Round two AI in primary care survey highlights growing adoption

Round two of the AI in Primary Care survey, conducted between 31 January and 28 February 2025, has revealed an increase in AI adoption across general practices in Aotearoa.

With 256 participants, the survey found that 68% of respondents now use AI tools—up from 52% in the first round. Notably, daily AI use has risen from 25% to 40%, highlighting the growing contribution of these technologies in primary care.

Survey results indicate GPs and nurse practitioners remain the primary users of AI (46%), followed by practice managers (23%). Transcription tools emerged as the most beneficial AI application due to their ability to streamline clinical documentation. Other key uses included patient communication and administrative tasks, helping practices manage increasing workloads more efficiently.

"The survey confirms that AI is becoming an integral part of primary care, helping clinicians reduce time spent on administration and focus more on patient care," said Jess Morgan-French, CEO of Collaborative Aotearoa and Chair of the AI group. "However, there are still challenges to be addressed before AI can deliver to its full potential for our health system."

When questioning the AI technologies currently in use, note-taking and scribing tools emerged as the clear frontrunner, with a staggering 50% of respondents indicating use, far surpassing any other category. Virtual assistants and chatbots followed, used by 16% of respondents.

Despite the increase in AI adoption since round one, concerns around privacy, security, and integration remain prominent. Patient confidentiality and data protection continue to be key issues, with many respondents expressing uncertainty about where and how patient data is stored, particularly when AI tools process data offshore. Compliance with privacy laws remains a priority, as does the risk of potential data breaches and misuse of patient information.

Ethical considerations and consent also pose significant challenges. Respondents indicated that obtaining explicit patient consent for AI use remains difficult, citing a lack of clarity on when and how consent should be obtained.

The reliability of AI-generated outputs remains a point of contention. Clinicians report that AI-generated notes can sometimes be overly verbose or inaccurate, and there are ongoing issues with AI tools struggling to interpret accents, medical jargon, and clinical context. The potential for AI to produce misleading or incorrect medical information adds another layer of caution among users. Respondents highlighted the need for AI solutions specifically developed for the New Zealand general practice environment to better meet local needs.

Cost and resource constraints further hinder AI adoption, including the cost of AI tools, coupled with the need for upgraded hardware and staff training. Given the financial constraints facing most practices, this remains a challenge for widespread adoption.

Integration with existing Practice Management Systems (PMS) featured more strongly as a challenge in the round two results. Many AI tools in use are standalone solutions rather than being embedded into existing PMS platforms.

"The lack of integration is clearly on respondents' minds. There is a growing desire for AI tools to be embedded in the PMS to increase efficiency without creating additional workflow complexities," says Jess. ""The good news is that, from discussions we've been having with vendors, we feel confident that developments are on the way that will begin to address the concerns highlighted in our survey."

Ensuring responsible and effective adoption remains the priority for the AI in Primary Care working group, with several recent and upcoming developments worth noting.

Hendrix Health, Collaborative Aotearoa, and the AI in Primary Care working group have partnered to develop the first AI learning modules tailored for primary and community care. Hendrix Health has gifted these modules free of charge to the sector to ensure AI education is accessible to those who need it. The modules are available via Collaborative Aotearoa's e-learning platform, and SCORM 1.2 course files are also available for PHOs and community care organisations to host on their own platforms.

Additionally, Collaborative Aotearoa has commissioned a template tool to help PHOs and general practices assess AI tools. "The template will be suitable for evaluating both Nabla and Heidi Health and will be available to Collab members early next month," said Jess.

"The survey confirms the level of enthusiasm in the sector, but we need to keep chipping away at these barriers to ensure the widespread adoption and long-term success of AI."

<<ENDS>>

E-learning module details
- Modules can be accessed through the Collaborative Aotearoa learning management system: https://collabaotearoa.talentlms.com. Create a user account to access the course.
- To access the SCORM 1.2 course files contact the Collaborative Aotearoa team on admin@collab.org.nz

For further information
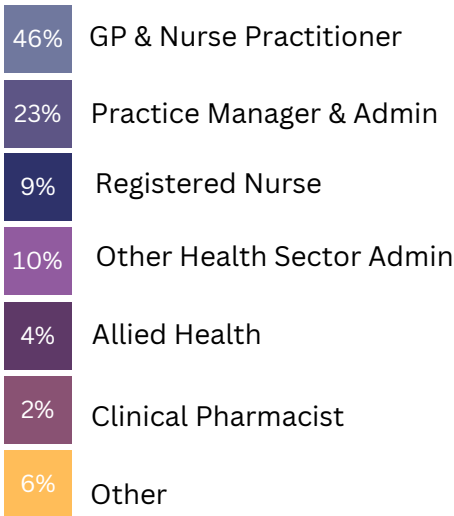- *Summarised survey results and feedback is shown in the attached infographic.*

Marie Simpson, Head of Communications and Engagement, General Practice New Zealand
marie.simpson@gpnz.org.nz
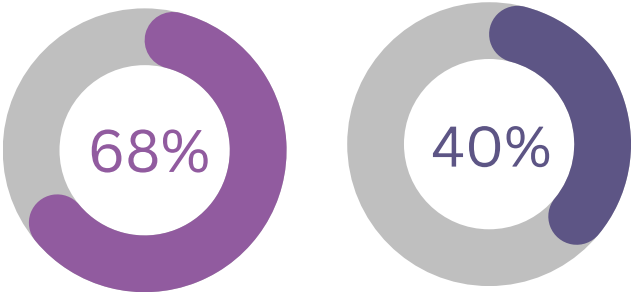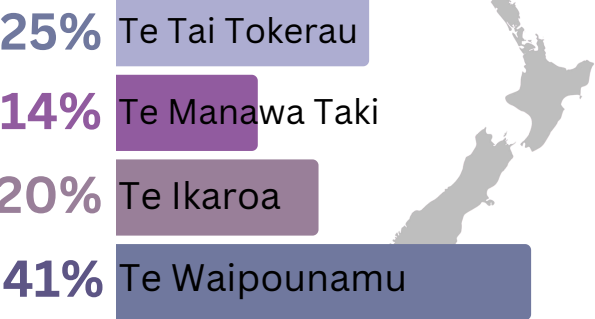
About the AI in primary care group
A collaborative group of people from across multiple primary care organisations are working together to support the evolution of AI in primary care. For more on the group visit the AI in primary care webpage on the GPNZ website: https://gpnz.org.nz/our-work/ai-in-primary-care-group/ or for more information please contact the Chair, Jess Morgan-French, CEO Collaborative Aotearoa: Jess.Morgan-French@collab.org.nz.

Round 2 AI in Primary care: A pulse-check on AI adoption

Round 2 of the AI in Primary Care survey was conducted between 31st January and 28th February 2025, with 256 participants. The majority of AI users were GPs and Nurse Practitioners (46%), followed by Practice Managers (23%). Below is a visual summary of the key insights gathered.
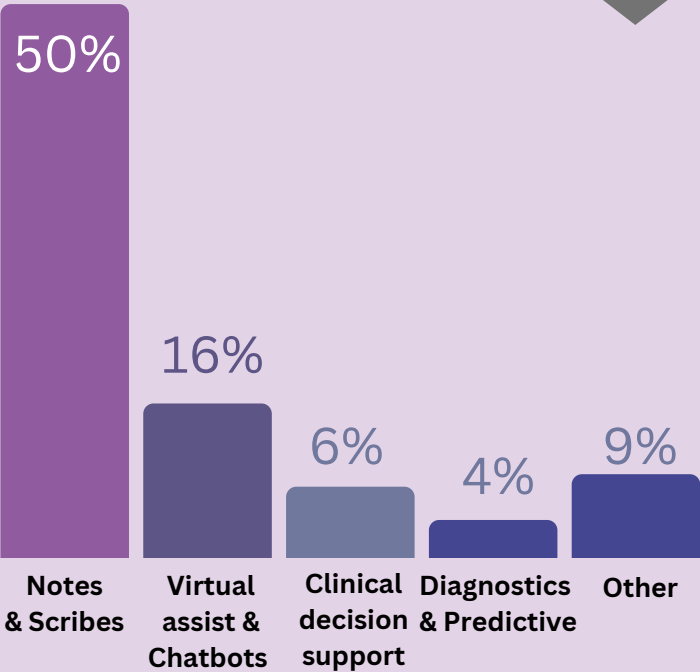
46% GP & Nurse Practitioner

23% Practice Manager & Admin

9% Registered Nurse

10% Other Health Sector Admin

4% Allied Health

2% Clinical Pharmacist

6% Other

Responders by Region

25% Te Tai Tokerau

14% Te Manawa Taki

20% Te Ikaroa

41% Te Waipounamu

Use of AI tools

68% use AI tools, with 40% using AI daily (up 15%)

68%

40%

AI Technologies currently in use

50% — Notes & Scribes

16% — Virtual assist & Chatbots

6% — Clinical decision support

4% — Diagnostics & Predictive

9% — Other

While note taking and scribes remain popular at 50%, we can see an uplift for virtual assistant or chatbots 14%

Most beneficial about AI

Transcribe tools voted number 1 as most beneficial, followed by patient communication and administrative tasks.

Responders would like AI to solve

Reducing Administrative Burden ✓

Improving Efficiency and Saving Time ✓

Improving Patient Communication & Engagement ✓

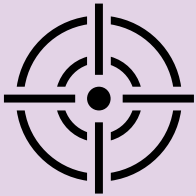# Top 5 challenges and concerns with implementing AI in Primary Care

Privacy & Security (Most Common Concerns)
- Patient confidentiality and data protection
- Compliance with privacy laws and data sovereignty
- Uncertainty about where and how data is stored
- AI tools processing data offshore (e.g., Australia/USA)
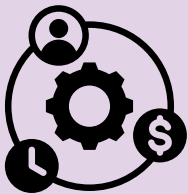- Potential data breaches and misuse of patient information

Consent & Ethical Issues
- Challenges in obtaining explicit patient consent
- Lack of clarity on when and how consent should be obtained
- Concerns about AI influencing clinical decision-making
- Ethical and medicolegal uncertainties

Accuracy & Reliability
- AI-generated notes are often too lengthy or inaccurate
- Risk of AI "hallucinating" incorrect medical information
- AI tools struggling with accents, medical jargon, or clinical context
- Concerns over AI-generated predictive notes not reflecting actual consultations

Cost & Resource Constraints
- High cost of AI tools, especially for larger practices
- Cost of upgrading hardware (e.g., microphones, servers, CPUs)
- Cost of training staff and ongoing support

Integration with Practice Management Systems (PMS)
- AI tools operating separately rather than within existing PMS
- Desire for AI to be embedded in systems like MedTech Evolution
- Lack of NZ-developed AI solutions tailored for general practice

KARO | WellSouth Primary Health Network Hauora Matua Ki Te Tonga | Te Awakairangi Health Network | COLLABORATIVE AOTEAROA | HENDRIX HEALTH | Island Bay Medical Centre | CIO STUDIO

THINK Hauora | The Royal New Zealand College of General Practitioners Te Whare Tohu Rata o Aotearoa | GENERAL PRACTICE NZ The Heart of Health Care Networks | care HQ | HEALTH HAWKE'S BAY Te Oranga Hawke's Bay | Health Navigator Charitable Trust | Pegasus partners in health

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