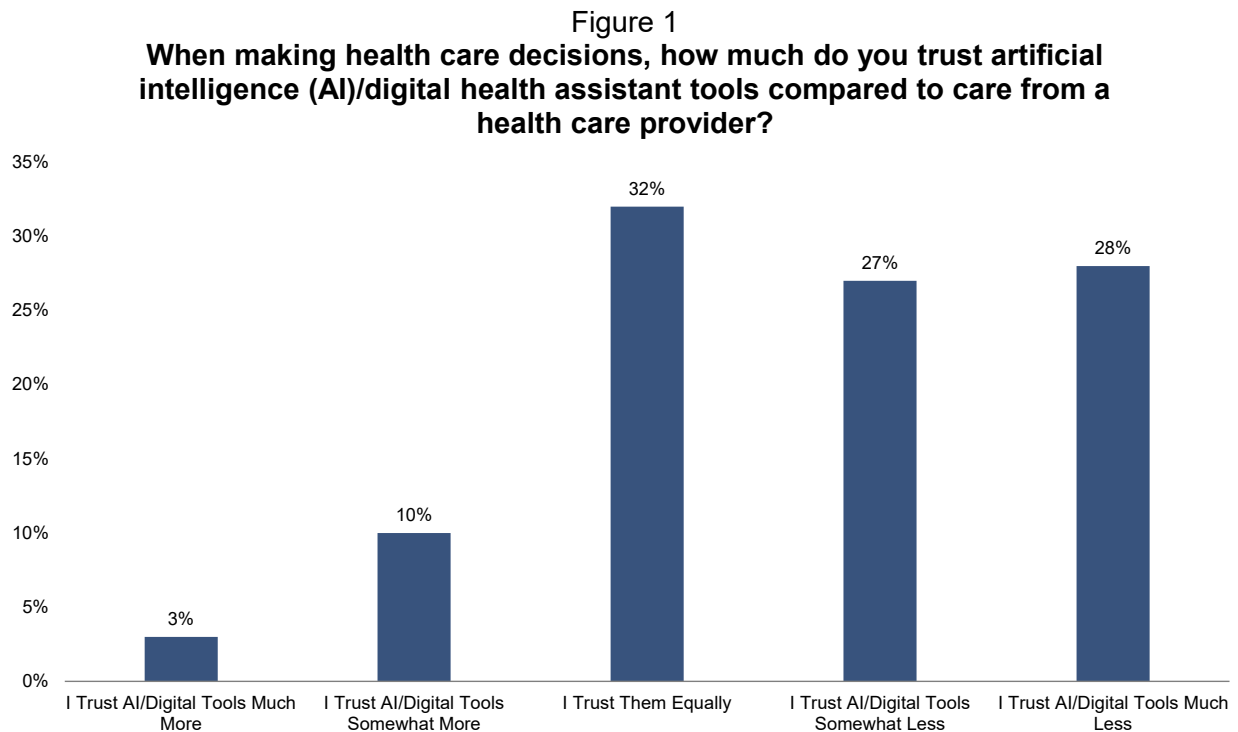


Nearly Half of Consumers Trust AI as Much as or More Than Their Health Care Provider for Health Decisions

The Employee Benefit Research Institute (EBRI)/Greenwald Research [Consumer Engagement in Health Care Survey](#) found that while health care providers remain the most trusted source for health-related decisions, many consumers report similar levels of trust in artificial intelligence (AI) tools.

When asked how much they trust AI or digital health assistant tools compared with care from a health care provider, 45 percent of privately insured adults ages 21–64 said they trust AI tools as much as or more than their provider, while 55 percent said they trust their provider more.

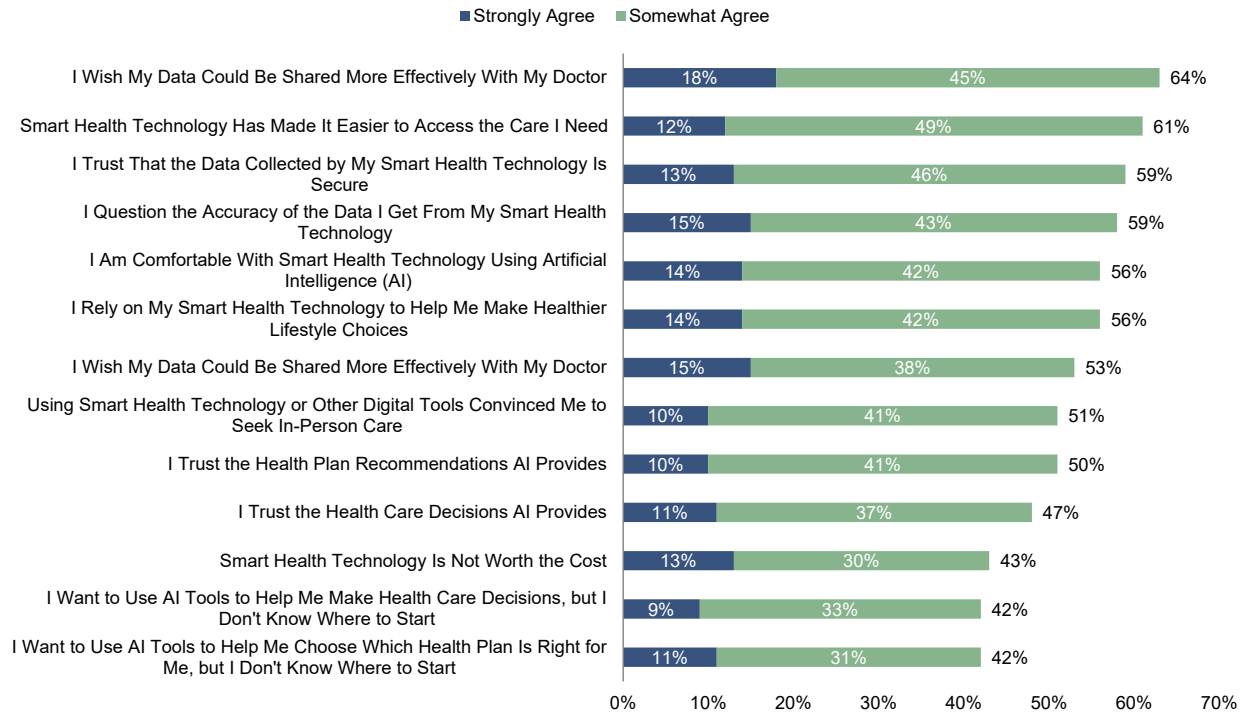


Source: Employee Benefit Research Institute and Greenwald Research, 2025 Consumer Engagement in Health Care Survey

Although providers remain the most trusted source overall, the findings suggest that AI tools are becoming part of how many consumers approach health decision making.

Survey results also indicate that consumers see potential value in smart health technologies. Majorities of respondents reported being comfortable with smart health technology that uses AI and said these tools can make it easier to access care and support healthier lifestyle choices. In addition, many consumers reported that using smart health technology or other digital tools has encouraged them to seek in-person care.

Figure 2
How strongly do you agree or disagree with each of the following statements regarding smart health technology?



Source: Employee Benefit Research Institute and Greenwald Research, 2025 Consumer Engagement in Health Care Survey

At the same time, respondents expressed interest in more effective sharing of health data across the health system. Many said they wish their health data could be shared more effectively with their doctor and their health insurance company, suggesting that consumers may see benefits in technologies that better integrate health information.

Taken together, the findings suggest that while traditional health care providers remain central to health decision making, consumers increasingly view AI-enabled technologies as a complementary tool in managing their health.

More information about the EBRI/Greenwald Research Consumer Engagement in Health Care Survey can be found [online](#).

The 2025 Consumer Engagement in Health Care Survey was an online survey of 2,001 Americans ages 21–64 with private health insurance coverage. It was fielded between October and November 2025. The survey is made possible with funding support from the following organizations: Blue Cross Blue Shield Association, Cigna Healthcare, HealthEquity, Inspira Financial, Johnson & Johnson, Segal, TIAA, and WEX.

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