

AI hasn't replaced the patient journey. It has reconfigured it.

A new class of "hybrid researchers" starts with AI, then returns to trusted health sites to make care decisions.



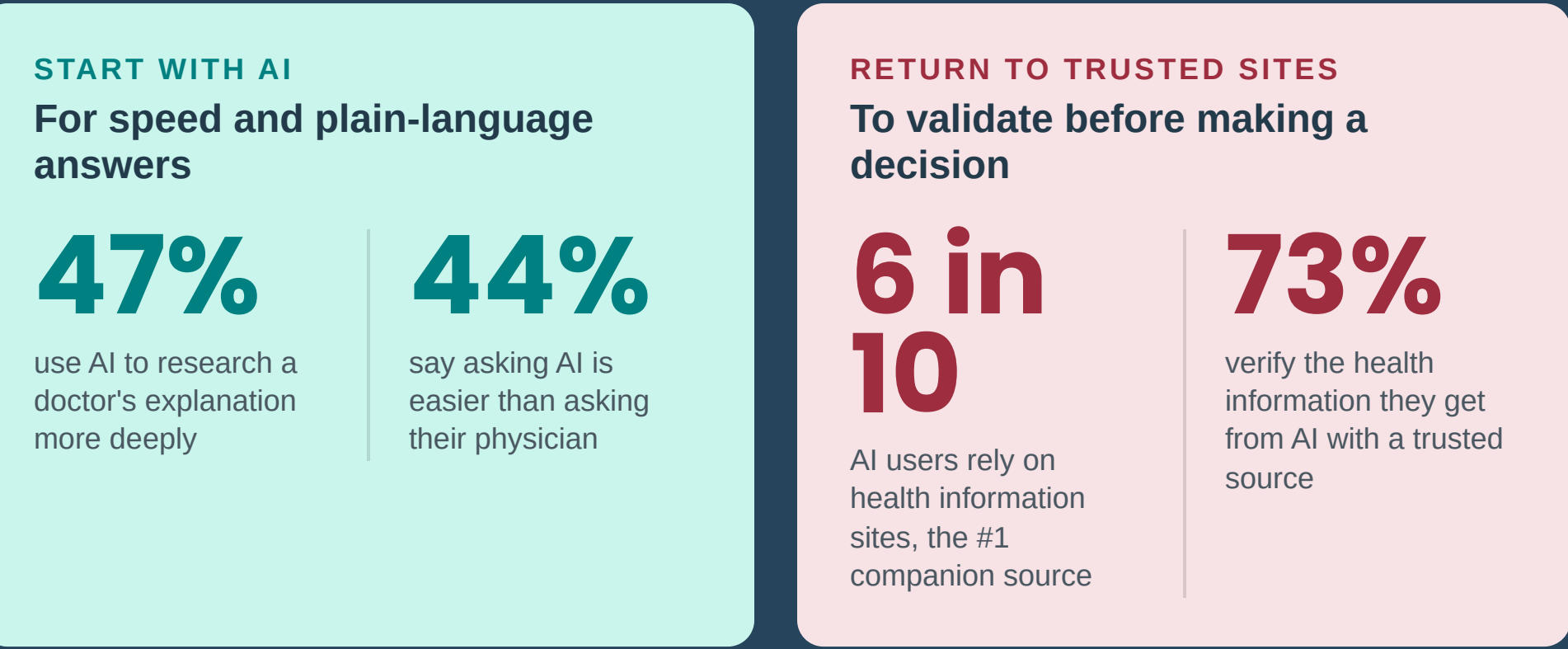
of patients who use AI for health information use it alongside other sources

AI is not replacing how people research their health. It is adding a new step to it.

The rise of the "hybrid researcher"

A CLEAR DIVISION OF LABOR

A new step, not a replacement



EXPERIENCE DEEPENS THE PATTERN

The more experienced the patient, the more hybrid the behavior

