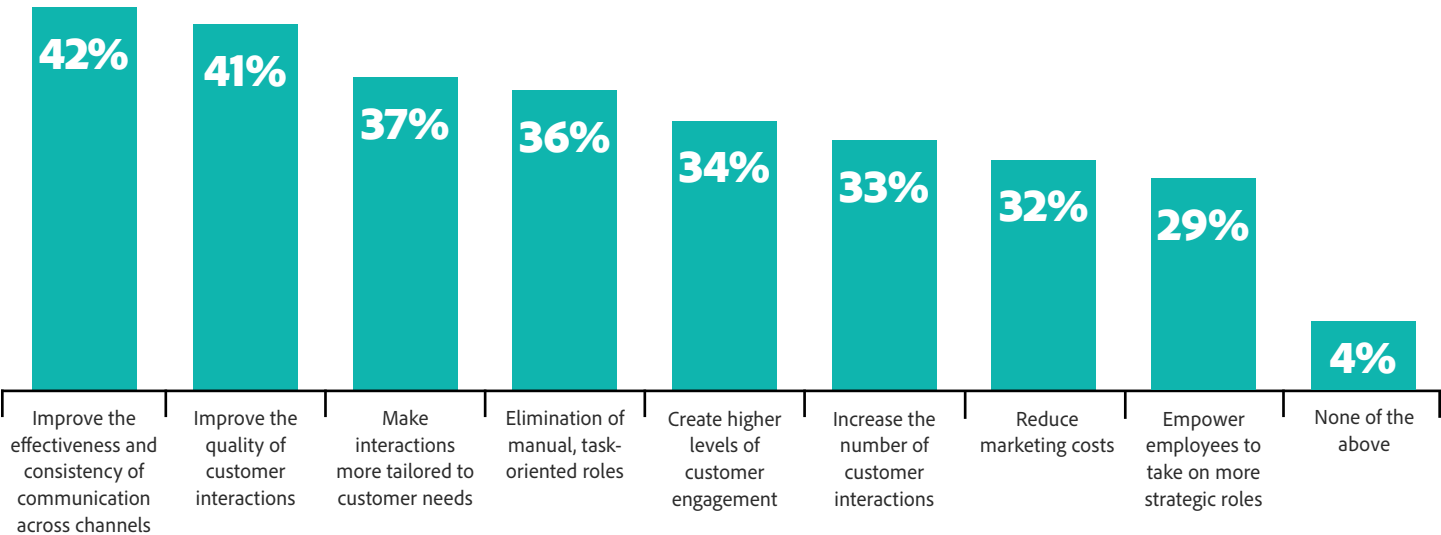
Figure 6: To what extent is your organization using or piloting generative AI in each of the following areas?



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.

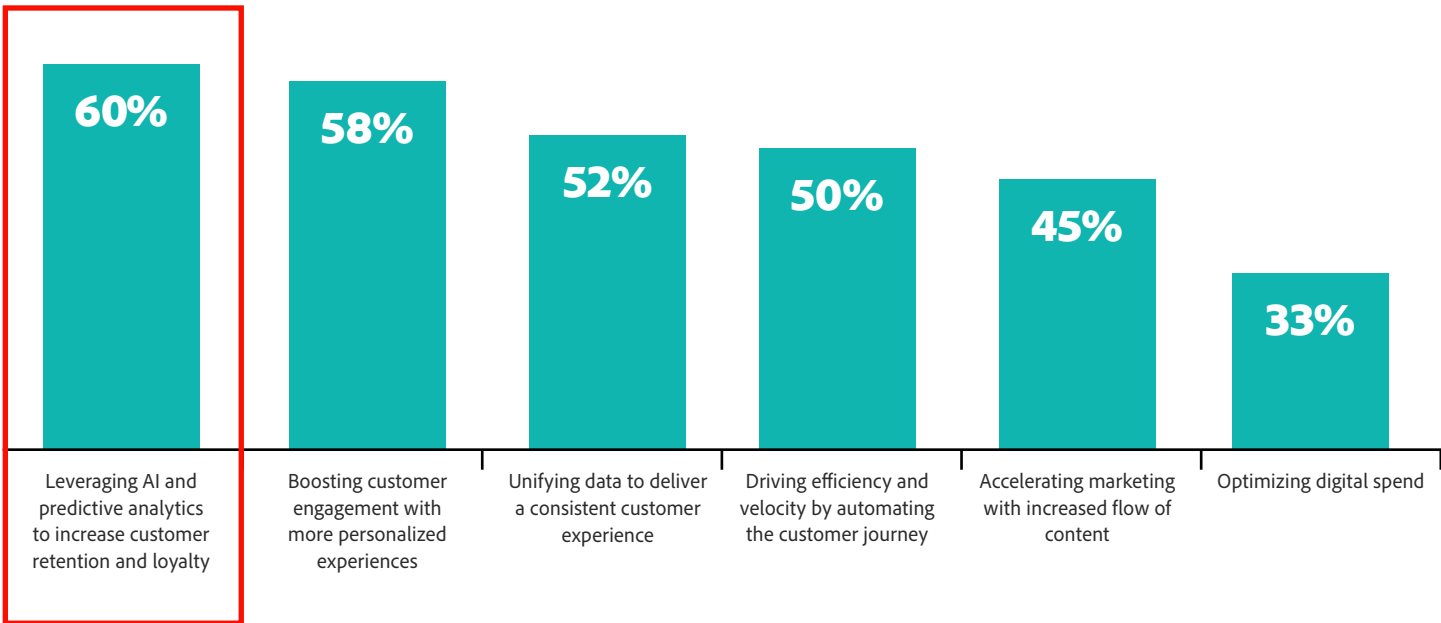
Figure 7: In which areas do you expect generative AI to have the most measurable impact on your marketing and CX operations over the next 12-24 months?



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 optimization 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 organization's growth in 2025?



Sample size = 144

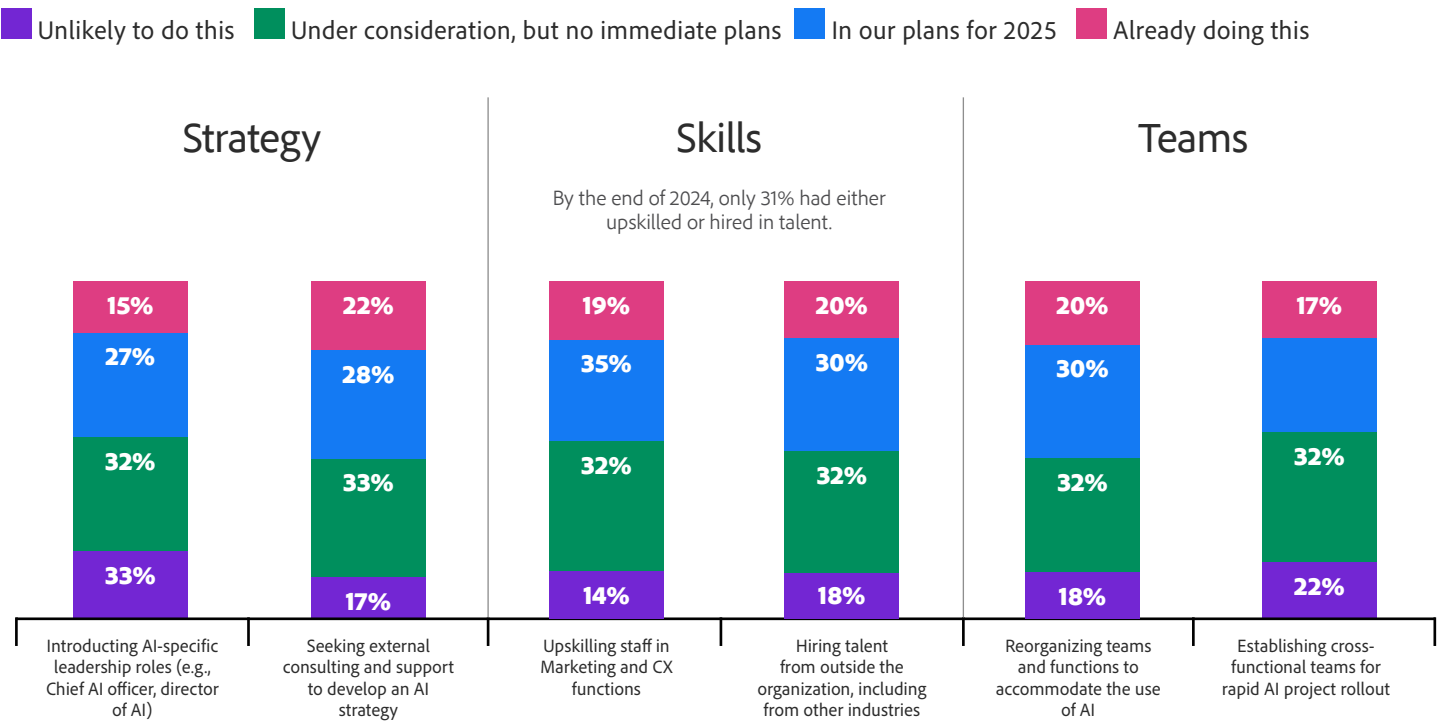
Leadership buy-in is critical to closing this gap. While adoption is low, optimism is high — more than 60% of senior executives believe generative AI and predictive analytics will increase customer loyalty and drive growth in 2025. But without proper investment and strategic oversight, that optimism may not translate into real ROI. Healthcare organizations 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 organizations 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 organizations 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.

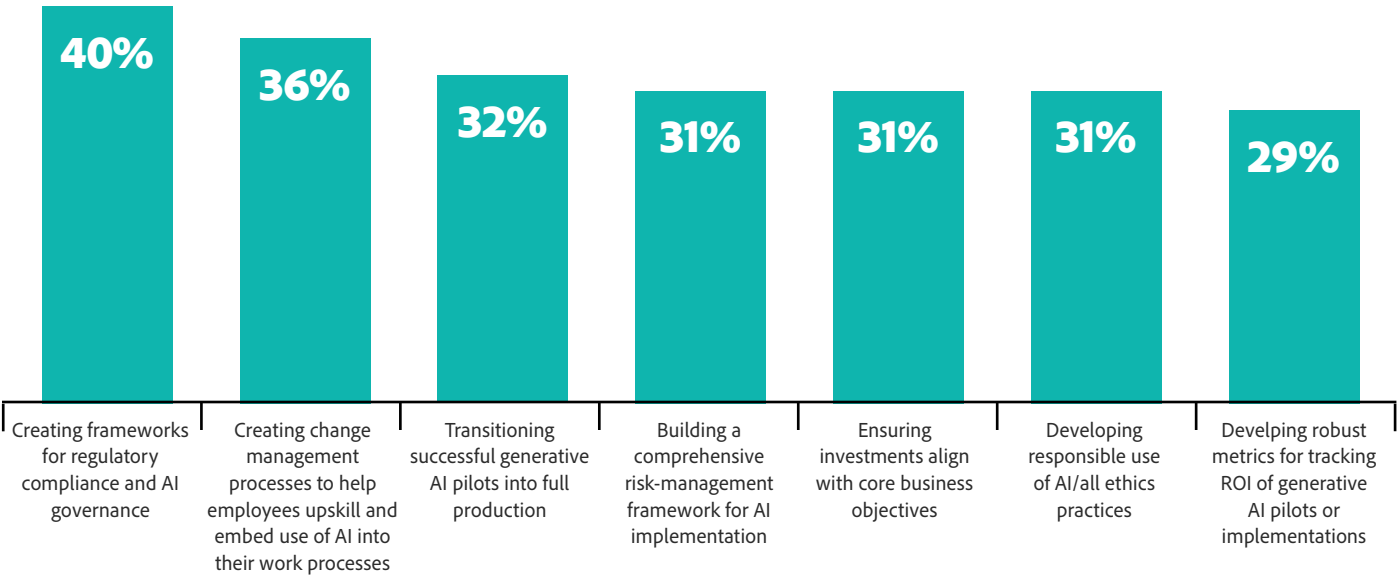
Figure 9: What changes, if any, do you plan to make to your organizational structure to support future rollouts?



Sample size = 554

Crucially, AI strategies are not yet connected to business goals, and only 29% of organizations 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 organizations risk falling behind in using AI to improve customer engagement and health outcomes.

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

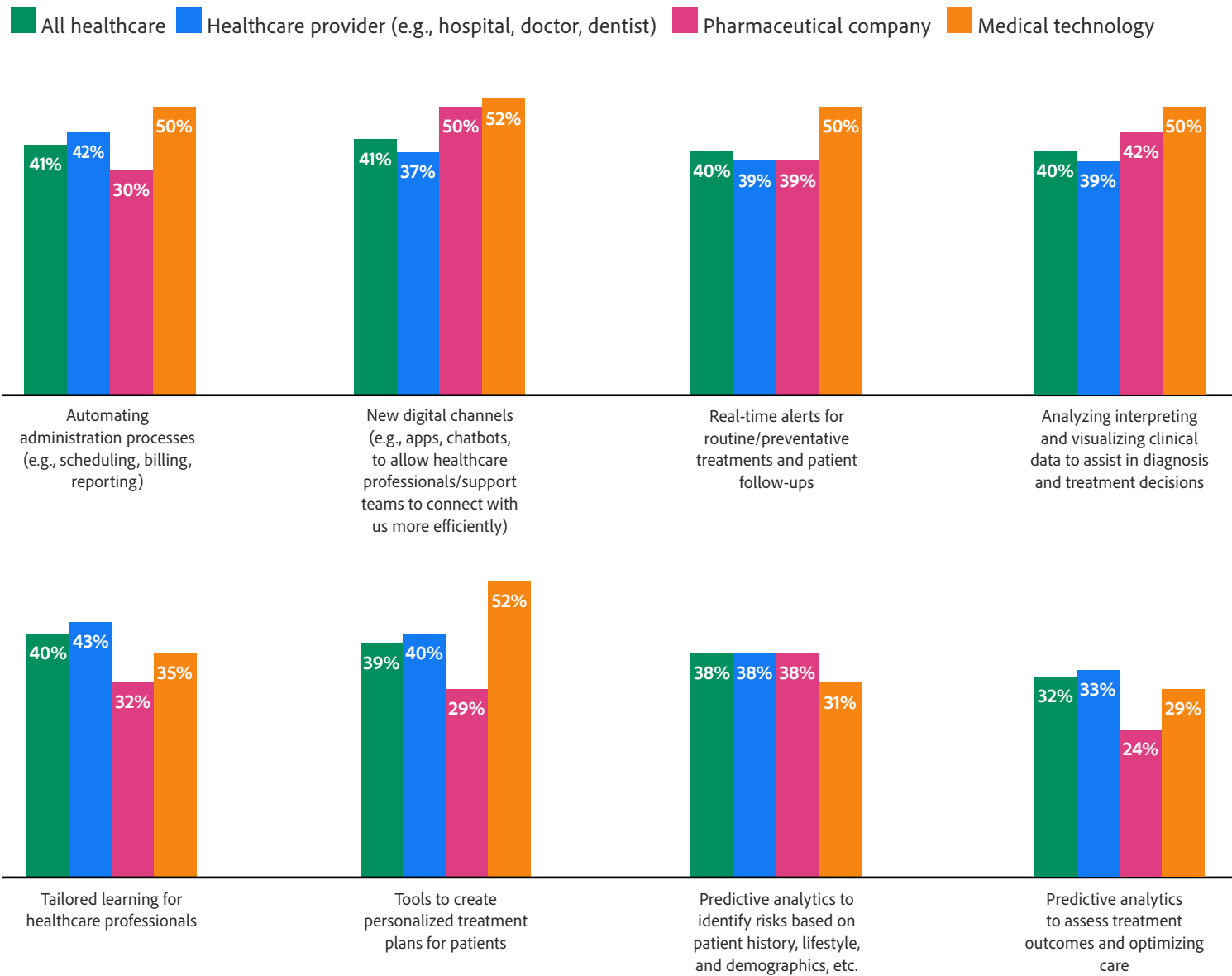


Sample size: 410

AI can enhance B2B marketing.

Pharmaceutical, medtech, and other B2B healthcare organizations 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 organization be investing in to better support and build relationships with healthcare professionals in 2025?



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 organizations use predictive analytics to optimize 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, personalize 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.

Conclusion and recommendations

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

Right now, most healthcare organizations use AI for administrative tasks and to optimize 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 optimize care plans and identify patient risks, is still low. At the same time, personalization gaps remain, with most consumers not getting the tailored recommendations they expect.

Here are three ways healthcare leaders can use AI to deliver more personalized 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 personalization 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 organizations 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 organizations 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](#).

About the research

The executive survey has insights based on 3,400 responses from marketers and CX professionals working in different sectors and seniority levels, from CMOs and senior directors to managers, plus agencies.

This report presents insights from 554 client-side marketers employed in the healthcare sector from across North America, Europe, and Asia Pacific. 144 were in senior leadership roles and 410 were in practitioner roles.

For the second year, we also added a consumer perspective as part of the core report. 8,301 consumers aged 18+ from North America, Europe, Asia Pacific, and Latin America were surveyed online about recent experiences with brands.

1,381 were asked to comment specifically their experiences of interacting online with healthcare brands, either healthcare providers or health insurance.

The research was carried out independently by Econsultancy between November 11, 2024, and December 4, 2024. All respondents were pre-qualified and contributed anonymously via online surveys.

Sources

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

Adobe

Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

© 2025 Adobe. All rights reserved.