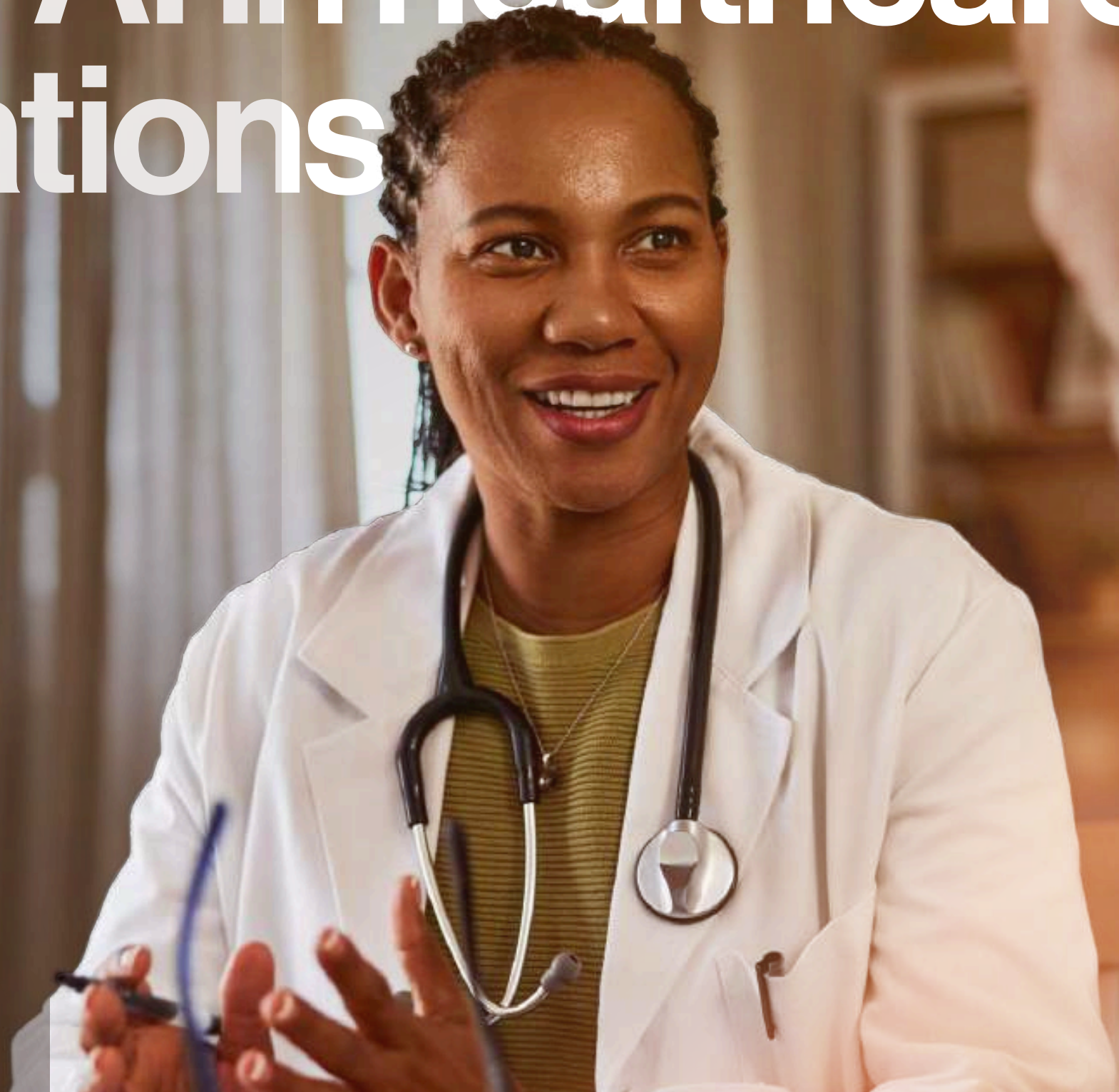# The state of AI in healthcare communications

RingCentral

Over the past few years, it's become clear that AI has arrived—and is already playing an active role in transforming the healthcare industry in a wide range of ways. One key opportunity for healthcare organizations, practices, and medical suppliers is in communications, both internal and patient-facing.

But while staying ahead of these trends is critical, it's not enough to simply keep pace with AI advancements—leaders must focus on making AI real and meaningful by implementing practical, value-driven solutions that directly address their unique challenges and while improving patient experiences and outcomes.

Discover how AI is transforming healthcare communications in this eBook, featuring insights from The State of AI in Business Communications report by RingCentral, with a focused analysis of responses from the healthcare sector. Explore key themes, including AI adoption and integration, return on investment (ROI), emerging investment trends, advancements in fraud prevention and security, and forward-looking predictions from industry leaders shaping the future of healthcare communications.

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AI's broad utility cemented across a variety of use cases

One of the most striking findings is the consistency of AI adoption across all four major use cases surveyed—roughly 67 to 76% of healthcare practices and businesses are either fully using or actively experimenting with AI in every area.

In particular, organizations are prioritizing AI where it directly touches patients and clients, with 41.67% of respondents reporting having fully integrated AI into their customer conversations already—the highest among all use cases.

To what extent, if at all, has AI been integrated in the following contexts at your company?

Legend:
- Fully integrated
- Actively experimenting
- Next 12 months
- Beyond 12 months
- Discussing, no timeline
- No plans
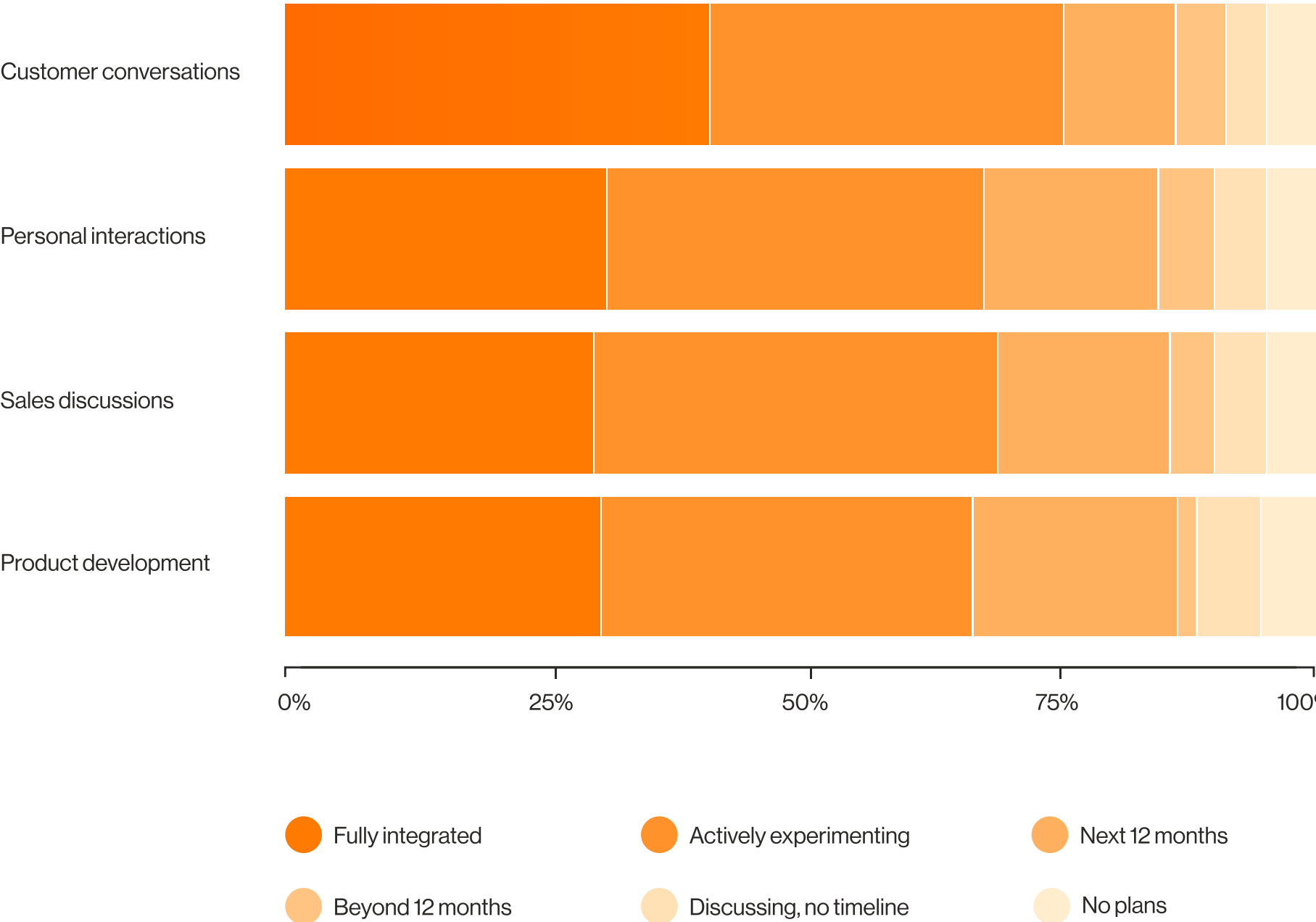
A looming threat: 69% of respondents brace for AI fraud attacks

The rise of AI brings new security concerns, with 69.05%[1] of decision makers believing their organization or business could be targeted by AI-generated voice or video fraud in the next year.

At the same time, respondents are remarkably confident in their ability to detect AI fraud. Over 84% overall[2] believe they can distinguish between real and AI-generated voice or video content.

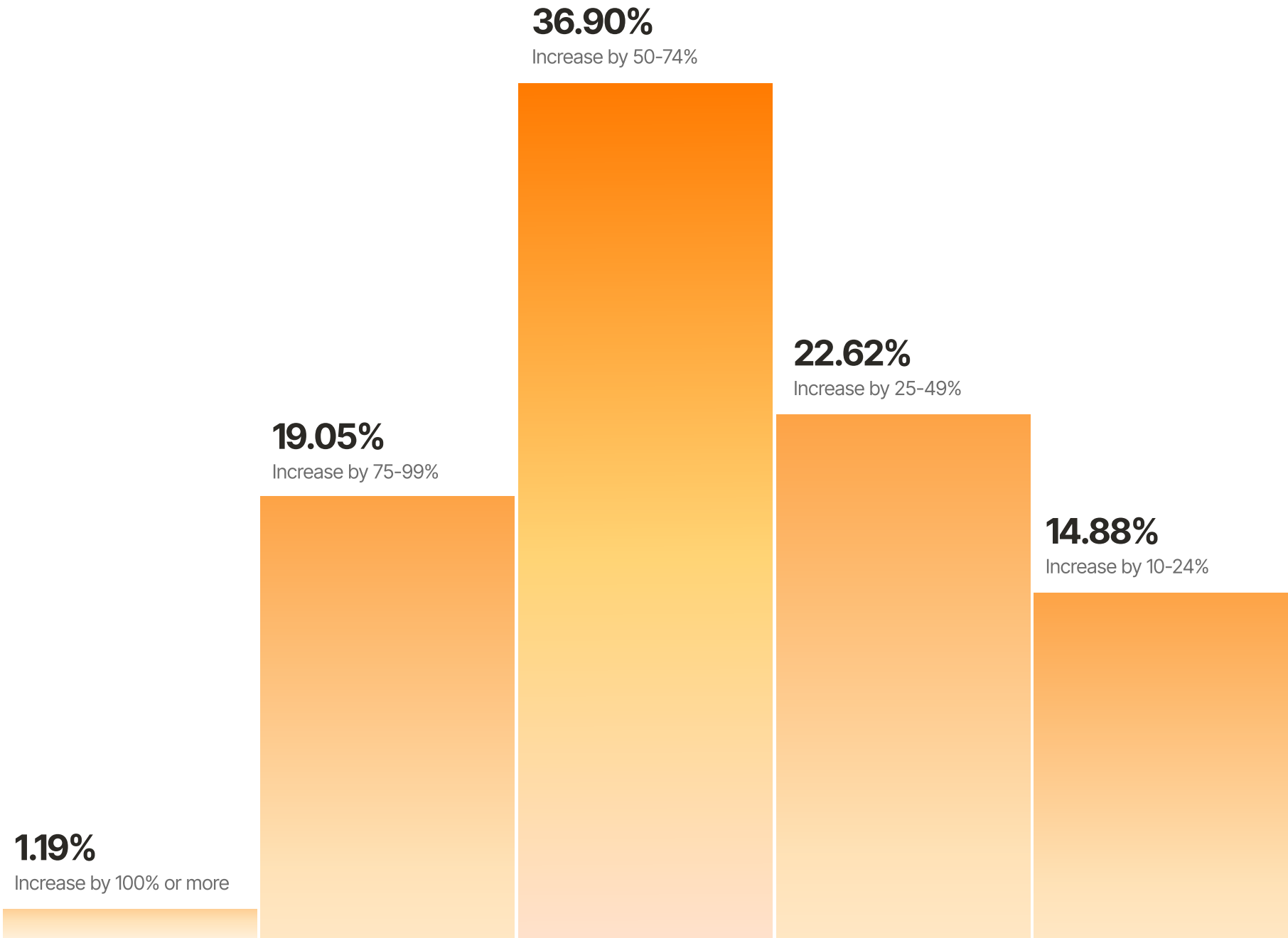| Neither likely or unlikely	13.69%	Somewhat unlikely	13.10%
Somewhat likely	36.90%	Very unlikely	4.17%
		Very likely	32.14%

Skyrocketing AI investment: Almost all healthcare leaders expect AI spending to grow

The vast majority (94.64%[3]) of respondents expect their company's investment in AI tools to grow over the next three to five years, signaling a widespread recognition of AI's transformative potential

The findings indicate a clear trend toward significant growth in AI spend in healthcare, with only 14.88% of respondents expecting more modest increases of 10–24%. Investing in AI tools is not just an option anymore—it's a strategic necessity for businesses in healthcare that want to stay ahead.

By how much, if at all, do you expect your company's investment in AI tools to grow over the next 3-5 years?

36.90%
Increase by 50-74%

22.62%
Increase by 25-49%

19.05%
Increase by 75-99%

14.88%
Increase by 10-24%
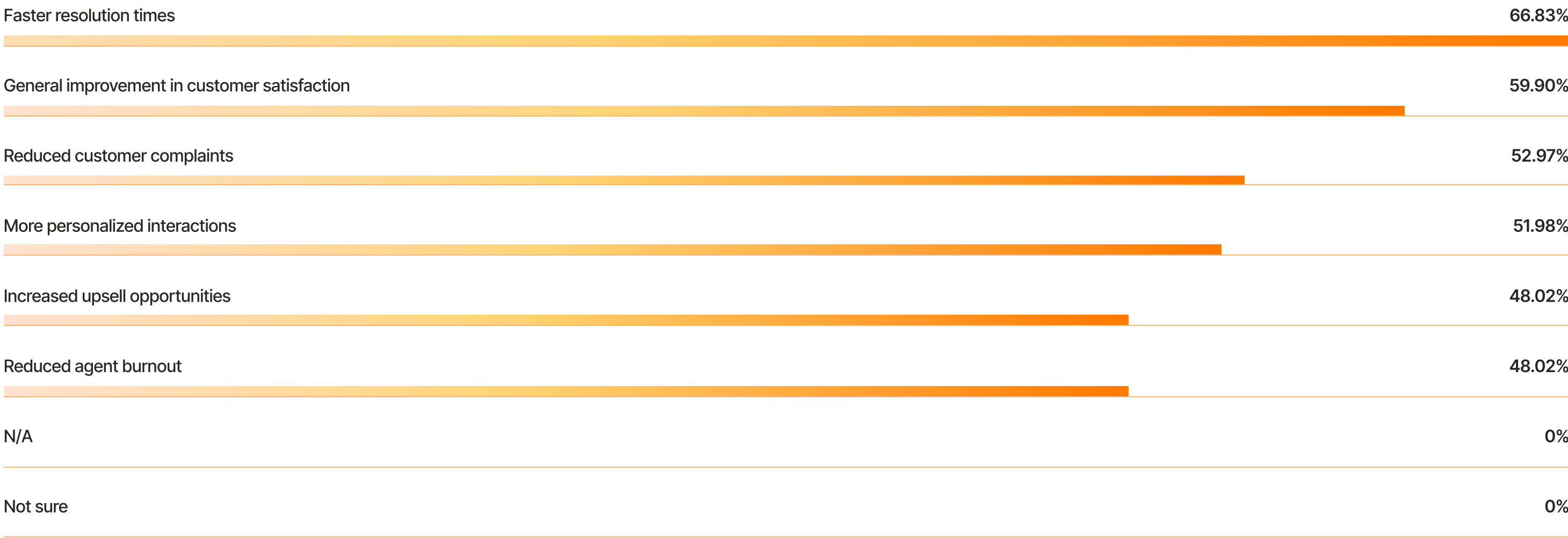
1.19%
Increase by 100% or more

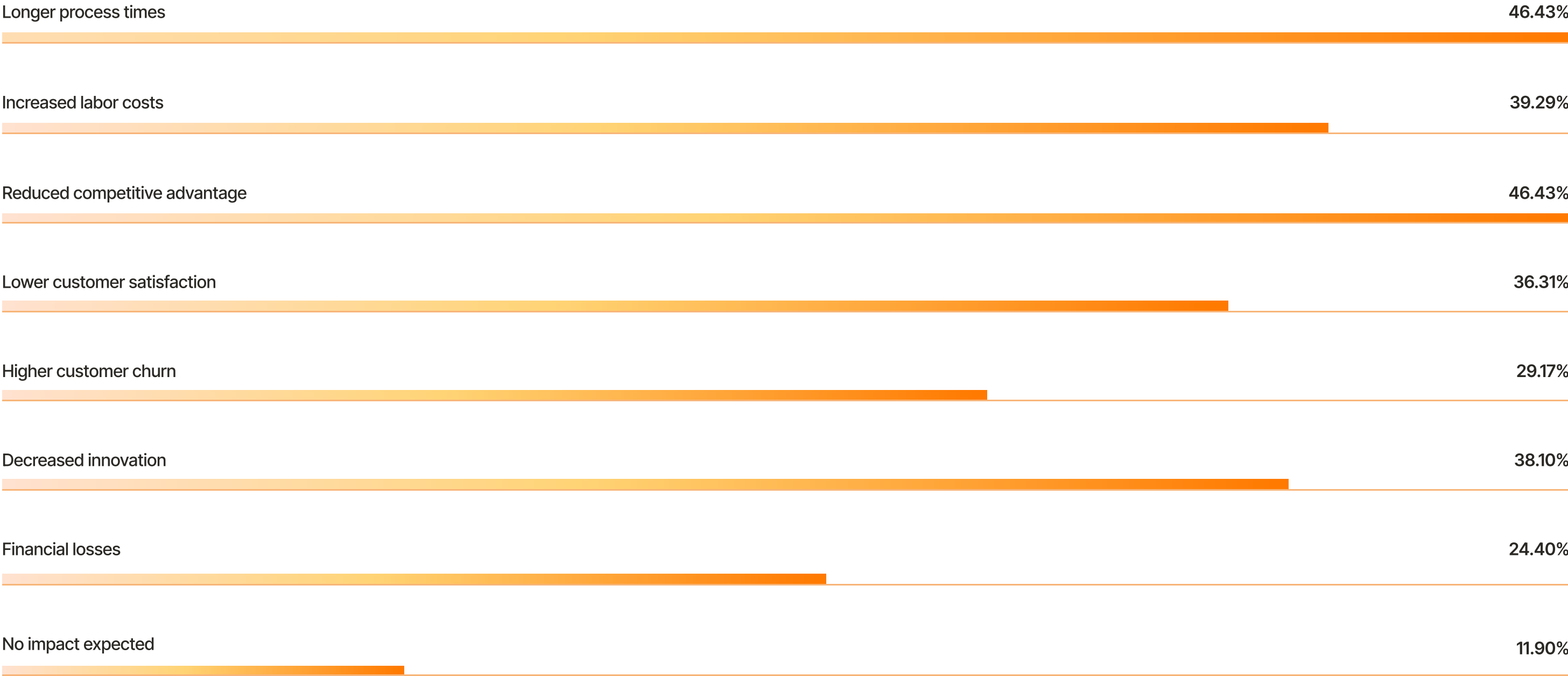# The unanimous impact of AI voice analysis in healthcare

AI's impact extends beyond automation—it significantly enhances the quality of interactions businesses have with patients and customers. In fact, every respondent[6] reported that their company experiences at least one benefit from using AI to analyze conversational data.

What benefits, if any, has your company experienced by using AI to analyze phone calls, customer conversations, or voice recordings? (Select all that apply)

Faster resolution times   66.83%

General improvement in customer satisfaction   59.90%

Reduced customer complaints   52.97%

More personalized interactions   51.98%

Increased upsell opportunities   48.02%

Reduced agent burnout   48.02%

N/A   0%

Not sure   0%

Potential business impact of not using AI

Healthcare leaders also identified several significant impacts their companies would face from not using AI technologies, with process inefficiency and reduced competitive advantage emerging as the primary concerns—46.43% of respondents expecting both challenges without AI implementation.

Longer process times — 46.43%

Increased labor costs — 39.29%

Reduced competitive advantage — 46.43%

Lower customer satisfaction — 36.31%

Higher customer churn — 29.17%

Decreased innovation — 38.10%

Financial losses — 24.40%
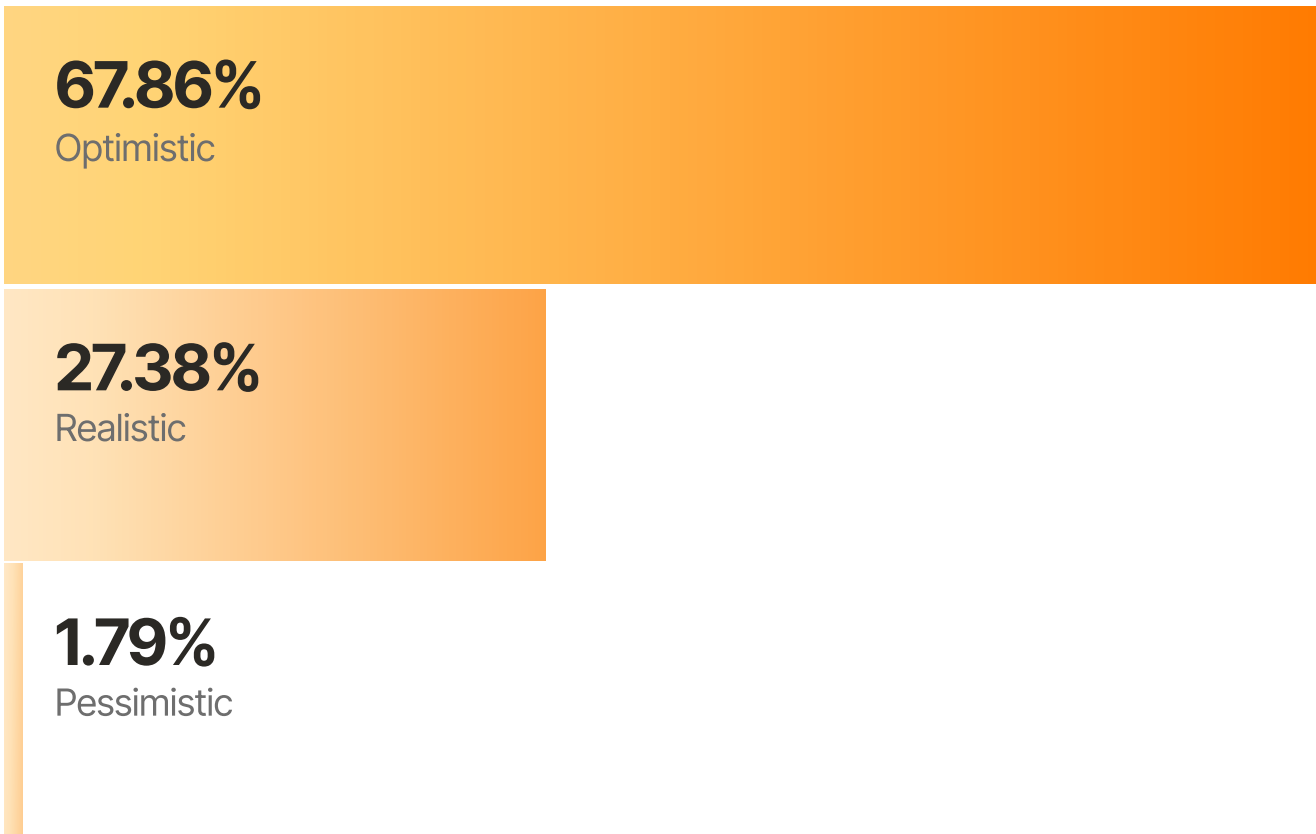
No impact expected — 11.90%

# The industry with the greatest optimism for the future of AI

In healthcare, the AI transformation is expected to be a positive one, with 67.86% of respondents expressing optimism about AI's impact on their team's work, while 27.38% had a more realistic view.

Healthcare respondents show a remarkable openness to AI compared to respondents in other industries, with less than 2% expressing pessimism—a positivity that may stem from AI's already transformative benefits in areas such as diagnostics, patient communications, and providing more personalized care.

Are you optimistic, realistic, neutral, or skeptical of AI's impact on your team's work?

67.86%
Optimistic

27.38%
Realistic

1.79%
Pessimistic

AI pessimism by industry
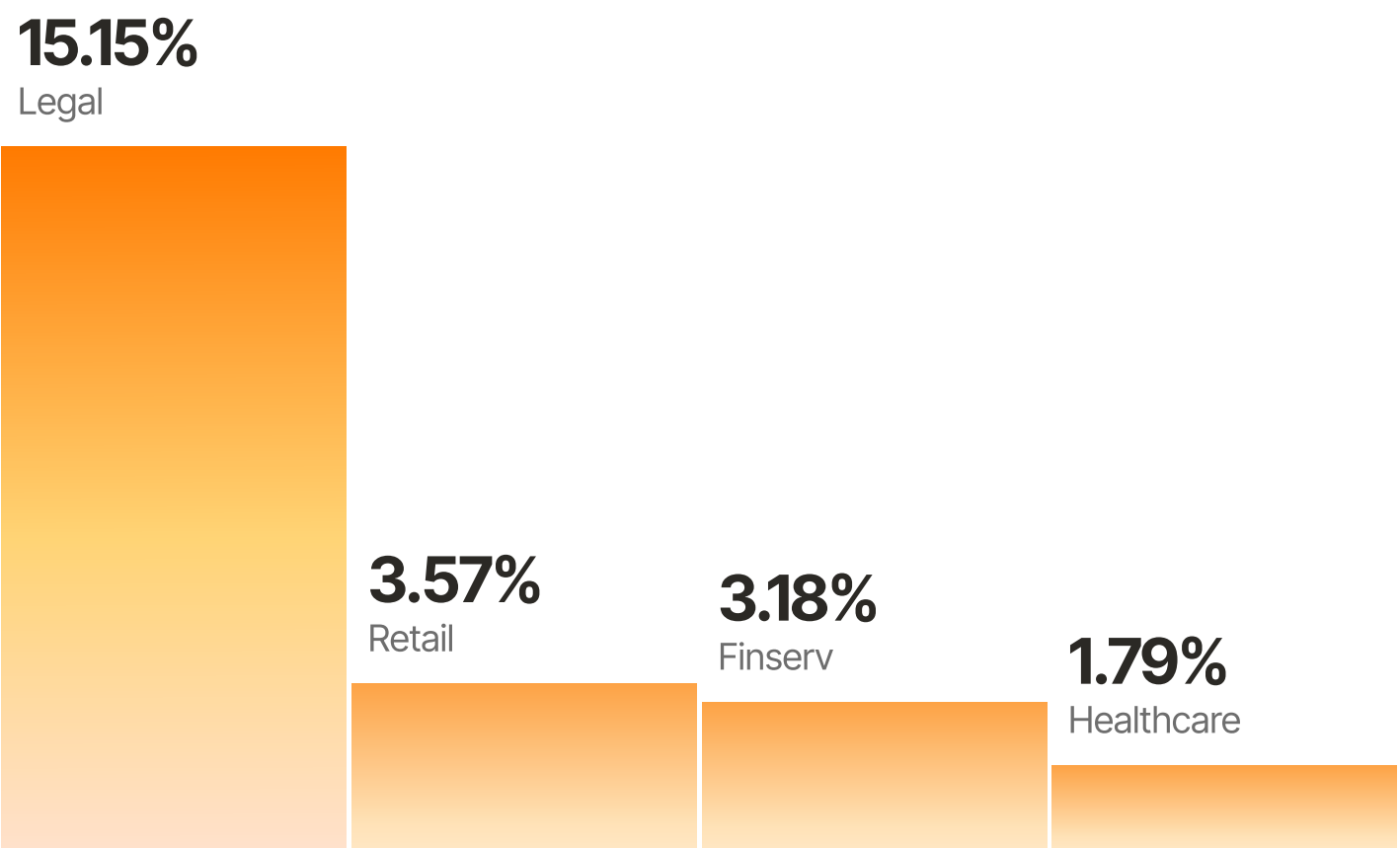
15.15%
Legal

3.57%
Retail

3.18%
Finserv

1.79%
Healthcare

Reimagining healthcare communications with AI

Out of all sectors, the healthcare industry is the most confident in AI's potential, perhaps as a result of experiencing early benefits that have boosted AI optimism and the industry's belief in its ability to improve patient experiences, accelerate research, and more.

As healthcare organizations increasingly use AI to streamline operations and provide more personalized patient experiences, it's essential that leaders continue to stay attuned to these evolving trends and adapt their strategies to leverage emerging AI tools effectively.

Learn more about RingCentral and how healthcare organizations such as Tarrytown Expocare and REE Medical are leveraging RingCentral's AI-powered healthcare communications solutions.

About RingCentral

RingCentral is a leading provider of trusted AI communications, contact center, sales intelligence, video, and hybrid event solutions. RingCentral empowers businesses with conversation intelligence and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of hundreds of thousands of customers and millions of users worldwide.

Methodology

The research is a subset of data that was conducted by Censuswide, among a sample of **125 18+ US DMs at middle management+ level working in the healthcare industry**. The data was collected between 09/26/2024 - 10/03/2024. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

1. "Very likely" and "Somewhat likely" responses combined
2. "Very confident" and "Somewhat confident" responses combined
3. "Yes, we have a clear plan" and "Yes, but we don't have a clear plan yet" responses combined
4. "Increase by 100% or more," "Increase by 75-99%," "Increase by 50-74%," "Increase by 25-49%," and "Increase by 10-24%" responses combined

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