

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.

80%

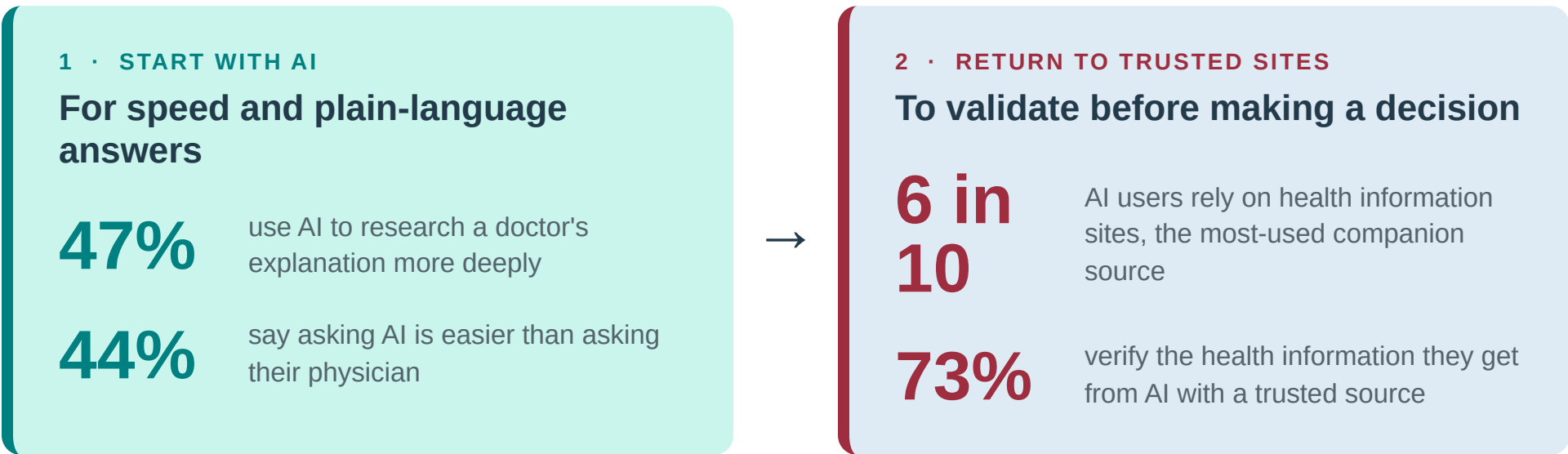
of patients who use AI for health information use it alongside other sources

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

3x

longer time spent researching chronic conditions among hybrid researchers vs. AI-only users

27%

more likely to be hybrid researchers among patients diagnosed for 11 or more years

AS A CARE DECISION NEARS, RELIANCE SHIFTS

The closer patients get to a decision, the more they lean on trusted health sites

+86%

Health information site use rises

−29%

AI use falls

AI leads the early, exploratory questions. Trusted health sites lead the moments closest to a care decision.

Change in reliance as patients move from the first onset of symptoms to preparing for a doctor's appointment.