

AusDoc.

Engaging Doctors on AI in Healthcare

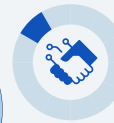
Top 5 Tips for Sales Teams



SOURCE: AusDoc survey: "Doctor understanding and use of digital health solutions" March 2025 (n=160)

1

Focus on Education First



Only **19%** of doctors are very familiar with AI in healthcare



2/3 have not used any AI tools in practice

What to do:

Start with clear, simple explanations of AI applications

Frame your approach as educational and supportive, not sales-driven



2

Address Core Concerns Directly



Top concerns include data privacy, over-reliance, liability, and misdiagnosis

Proactively discuss how your AI tool handles data securely, includes human oversight, and complies with legal and ethical standards



3

Position AI as a Clinical Support Tool



74% of doctors see AI as a complement, not a replacement

Emphasise how AI can reduce admin workload, improve note-taking, and enhance decision-making, not replace doctors



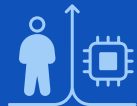
4

Highlight Real-World Use Cases



Doctors appreciate AI for tasks like documentation and rapid access to resources

Share relatable success stories, live demos, or examples of how AI is improving daily clinical workflows



5

Build Confidence Through Credibility



Doctors want regulatory clarity, ethical guidance, and proof of value

Highlight regulatory approvals, ethical safeguards, and offer training or pilot programs to help doctors trial AI safely

