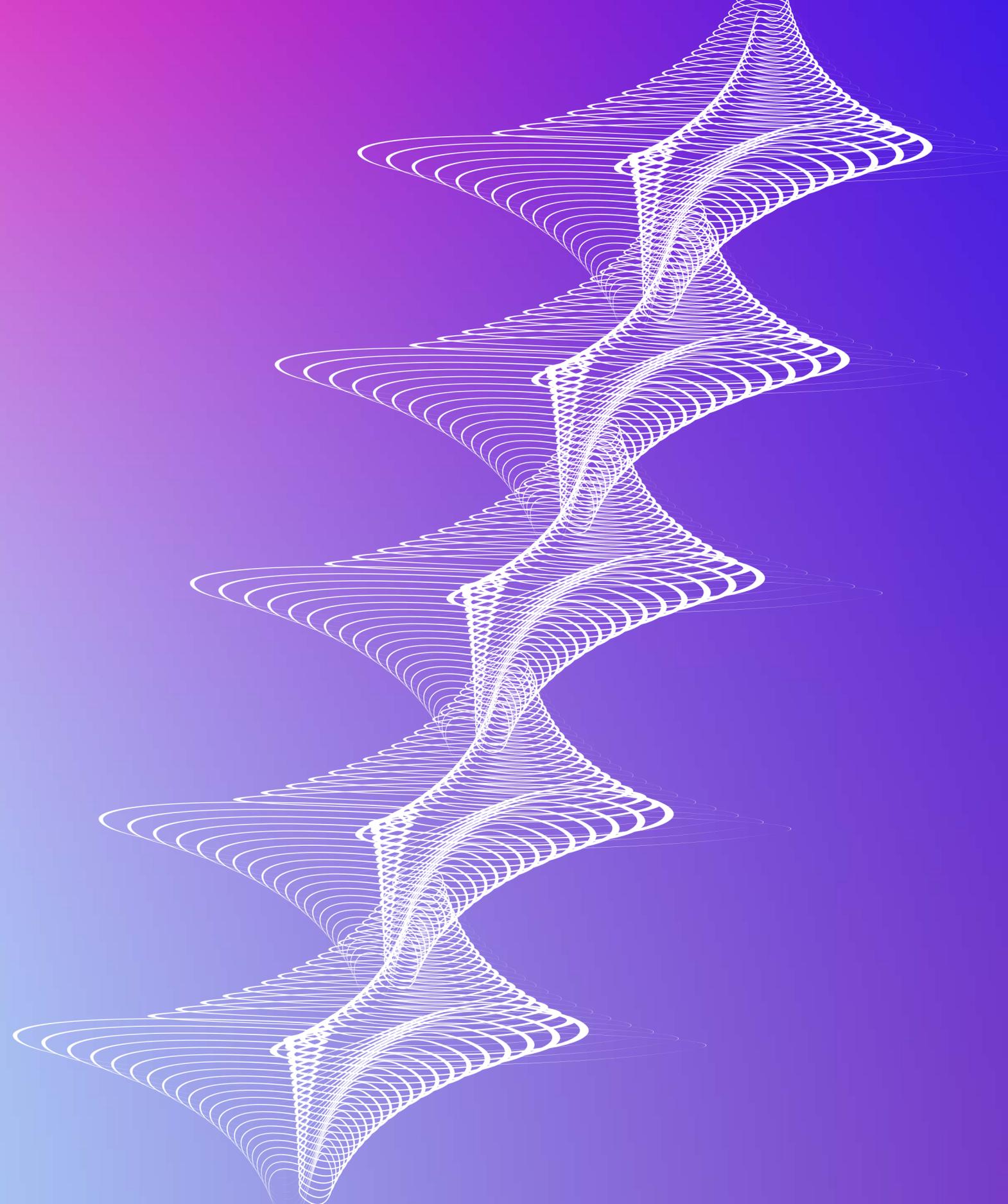


# AI-curated experience in healthcare

What does CX look like when  
algorithms do the thinking?





The computer is incredibly fast, accurate, and stupid. Man is unbelievably slow, inaccurate, and brilliant. The marriage of the two is a force beyond calculation.

– LEO CHERNE (1977)

AI has evolved from a behind-the-scenes enabler to the architect of modern customer experience. Once valued primarily for its ability to increase speed and efficiency, AI is now poised to transform how brands connect, communicate, and care for their customers. The true promise of AI lies not in automation alone, but in enabling experiences that are personal and empathetic.

The age of AI-curated experiences represents a shift from decision-support to decision-making. Algorithms no longer simply recommend; they interpret context, anticipate intent, and orchestrate interactions across every touchpoint. This opens a new frontier for customer experience, one where brands can deliver more efficient and effective consumer journeys.

Yet, as this report reveals, progress comes with paradox. Consumers are open to AI influencing their choices, but only when they remain in control. They value personalization, but expect speed and simplicity. They seek convenience, but not at the cost of emotional connection. As AI takes on a greater share of “the thinking,” brands must ensure that technology empowers rather than dictates, guiding customers through seamless, trusted, and meaningful experiences.

The trends you’ll explore in this report range from conversational interfaces to empathetic interactions and illustrate how AI is redefining engagement across industries. The discussion considers the most successful applications, balancing intelligence with intention. The future of CX is not AI replacing human insight, but enhancing it, making each interaction smarter, faster, and more cost efficient, without losing its human heart.

As you read through these insights, remember that the most powerful AI experiences are those built on sound data foundations and clear ethical principles, with artificial and human intelligence working as one. Technology can curate the journey, but only people can define its purpose. Together, we will shape a future where customer experiences are not just automated, but orchestrated with care, precision, and humanity.



Tom Zawacki  
Chief Growth Officer, Acxiom



Alex Pym  
CEO International, Acxiom

# Is this the right edition for you?

You're probably reading this edition of our CX Trends Report because you have a particular interest in healthcare.

But if there's another sector that's more relevant to you, we also have industry-specific editions for banking and financial services, insurance, telecoms, and travel and hospitality. Or you can check out our all-industries report for insights that span these sectors and more.

In the right place? Then let's get started.

Further editions of our 2026 CX Trends Report contain insights for the following industries:

ACXIOM

The dawn of AI-curated experience

What does CX look like when algorithms do the thinking?

2026 CX TRENDS REPORT

ALL INDUSTRIES

ACXIOM

AI-curated experience in banking

What does CX look like when algorithms do the thinking?

2026 CX TRENDS REPORT | BANKING AND FINANCIAL SERVICES EDITION

BANKING

ACXIOM

AI-curated experience in insurance

What does CX look like when algorithms do the thinking?

2026 CX TRENDS REPORT | INSURANCE EDITION

INSURANCE

ACXIOM

AI-curated experience in telecoms

What does CX look like when algorithms do the thinking?

2026 CX TRENDS REPORT | TELECOMS EDITION

TELECOMS

ACXIOM

AI-curated experience in travel

What does CX look like when algorithms do the thinking?

2026 CX TRENDS REPORT | TRAVEL AND HOSPITALITY EDITION

TRAVEL

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AI-curation  
will reshape CX  
in healthcare

The transformative impact of artificial intelligence (AI) is being felt across the healthcare industry, especially as AI agents that can reason and act autonomously enter mainstream use.

Consumers are increasingly using AI to guide their healthcare decisions, from researching symptoms to evaluating providers. In parallel, healthcare leaders are integrating AI into their customer experience (CX) strategies to increase efficiency, accelerate access to care, and support better outcomes. This means AI is starting to do the thinking – at least in part – on both sides of the patient experience.

So, what does healthcare CX look like in the age of AI-curated experience?

We surveyed 4,000 US and UK consumers to gain their perspectives on five AI-powered trends we expect will have a significant impact on CX in 2026. We also surveyed 600 business leaders from a variety of industries, including 100 from healthcare. The responses of the healthcare cohort are the basis for the brand views expressed in this report, with occasional insights from other industry cohorts for comparison.

WE SURVEYED

4,000

US and UK consumers

WE SURVEYED

600

business leaders

INDUSTRIES

Banking

Healthcare

Insurance

Telecoms

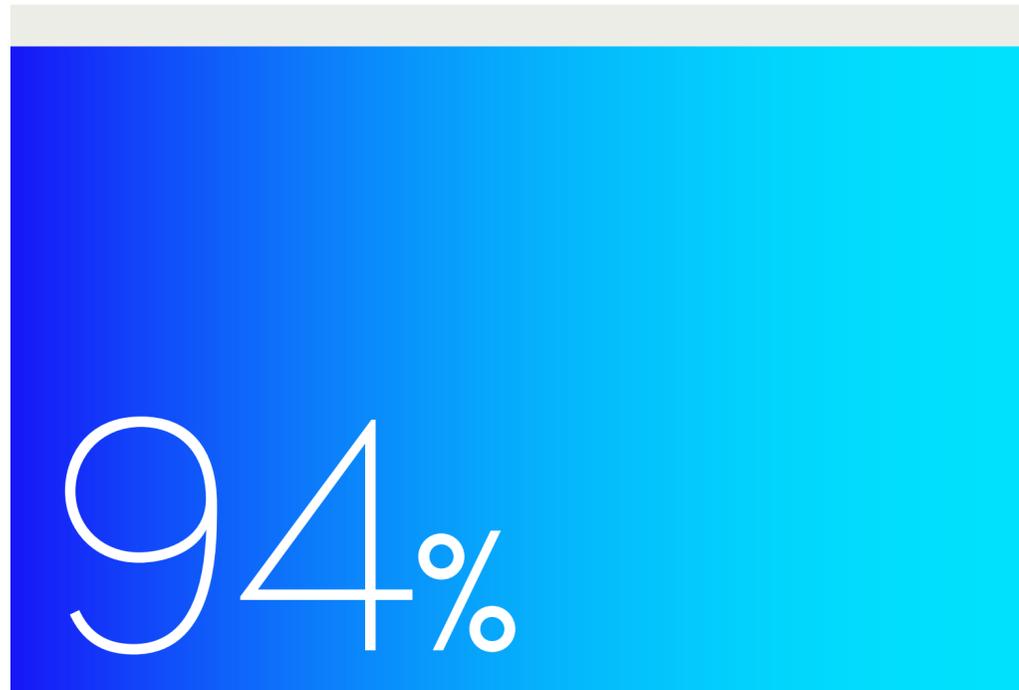
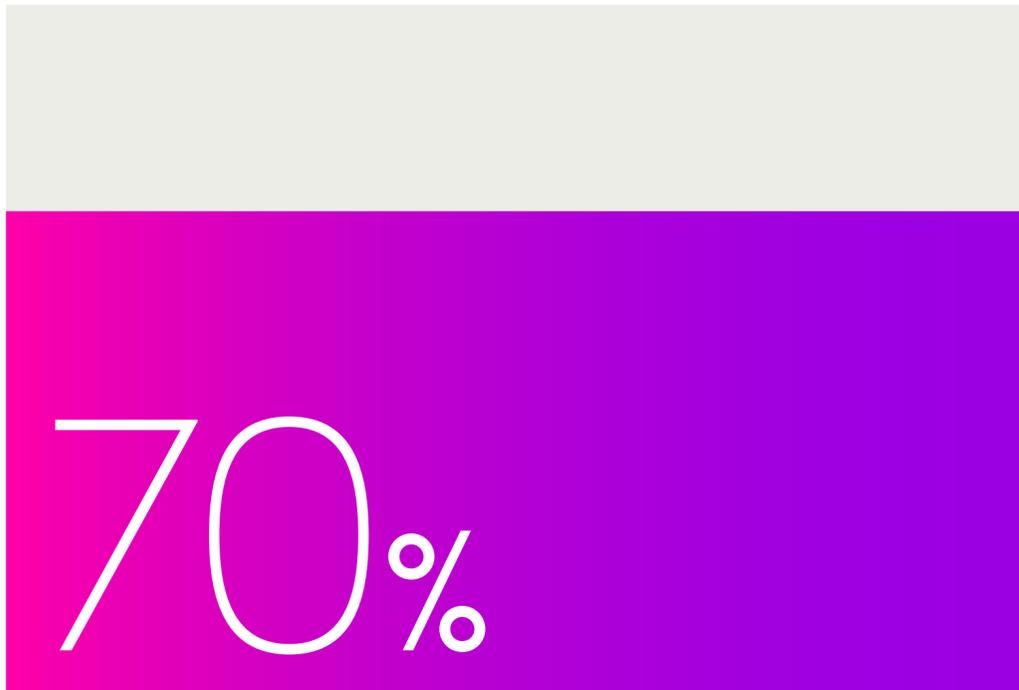
Travel

Overall, consumers are relatively accepting of AI, with 83% willing to let brands use it to influence their decisions. However, consumer comfort with AI varies enormously by context; for example, one in two (51%) draw the line at allowing the technology to monitor their health and make recommendations or book appointments.

Patient and customer comfort is, of course, a top concern for healthcare leaders. They remain a little skeptical about letting AI make the decisions, and as they work to realize the technology's potential, they are prioritizing trust, transparency, care equity, and emotional connection. They're building towards experiences that combine AI's strengths with those of human beings.

CONSUMERS

BRANDS

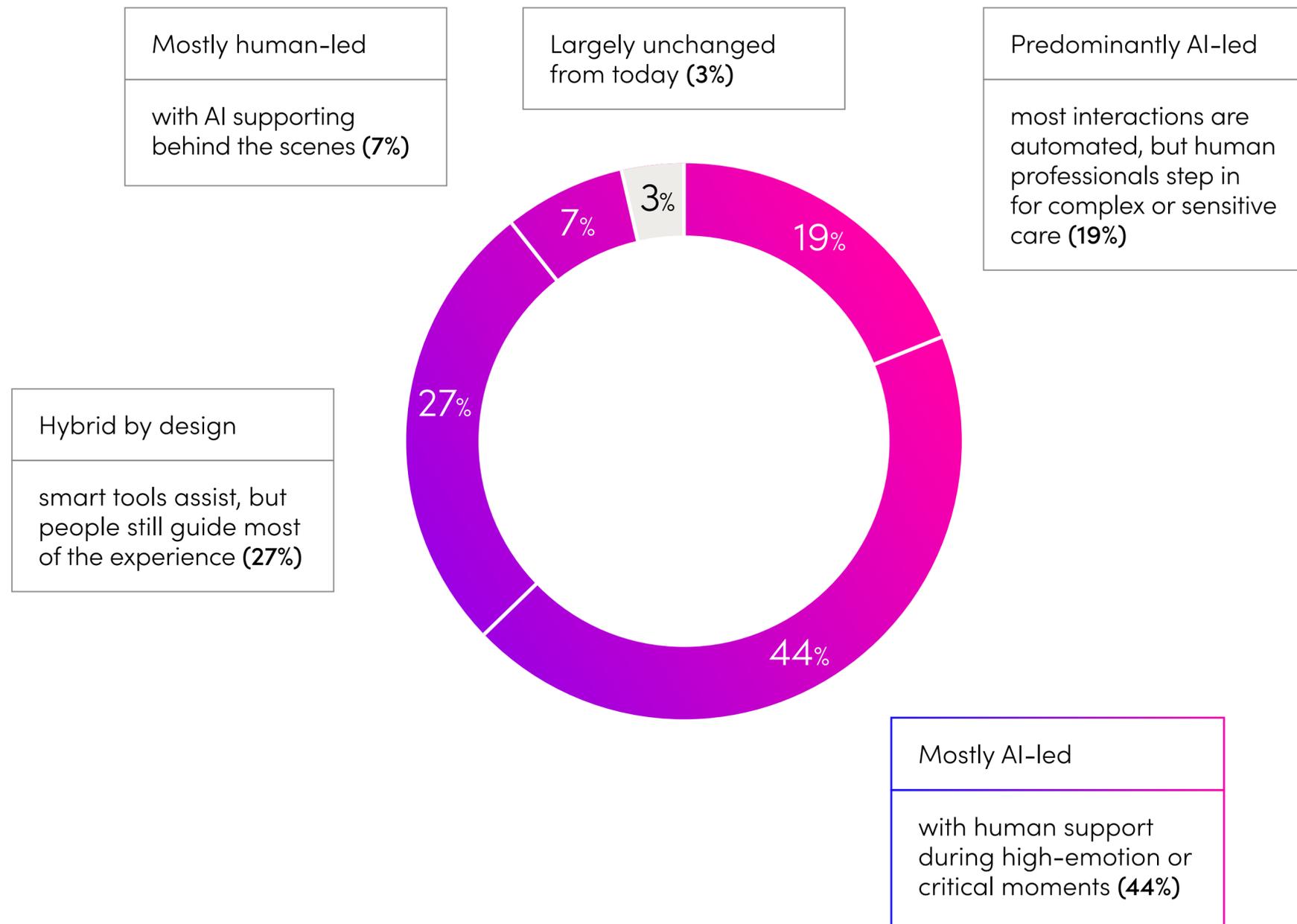


of consumers think AI is changing how we interact with brands faster than anyone is ready for.

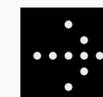
of healthcare brands believe AI-curated experiences will reshape CX faster than most brands are ready for.

### HOW CX IN HEALTHCARE IS EXPECTED TO LOOK IN 10 YEARS

Within 10 years, 44% of healthcare leaders expect CX to be mostly AI-led, with human support during key moments.



Before we meet the trends that will drive CX forward in 2026, let's take a look at what's shaping CX strategy for healthcare brands today.



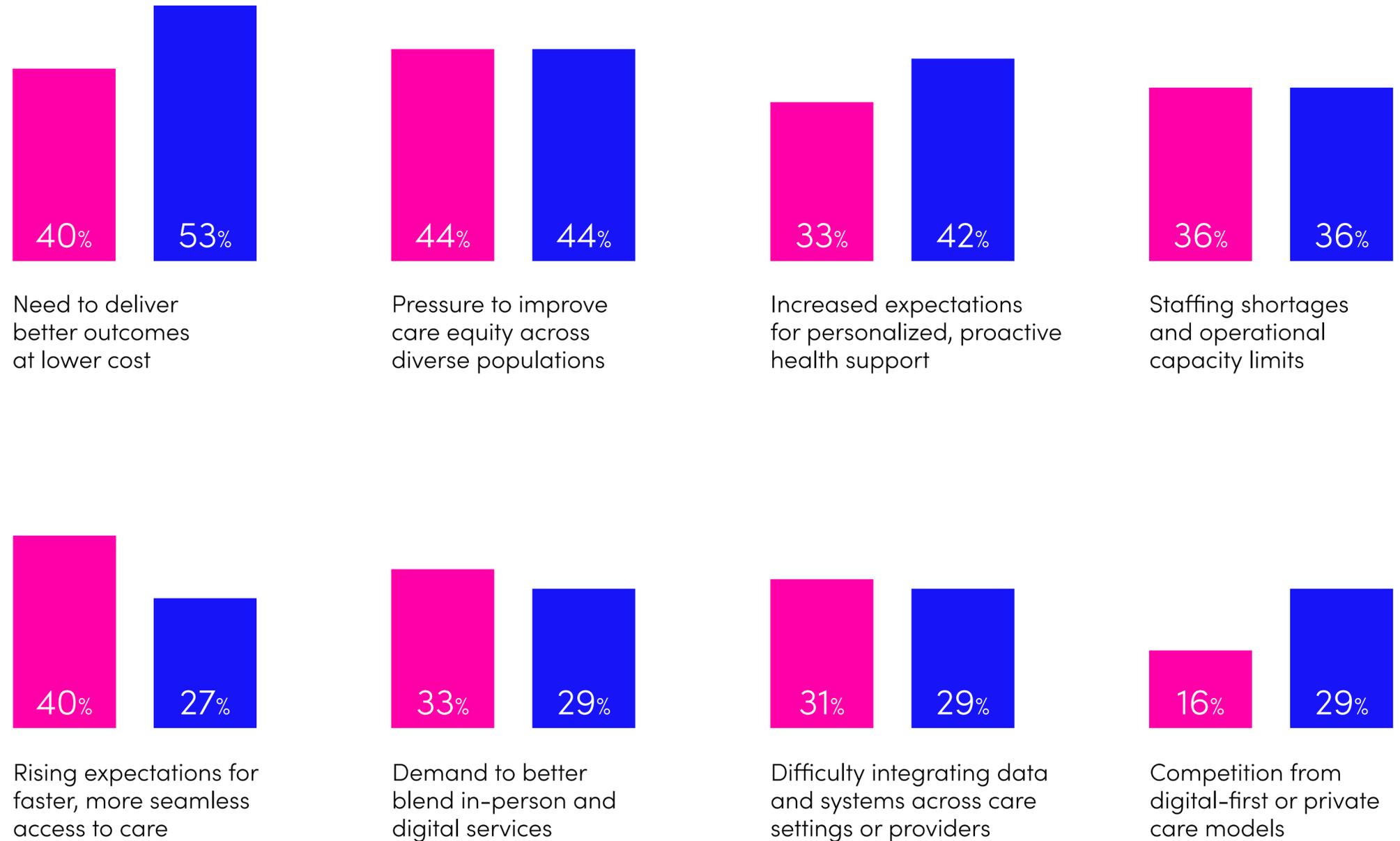
# The CX landscape for healthcare brands

The biggest external forces shaping CX strategy for healthcare brands include the need to deliver better outcomes at a lower cost and pressure to improve care equity across diverse populations.

As you might expect, there are some differences in the forces being felt on either side of the Atlantic. Healthcare brands in the UK are more likely to say they feel the need to do more with less, while those in the US are more likely to say they're increasingly expected to deliver quick, seamless access to care.

## EXTERNAL FORCES SHAPING CX STRATEGY

■ US ■ UK



We asked healthcare leaders to identify their top three CX priorities for the next few years. Their most common answers were building more empathetic and emotionally aware interactions and supporting vulnerable patients.

Again, priorities differ between the US and the UK. US healthcare brands are more likely to prioritize streamlining booking, referrals, and service navigation, while UK brands are more likely to focus on building greater empathy into the patient experience.

### CX PRIORITIES FOR THE NEXT 2-3 YEARS

■ % US healthcare leaders that put in top 3

■ % UK healthcare leaders that put in top 3



# Introducing the CX trends for 2026

Half of healthcare brands say AI-curated experiences are already transforming their sector, and 76% say they will in the next 12 months. As we dive deeper into these five interrelated trends, we can see the expected extent of that transformation.

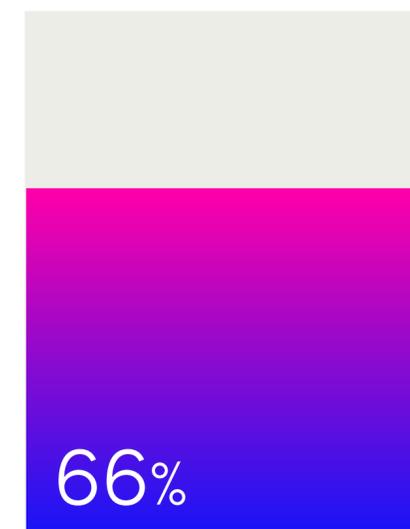
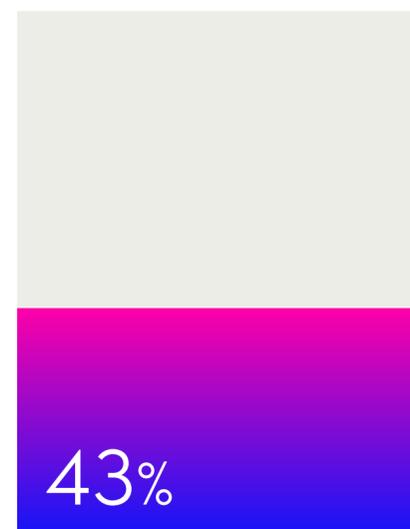
## TREND ONE →

### Conversational interfaces

AI-powered conversational interfaces – both text and voice – are replacing traditional web and mobile experiences, enabling people to interact with software the way they interact with each other. How is this shift impacting CX in healthcare?

2026

2027



of brands say this trend is already transforming healthcare

of brands say this trend will transform healthcare in the next 12 months

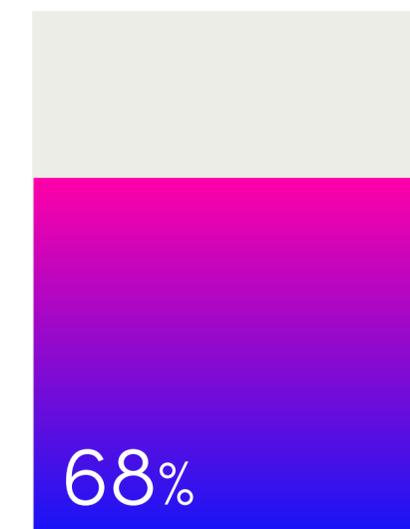
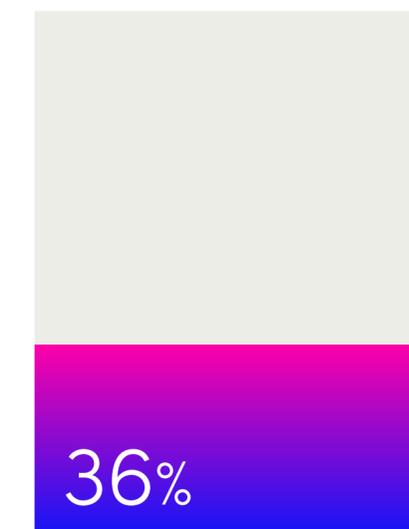
## TREND TWO →

### An instructional world

From predictive text and satellite navigation to watch-next suggestions and ChatGPT, consumers' lives are continually guided by AI recommendations and instructions. So, how are healthcare brands using AI to shape patient and customer journeys, and how do consumers feel about AI guidance?

2026

2027



of brands say this trend is already transforming healthcare

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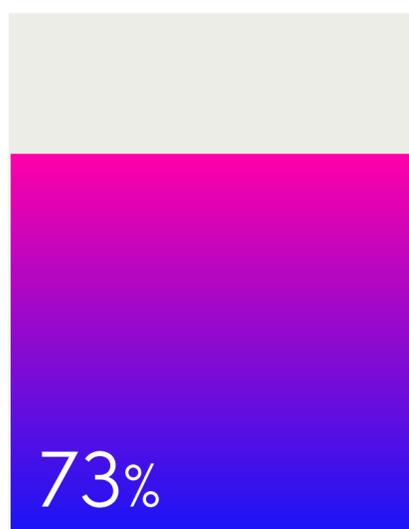
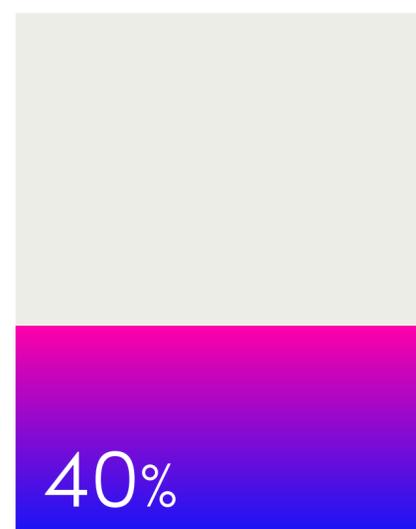
TREND THREE →

# Effortless access

With the rise of video consultations, on-demand content, and search engines giving instant AI-powered responses, do consumers expect quick results with as little effort as possible? And can AI help healthcare brands deliver?

2026

2027



of brands say this trend is already transforming healthcare

of brands say this trend will transform healthcare in the next 12 months

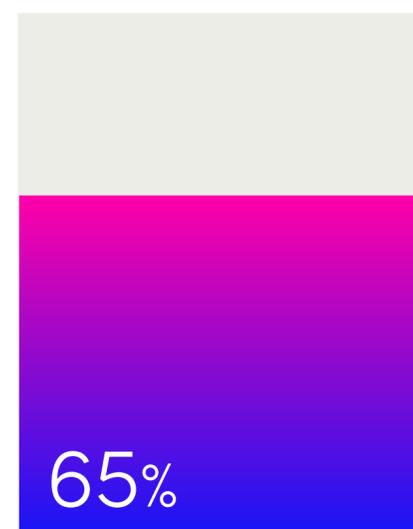
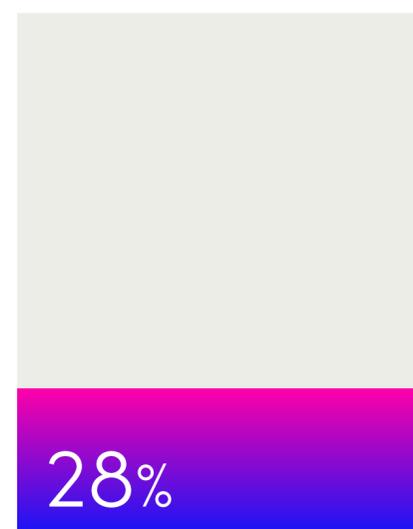
TREND FOUR →

# Platform unification

Whether it's seeking medical advice or making health insurance claims, are people tired of logging into multiple platforms to achieve one thing? Will AI become a 'universal interface' allowing them to navigate fragmented platforms with ease?

2026

2027



of brands say this trend is already transforming healthcare

of brands say this trend will transform healthcare in the next 12 months

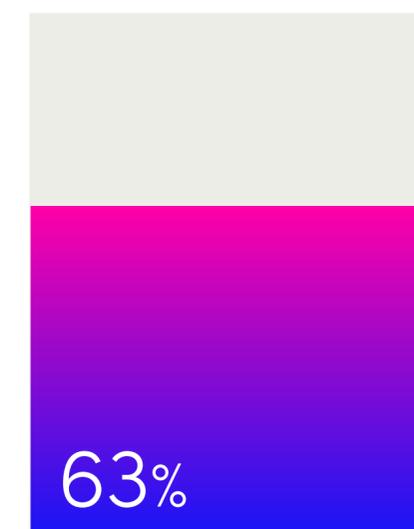
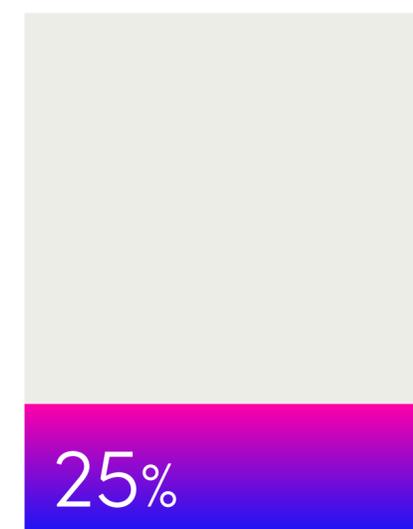
TREND FIVE →

# Empathetic interactions

With advances in affective computing and emotionally intelligent AI, can healthcare brands use AI to understand and respond to customer emotions in a way that builds trust?

2026

2027



of brands say this trend is already transforming healthcare

of brands say this trend will transform healthcare in the next 12 months



# 01

## Trend one: Conversational interfaces

AI-powered conversational interfaces – both text and voice – are replacing traditional web and mobile experiences, enabling people to interact with software the way they interact with each other. How is this shift impacting CX in healthcare?

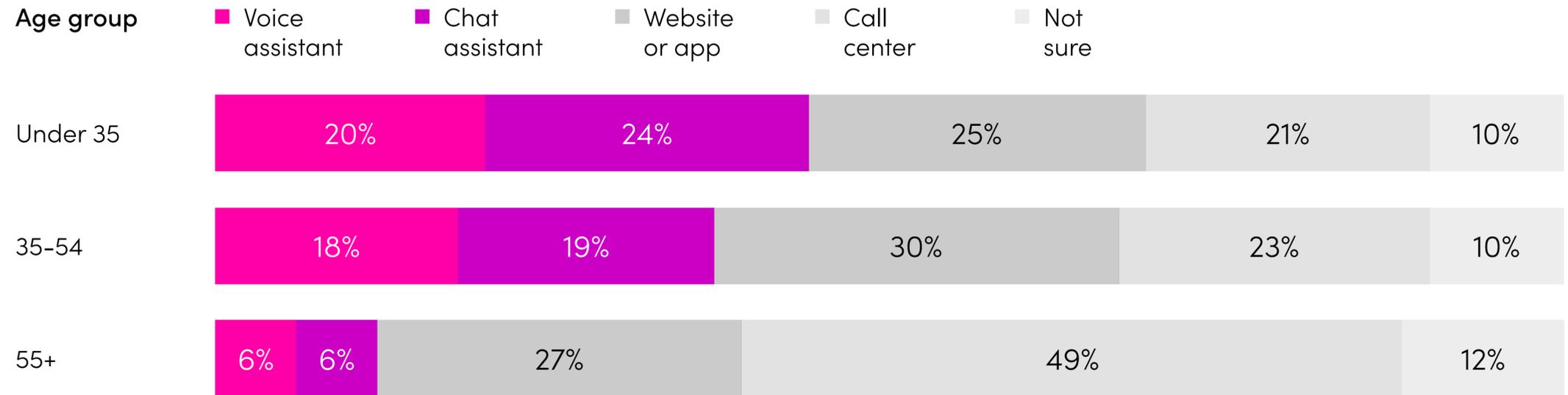
## Consumer preferences vary by age and task

On the surface, conversational interfaces aren't yet the go-to option for consumers. The majority (59%) say that, for everyday tasks, they prefer to speak to a person or visit a website or app rather than use an AI-powered voice or chat assistant.

Dig deeper, however, and it becomes clear that willingness to use voice or chat interfaces varies by age. A considerable 44% of people aged under 35 give either voice or chat assistants as their preferred choice, compared with just 12% of those in the 55+ age group.

What's more, **55% across all age groups say they'd rather talk to a smart assistant than wait on hold**, so it seems conversational interfaces do provide an acceptable alternative to being caller number ten in the queue.

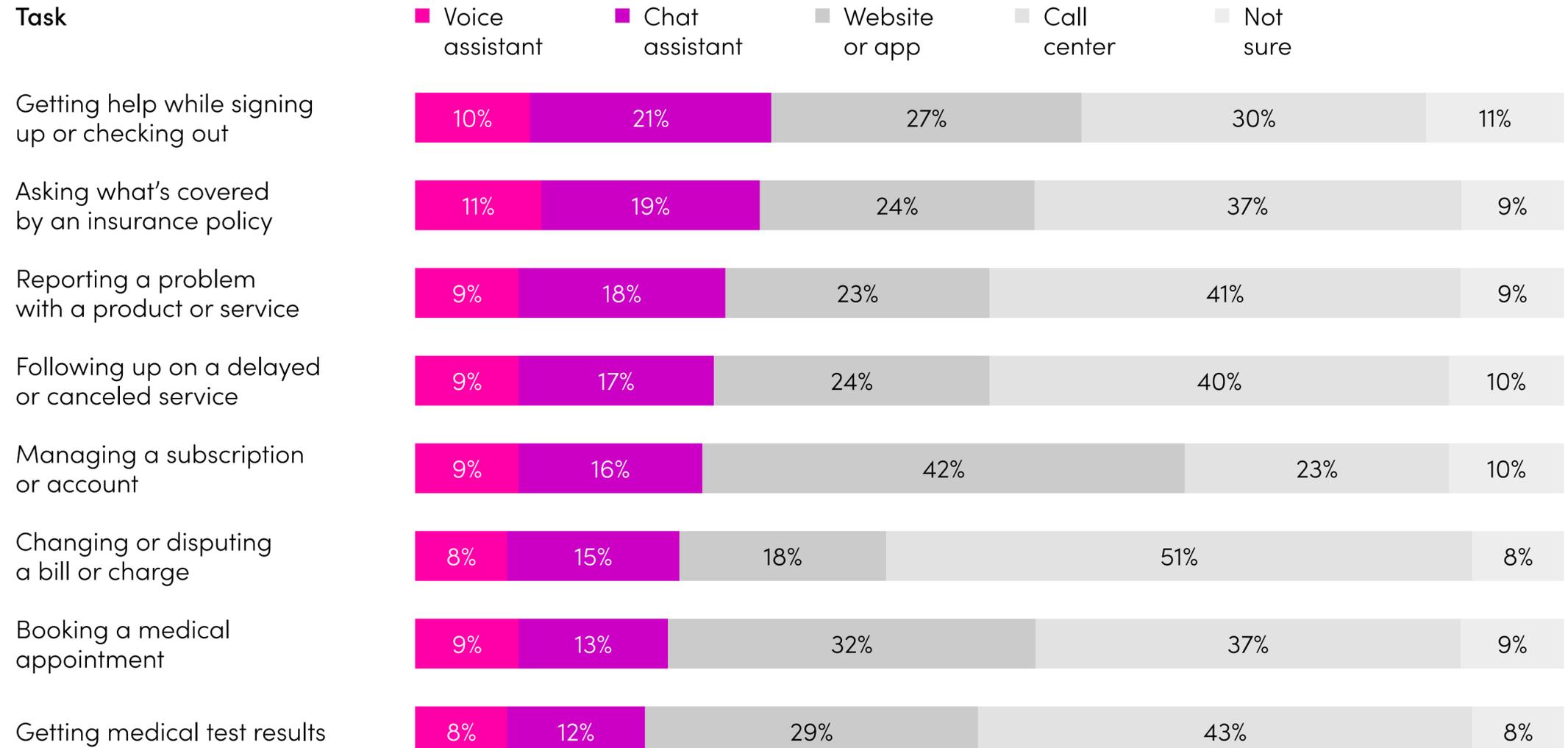
### HOW CONSUMERS PREFER TO INTERACT WITH BRANDS



Consumer inclination to use conversational interfaces also varies by task. The survey reveals greater willingness to use the technology for signing up or checking out (31%) than for receiving the results of medical tests (20%).

These survey results also reveal a marked preference for text over voice when people are completing any task using conversational AI. In fact, **57% of consumers say they prefer typing to talking when interacting with brands.**

## HOW CONSUMERS PREFER TO INTERACT BY TASK



# Brands see conversational AI as crucial to survival

Healthcare brands feel more urgency to adapt to conversational AI than consumers and see adaptation as crucial to their survival.

78%

believe customers in the future will expect to talk to brands as naturally as they talk to friends

83%

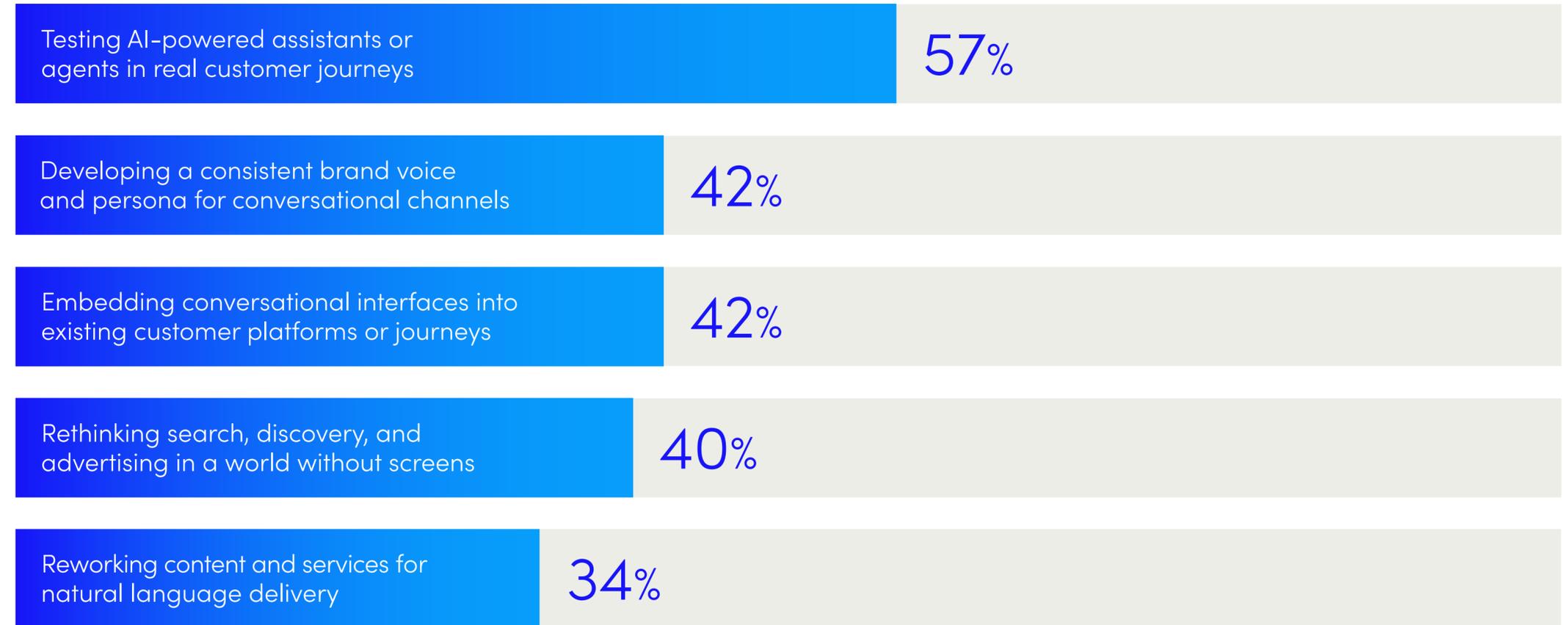
say that as voice and chat replace search, brands that don't adapt risk vanishing from the conversation



To prepare for conversational interfaces, six in ten healthcare brands are already testing AI-powered assistants or agents in real customer journeys. In addition, one in four (42%) say they're developing a consistent brand voice for conversational channels, the same proportion that are embedding conversational interfaces into existing customer platforms or journeys.

Just 34% of healthcare brands say they're not yet actively investing in conversational interfaces. The vast majority (85%) are using or planning to use them for customer service and support. And most (61%) expect to interact using a mix of voice-based and text-based interfaces in the future, depending on the context.

## HEALTHCARE BRANDS ARE PREPARING FOR CONVERSATIONAL INTERFACES



## Use conversational AI as an enhancement

Healthcare brands are somewhat ahead of consumers in both expectations and readiness for conversational AI.

### CONSUMERS

# Only 30%

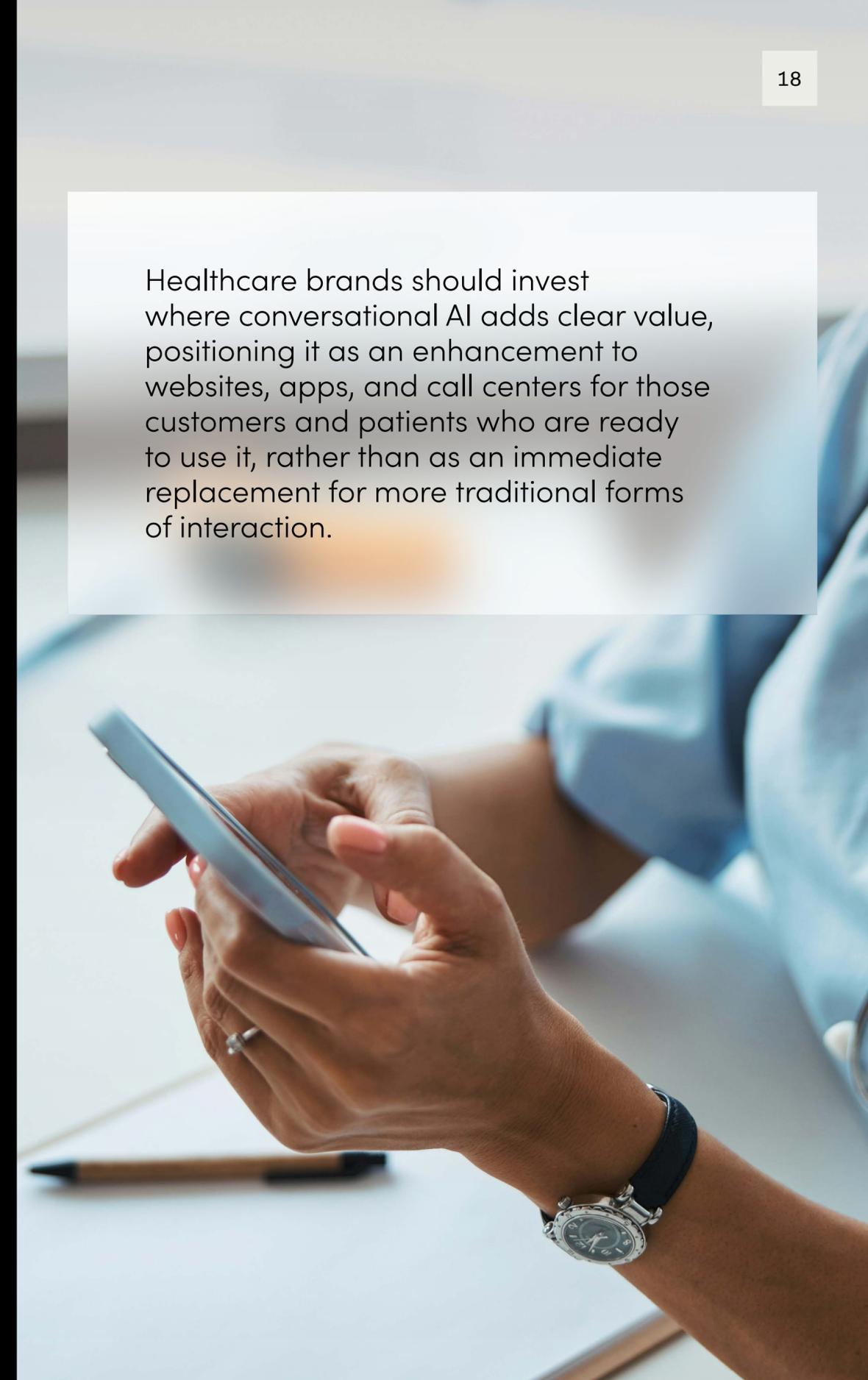
of consumers would choose a conversational interface for everyday support.

### BRANDS

# But 95%

of healthcare brands expect conversational interfaces to be widely used in the next 2-3 years.

Healthcare brands should invest where conversational AI adds clear value, positioning it as an enhancement to websites, apps, and call centers for those customers and patients who are ready to use it, rather than as an immediate replacement for more traditional forms of interaction.



## Trend two: An instructional world

From predictive text and satellite navigation to watch-next suggestions and ChatGPT, consumers' lives are continually guided by AI recommendations and instructions. So how are healthcare brands using AI to shape patient and customer journeys, and how do consumers feel about AI guidance?



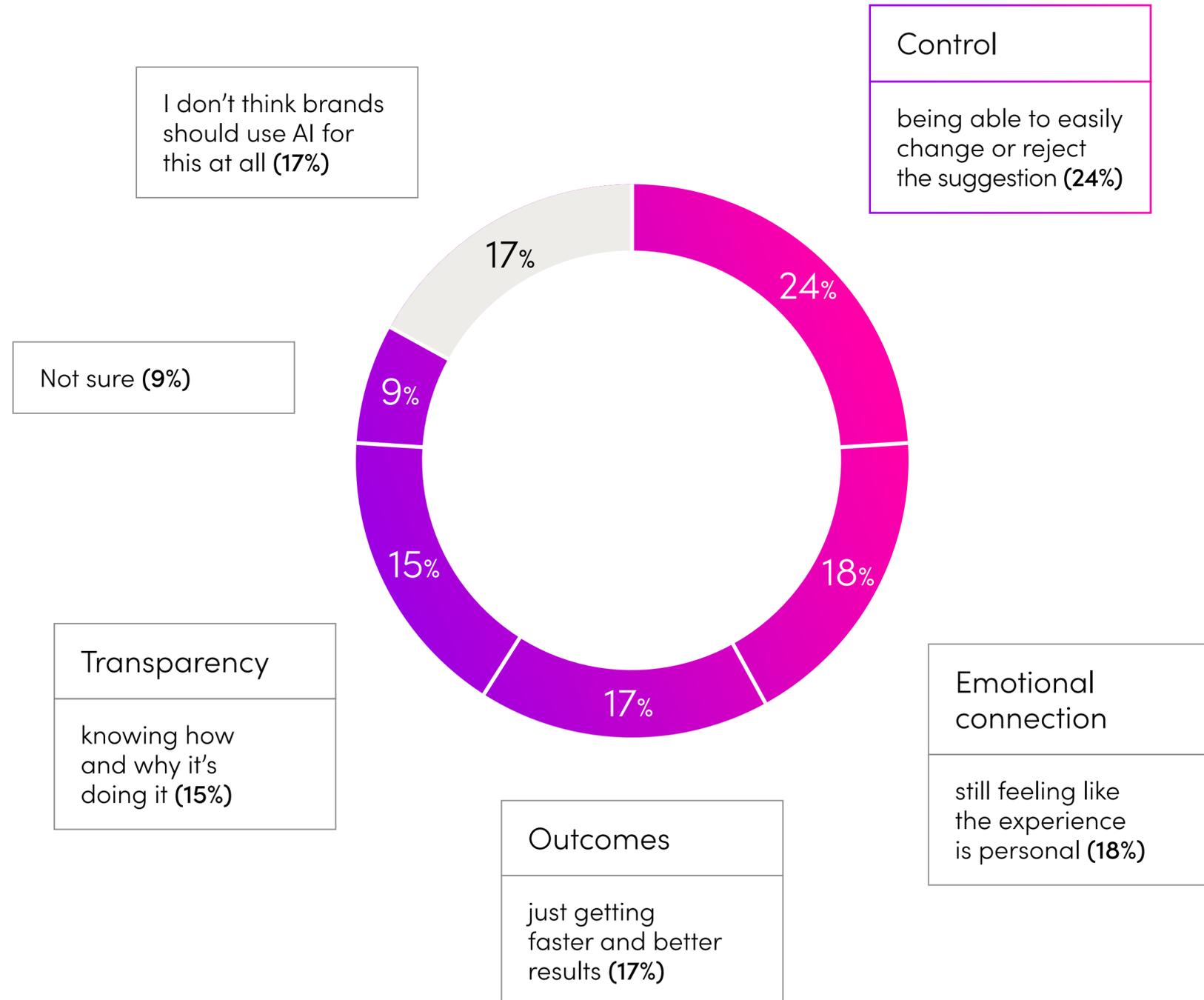
## Consumers are open to AI guidance with control

Consumers already appear quite comfortable with brands using AI to influence their decisions. Perhaps surprisingly so. Only 17% of people say they don't think brands should be doing this.

When AI is guiding their decisions, the most important thing for consumers is to maintain control – easily changing or rejecting the AI's suggestion. **Two-thirds (65%) say that if AI decides for them, it stops being their experience.** Their second priority is feeling like the experience is personal and human. Healthcare brands should bear these priorities in mind as they use AI to take personalization to the next level and ensure they maintain the emotional connection.

Transparency appears to be a relatively low priority for consumers. Knowing how and why the AI is doing what it's doing is a lesser priority than just getting better and faster outcomes. A significant 45% of consumers agree that if AI makes the right choices for them, they don't need to know how it works.

### CONSUMERS' TOP PRIORITY IF BRANDS USE AI TO INFLUENCE THEM



But consumer comfort with AI's influence does depend on the situation. People are far more open to AI offering proactive support, or alerting them to a potential security issue, than to the technology making payments on their behalf.

Encouragingly for healthcare providers, **almost half of all consumers are comfortable with AI being used to help monitor their health and make recommendations or book appointments.**

## CONSUMER COMFORT WITH AI INFLUENCE BY SITUATION

Alerting them to a potential fraud or security issue

Offering proactive tips or support while using a product or service

Helping resolve a complaint or service issue in a high-stress moment

Suggesting the right insurance policy for their needs

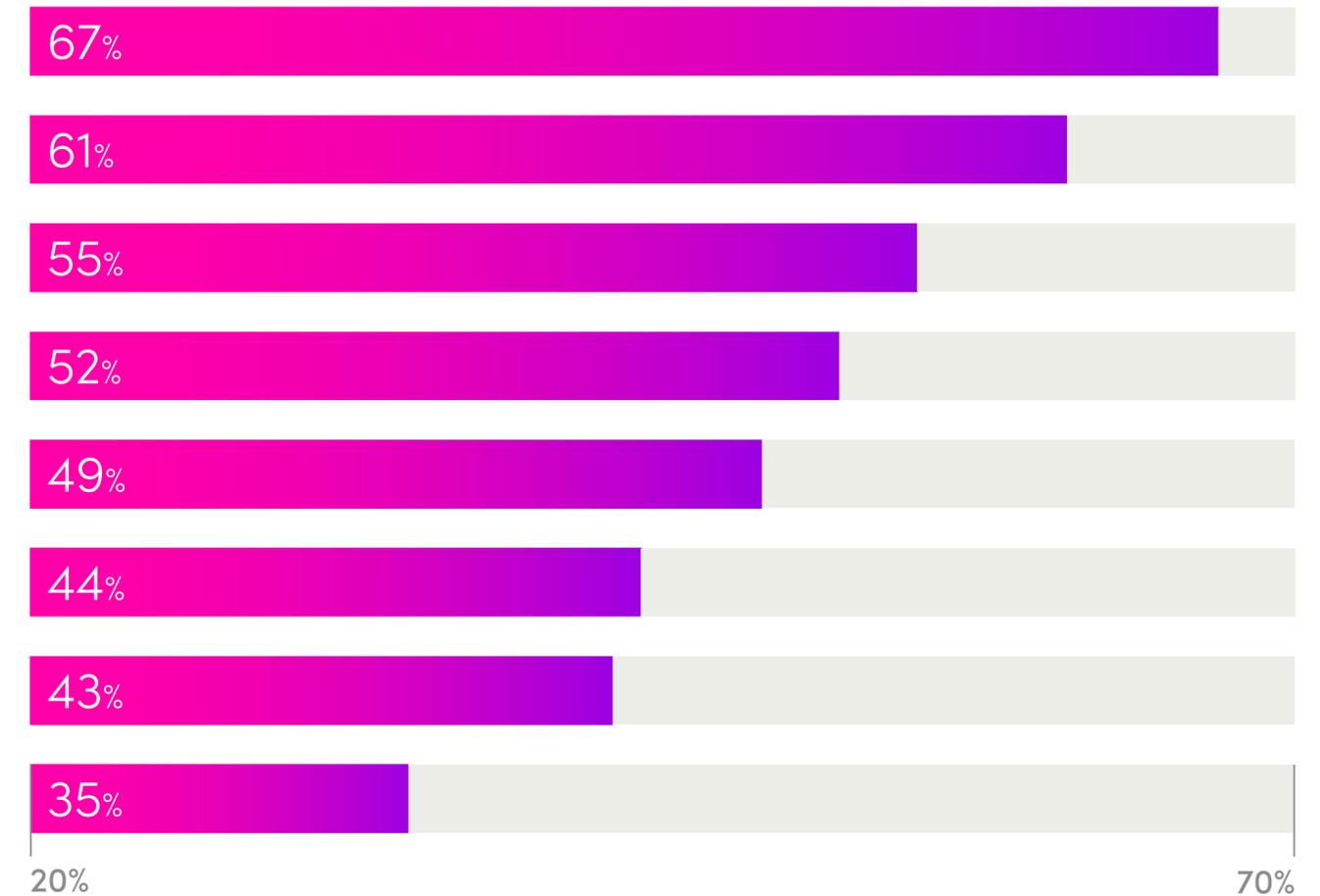
Monitoring health and making recommendations or booking appointments

Acting as a personal assistant in all areas of their life

Automatically renewing a contract or subscription

Making payments or transactions on their behalf

% saying very or fairly comfortable



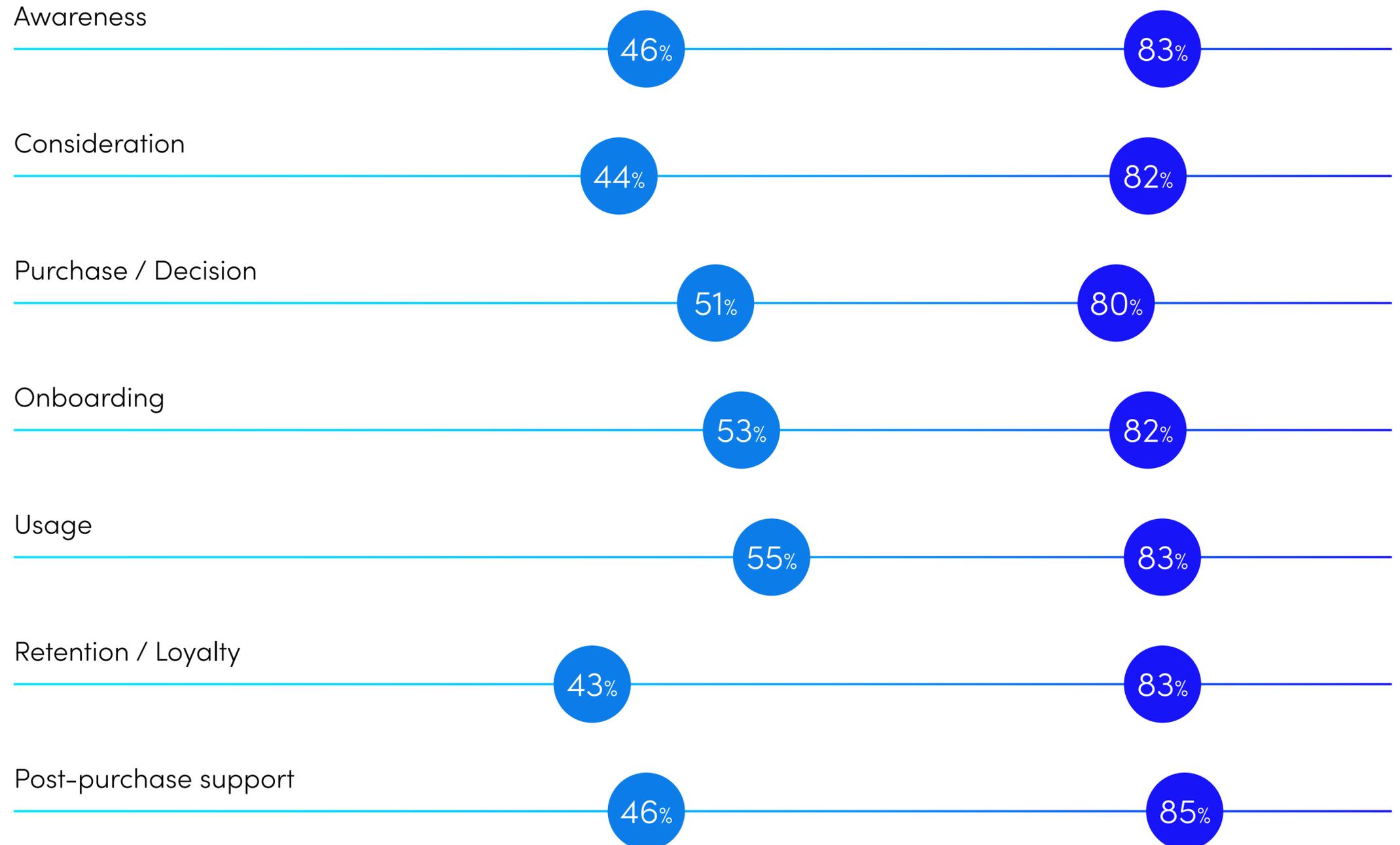
## Brands aim to steer customer journeys with transparency

Around half of healthcare brands already use AI to actively steer actions at each stage of the customer journey, and at least 80% have plans to do so. Today, AI use is most common when people are actively using products or services, and least common in the loyalty and retention phase.

**The majority (78%) of healthcare leaders believe AI will handle most customer decisions in 10 years, turning brands into silent, invisible advisors.**

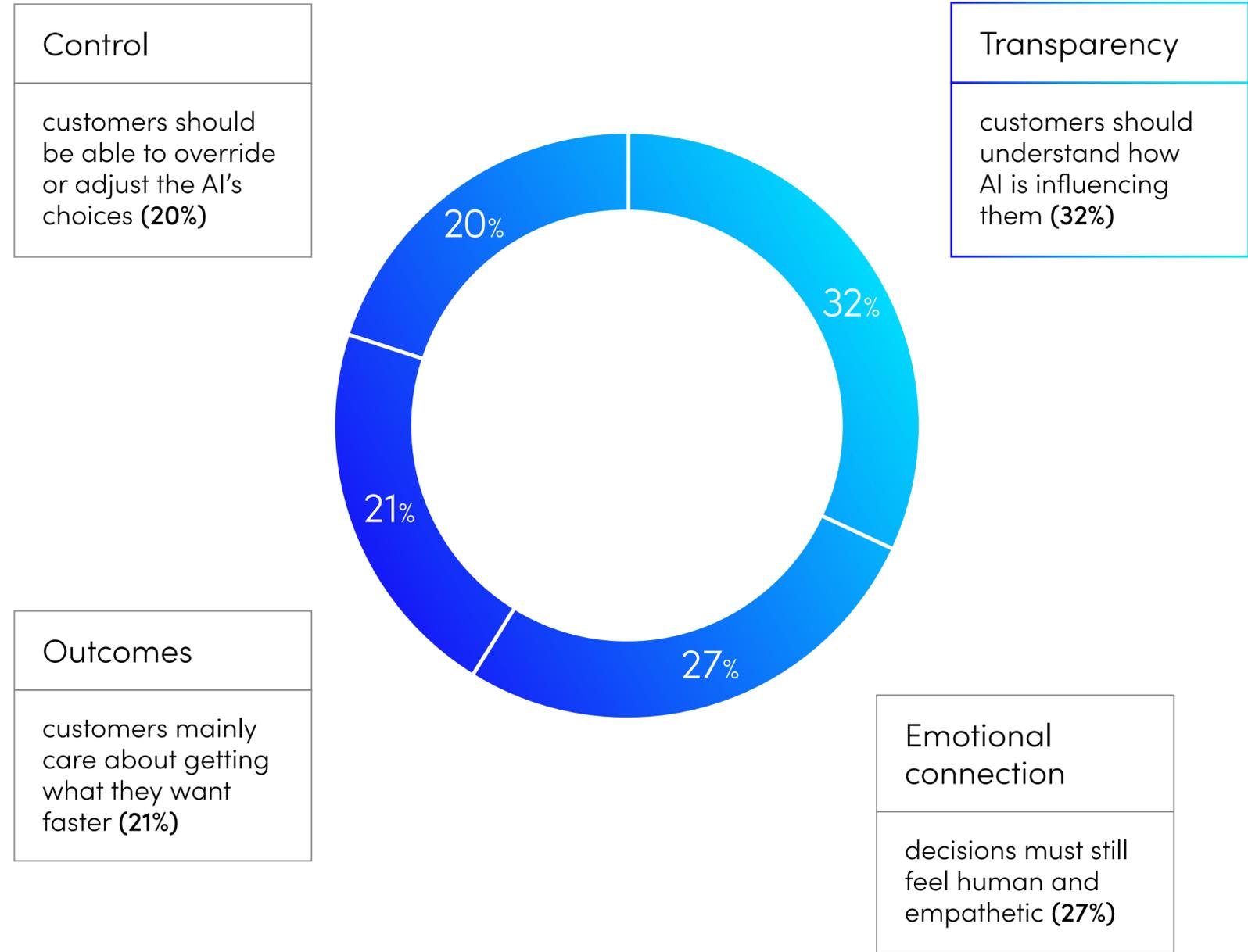
### WHERE HEALTHCARE BRANDS USE AI TO STEER THE CUSTOMER JOURNEY

■ Already using AI  
■ Planning to use



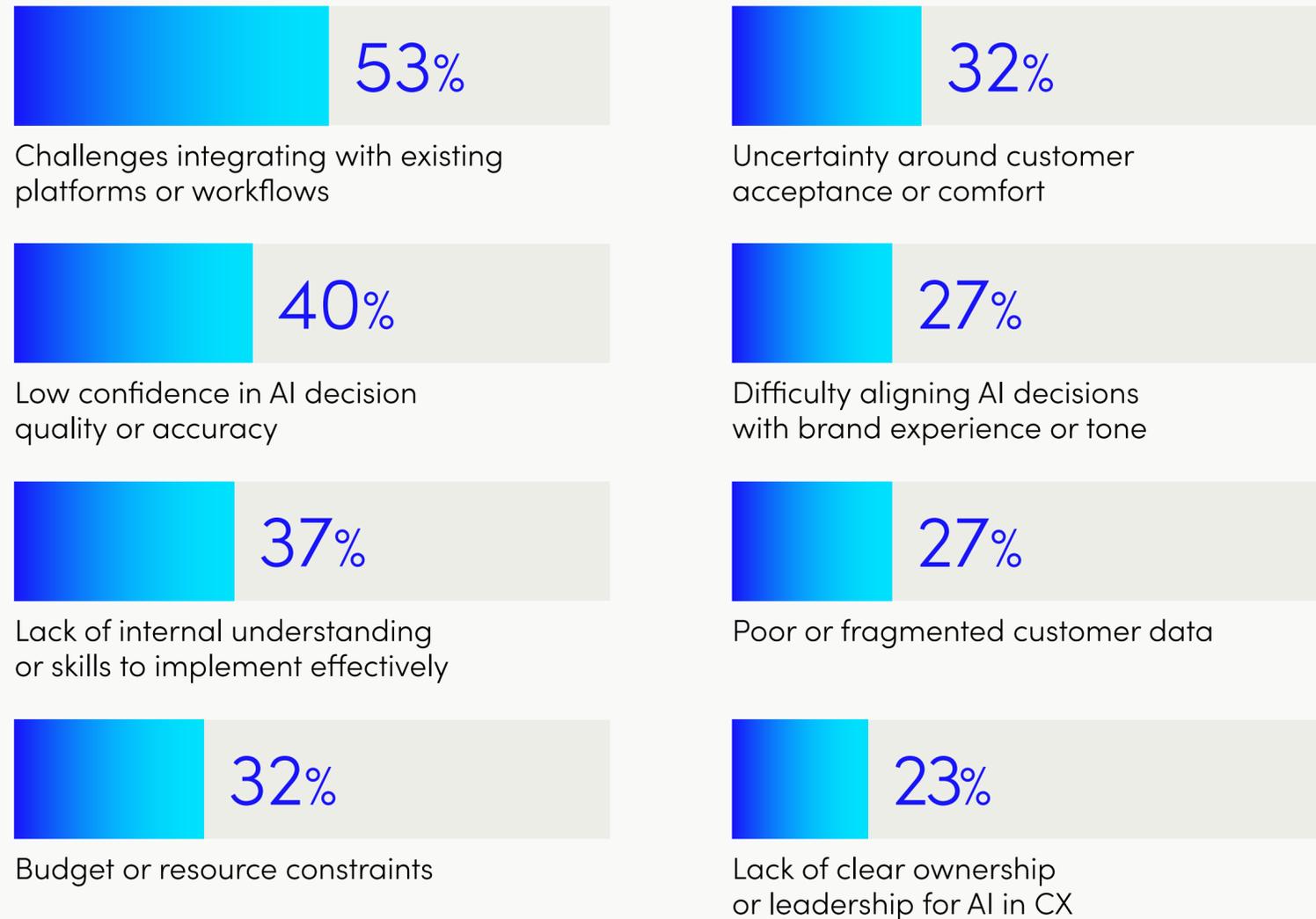
Transparency and emotional connection are the guiding principles healthcare brands feel should be prioritized to build trusted, effective experiences. They see control as the least important principle.

### HEALTHCARE BRANDS' TOP PRIORITIES TO BUILD TRUSTED EXPERIENCES



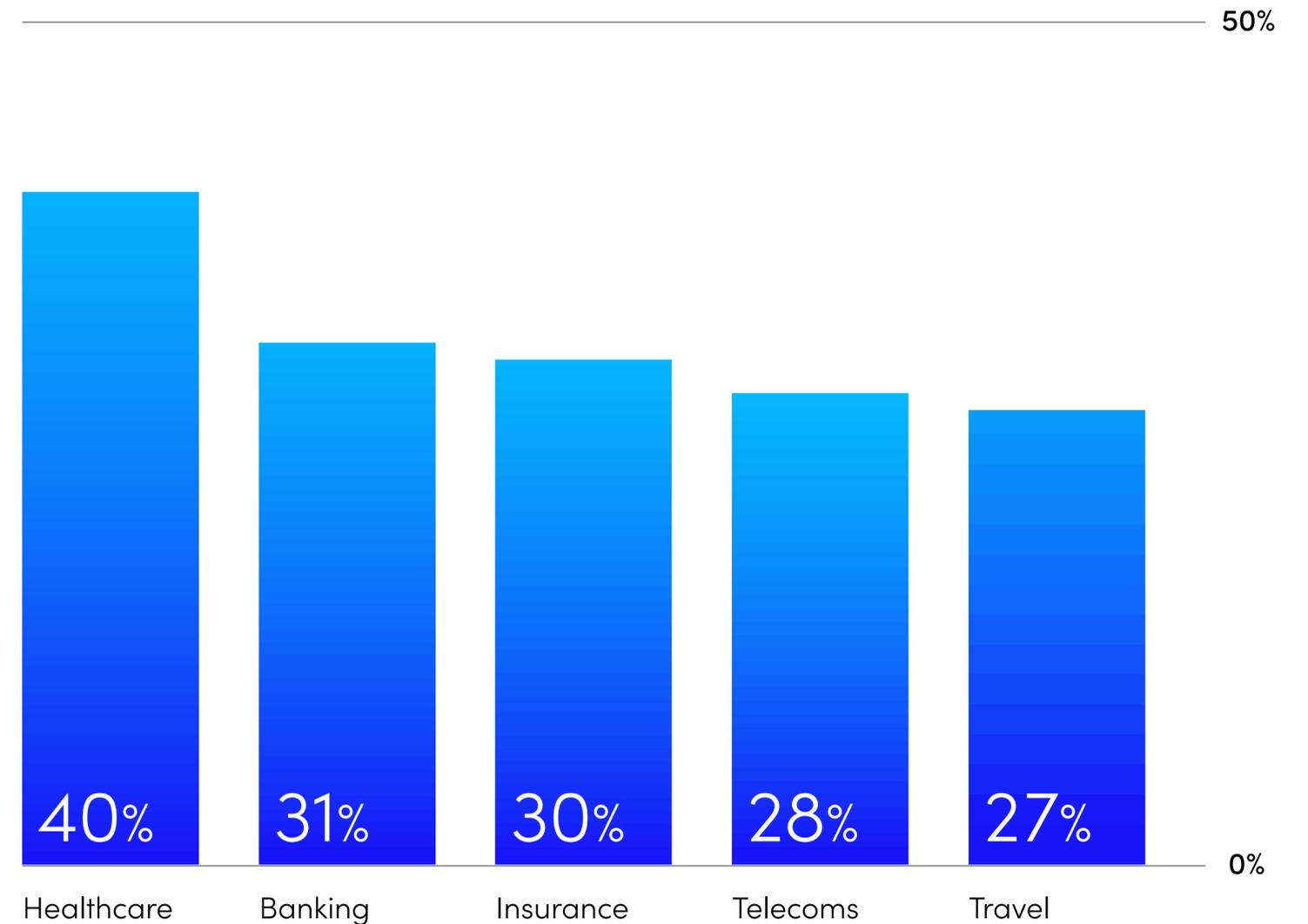
But healthcare leaders face some challenges using AI to steer CX. Their biggest obstacle is integrating AI with existing platforms or workflows, and only 9% say they aren't experiencing any challenges at all.

### CHALLENGES BRANDS FACE USING AI TO GUIDE CX



Healthcare leaders are more likely than their peers in any other industry to report a lack of confidence in the quality and accuracy of AI decisions as a challenge to AI-driven CX.

### BRANDS CITING LOW CONFIDENCE IN AI DECISION ACCURACY



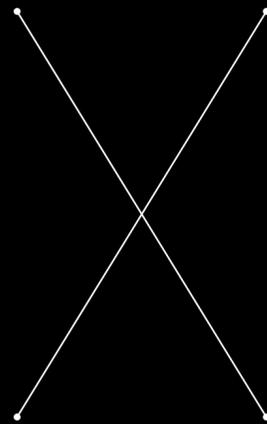
# Empower customers with AI

Consumers and healthcare brands have different priorities when AI is used to guide customer decisions.

## CONSUMER AND HEALTHCARE BRAND PRIORITIES DON'T ALIGN

### CONSUMER PRIORITIES

- 1 Control
- 2 Emotional connection
- 3 Outcomes
- 4 Transparency



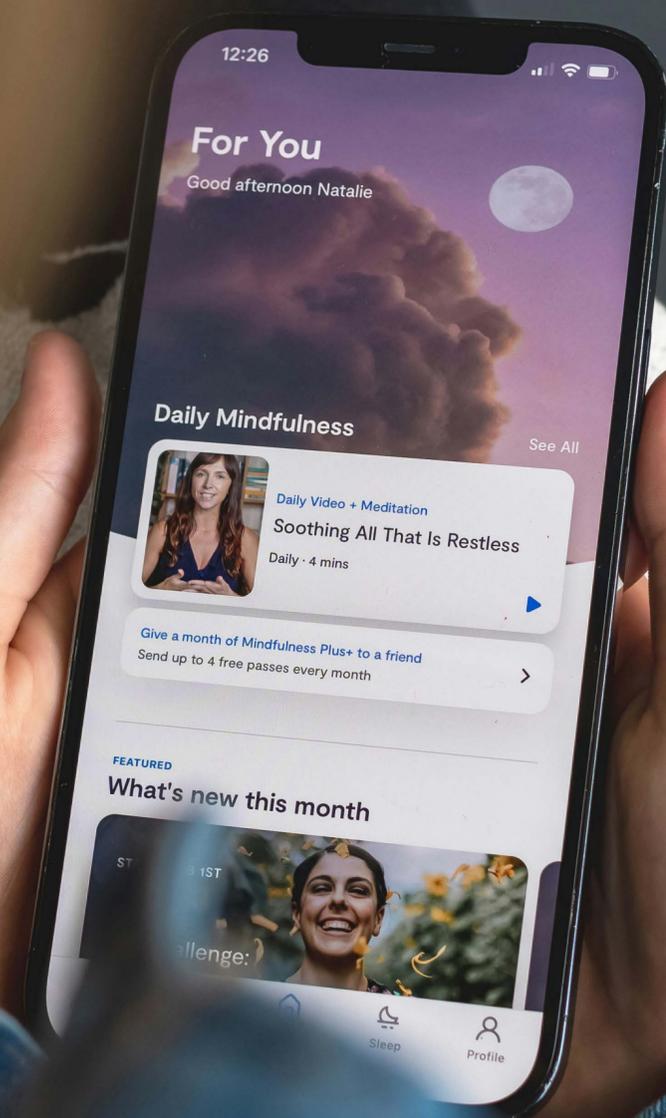
### HEALTHCARE BRAND PRIORITIES

- 1 Transparency
- 2 Emotional connection
- 3 Outcomes
- 4 Control

Healthcare brands must give consumers agency as well as transparency, making AI guidance feel like empowerment, not control.



03



## Trend three: Effortless access

With the rise of video consultations, on-demand content, and search engines giving instant AI-powered responses, do consumers expect quick results with as little effort as possible? And can AI help healthcare brands deliver?

## Consumers say standout experiences are effortless

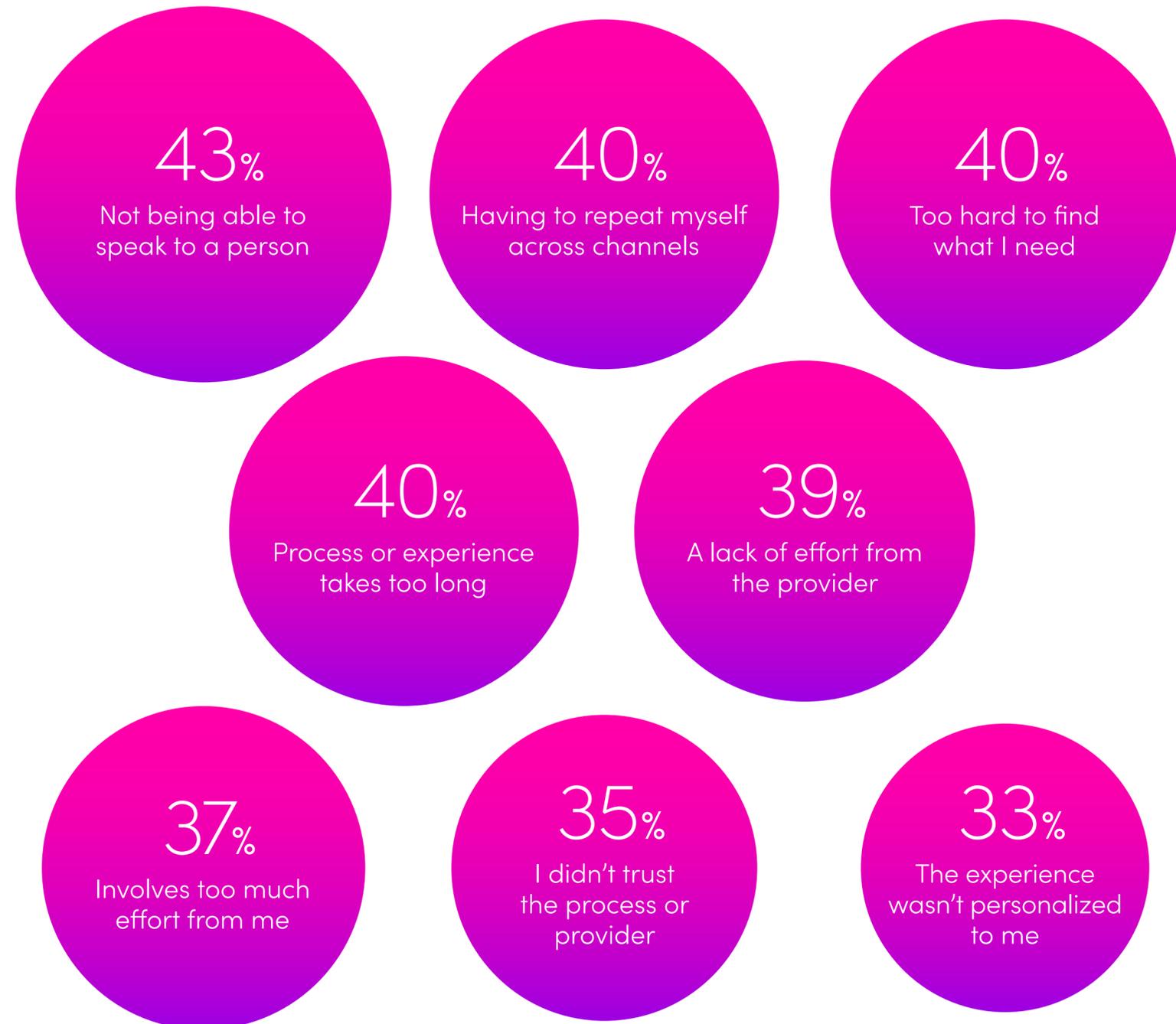
*"I can get what I need quickly, without having to search or click around."*

That's the phrase that comes closest to defining an effortless customer experience, according to our consumer survey. (Although for the 55+ age group, it's more likely to be an experience where they don't have to repeat themselves or explain things twice.)

The majority (58%) of people say that, despite AI, it still takes too much effort to get things done with brands. And consumers will walk away when they feel they need to work too hard to get what they want. **Over 40% have switched providers, stopped using a brand, or abandoned a transaction in the last 12 months due to friction in the experience.**

As we'll see on the next page, this behavior is more common in young people who appear to have a lower tolerance for expending effort. For instance, 54% of those under 35 say they'll walk away when a process takes too long, compared with just 26% of those aged 55+. And a lack of personalization is far more likely to be a deal breaker for younger people than for those in older age groups.

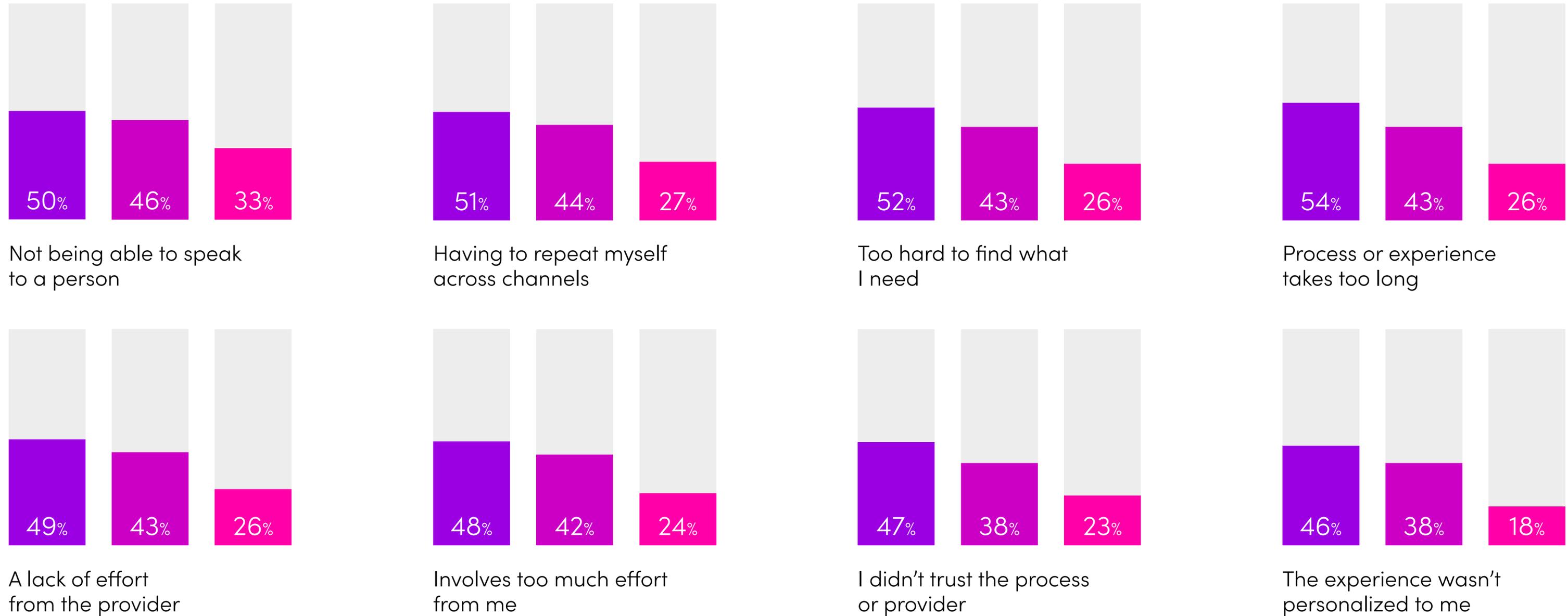
### REASONS CONSUMERS HAVE WALKED AWAY IN THE LAST YEAR



### SITUATIONS WHERE CONSUMERS HAVE WALKED AWAY

■ Under 35 ■ 35-54 ■ 55+

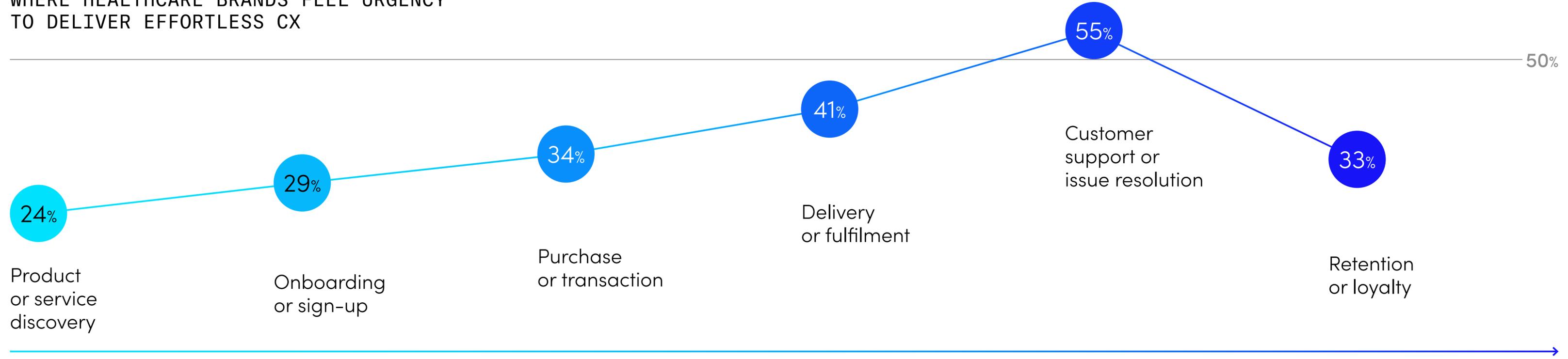
% that have walked away for this reason in last 12 months



# Brands feel effortless experiences carry risks

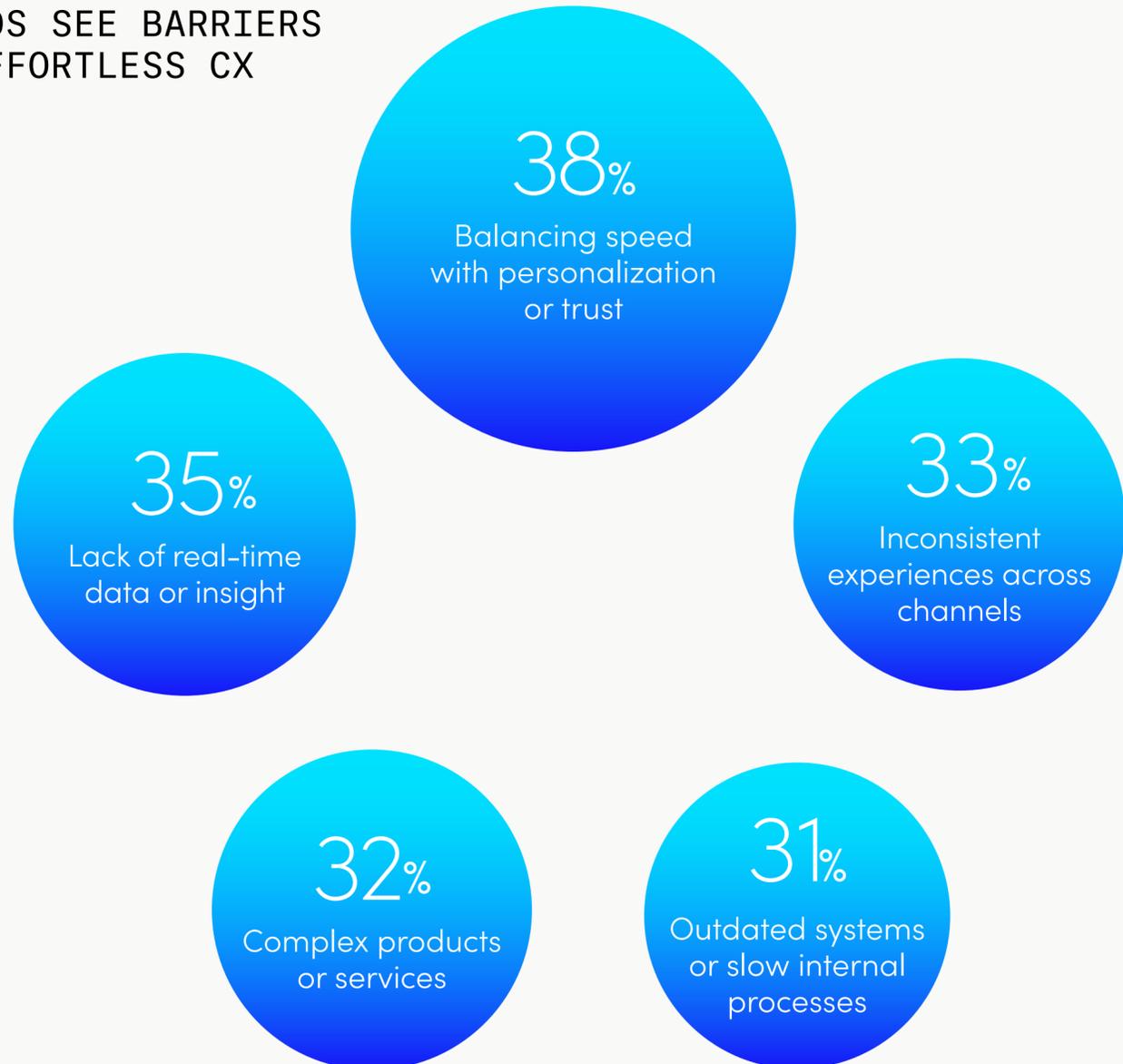
Effortless experiences will define the next generation of customer loyalty, according to 88% of healthcare leaders. They're feeling the greatest urgency to deliver faster, more effortless experiences in the customer support and issue resolution part of the customer lifecycle.

WHERE HEALTHCARE BRANDS FEEL URGENCY TO DELIVER EFFORTLESS CX



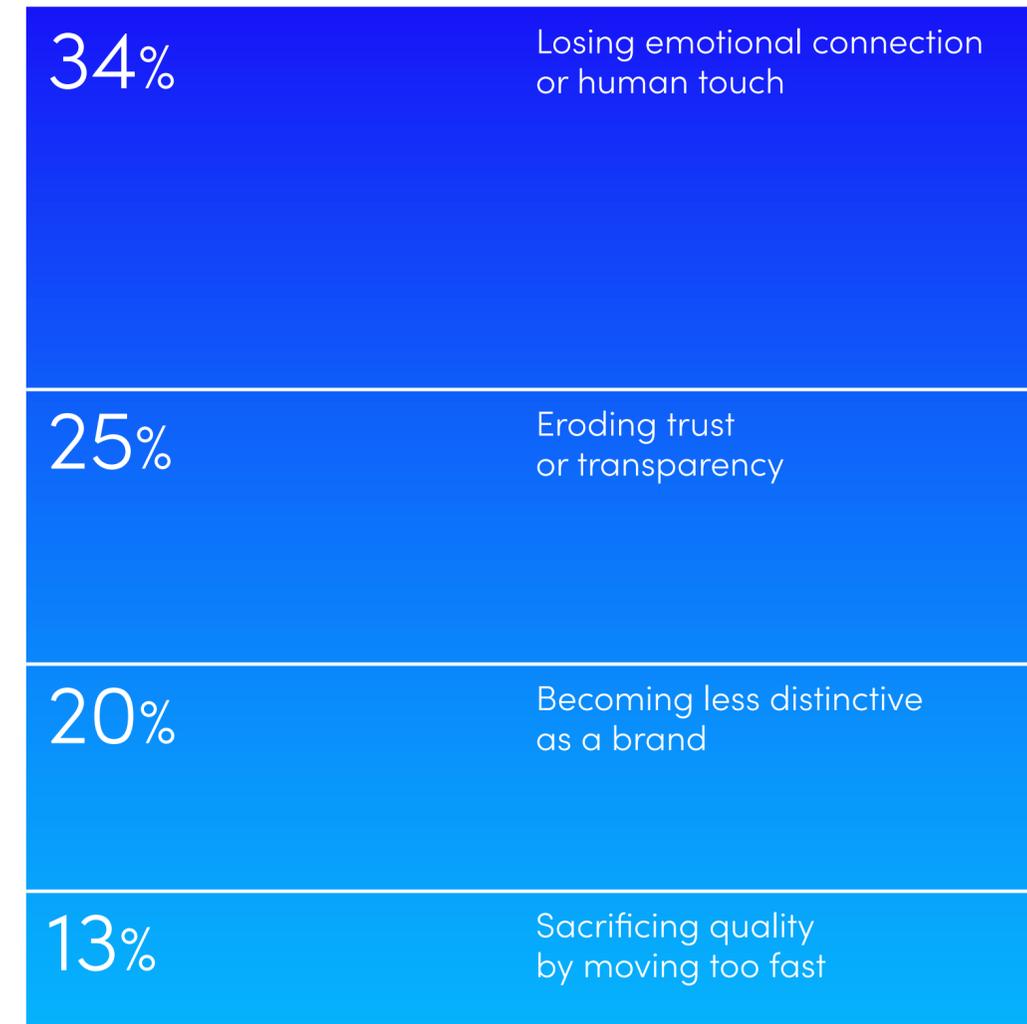
Healthcare brands must overcome significant barriers to deliver effortless experiences. The biggest challenge is balancing speed with other key elements, like personalization and trust, and achieving the right combination of efficiency and relevance to the individual.

BRANDS SEE BARRIERS TO EFFORTLESS CX



But healthcare brands also see risks in the race to deliver faster, more frictionless experiences. The biggest? Losing the human touch and their emotional connection to patients.

THE BIGGEST RISK OF RACING TO DELIVER FRICTIONLESS CX



8%  
No major risks – faster is always better

# Don't underestimate the impact of effort

There's a disconnect between what consumers want and what healthcare brands believe.

## CONSUMERS

# 73%

of consumers say a **standout** experience requires minimal effort from them.

## HEALTHCARE BRANDS

# 78%

of healthcare brands think a frictionless experience risks being **forgettable**.

Healthcare brands must prioritize effortless customer experiences while also taking steps to preserve their distinct character.





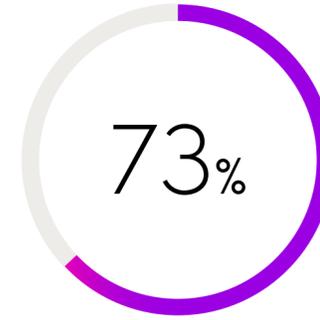
04

## Trend four: Platform unification

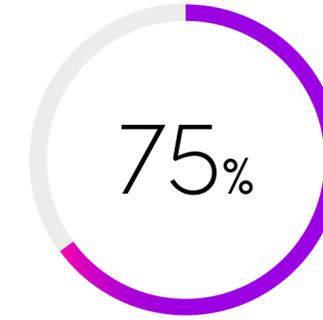
Whether it's seeking medical advice or making health insurance claims, are people tired of logging into multiple platforms to achieve one thing? Will AI become a 'universal interface' allowing them to navigate fragmented platforms with ease?

## Consumers feel the platform fatigue

People find having to use multiple platforms frustrating. They also see seamless cross-platform experiences as the brand's responsibility.



say it's frustrating when they have to jump between apps or platforms just to get one thing done.



say they expect brands to make things seamless even when they're dealing with their partners.



If AI could be used to streamline tasks across different apps and platforms, consumers' three main priorities would be making things quicker and simpler, being able to trust the AI to act in their best interests, and ensuring the experience feels personalized to their needs.

### CONSUMERS' TOP PRIORITY IF AI MANAGES CROSS-PLATFORM TASKS



20%

I wouldn't be comfortable with AI managing tasks across different platforms

One in five (20%) people say they wouldn't be comfortable with AI managing tasks across different platforms, which indicates 80% would. But this figure changes dramatically depending on a variety of factors:

### FACTORS INFLUENCING COMFORT WITH AI MANAGING CROSS-PLATFORM TASKS

#### AI familiarity

97% of active AI users are comfortable with AI being used this way, compared with 69% of those inexperienced with AI

#### Age

90% of under-35s are comfortable with AI being used this way compared with 66% of 55+

#### Gender

84% of males are comfortable with AI being used this way compared with 75% of females

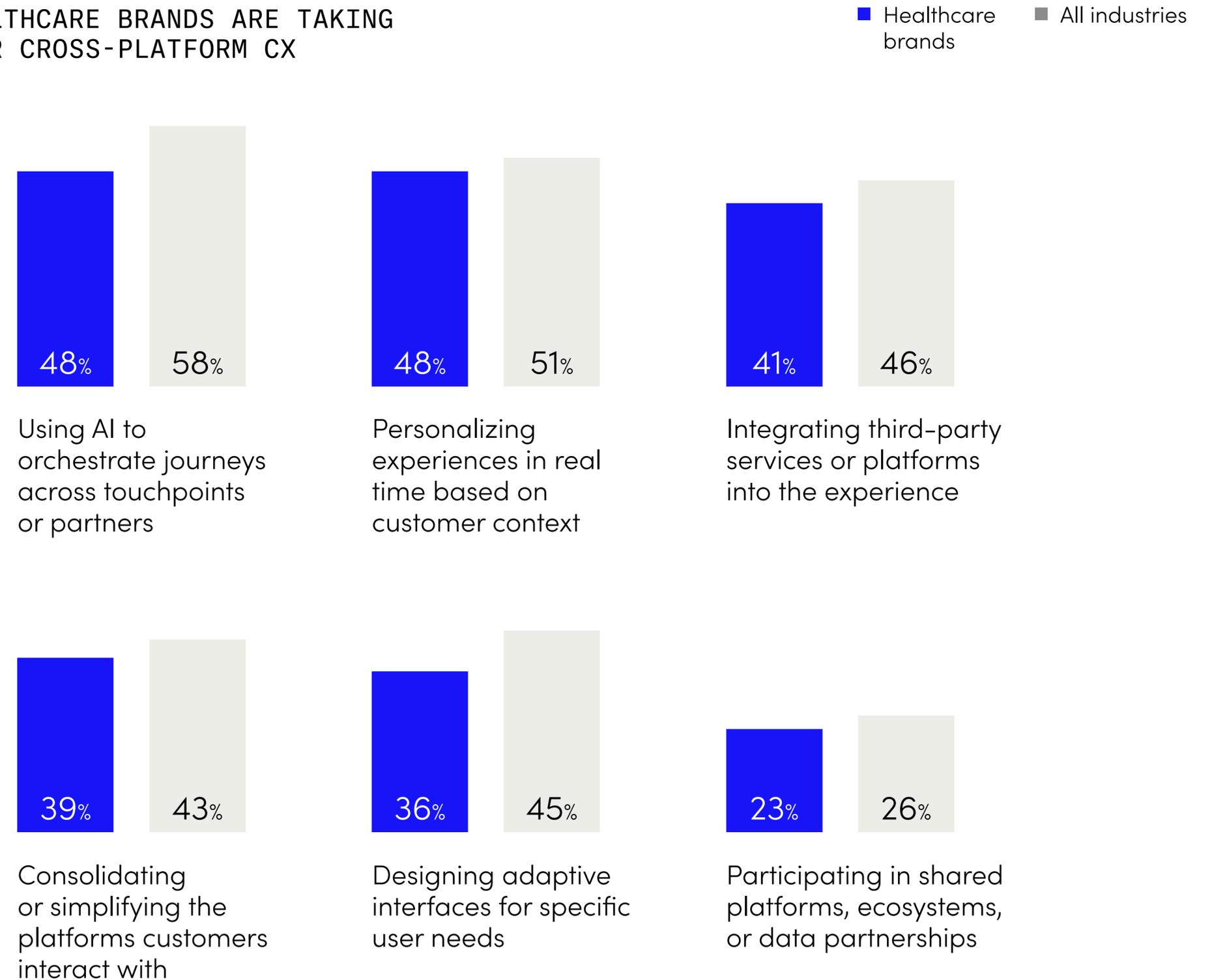
#### Location

82% of UK consumers are comfortable with AI being used this way, compared with 77% of US consumers

## Brands are cautious on AI-driven unification

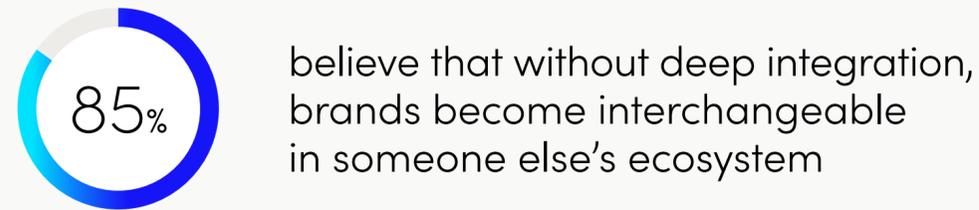
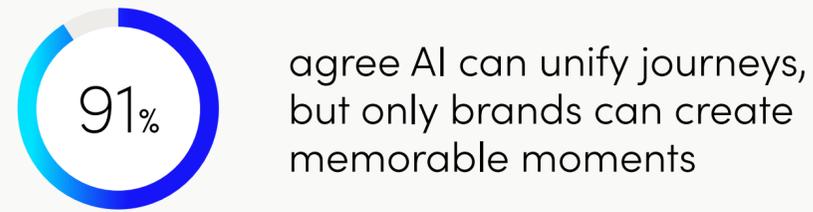
Fragmentation is affecting CX strategy for three-quarters (76%) of healthcare brands. They're taking the following steps to deliver more unified experiences across platforms, partners, or ecosystems. But they're somewhat behind other industries in taking these actions.

### STEPS HEALTHCARE BRANDS ARE TAKING TO DELIVER CROSS-PLATFORM CX

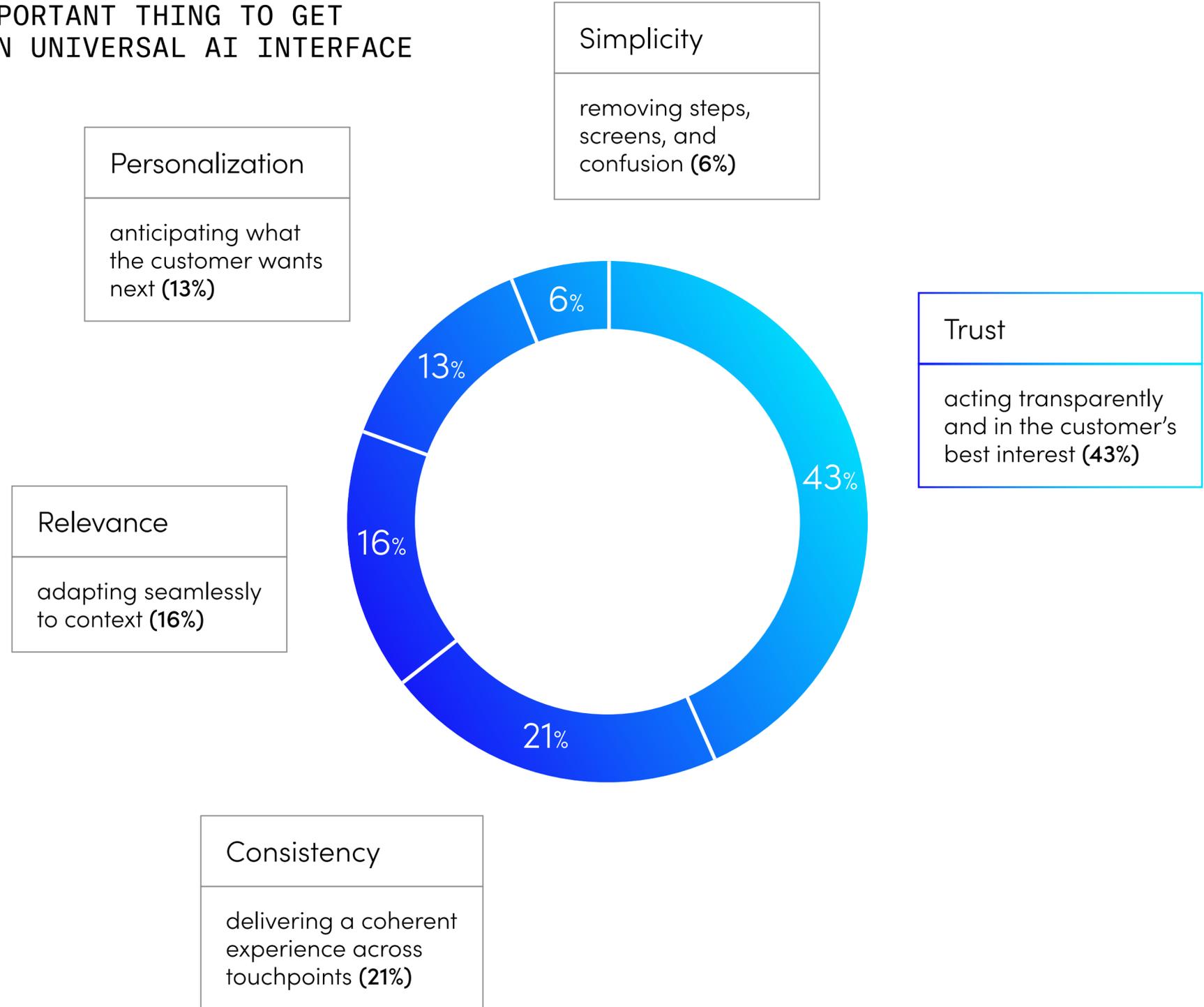


If AI becomes a universal interface that helps consumers navigate fragmented platforms, healthcare leaders strongly believe that trust will be the most important thing to get right. They want to be sure AI is acting transparently and in the best interests of patients and customers.

Despite taking steps to deliver cross-platform CX, healthcare brands have some concerns about becoming invisible in experiences that span multiple platforms or partners.



MOST IMPORTANT THING TO GET RIGHT IN UNIVERSAL AI INTERFACE

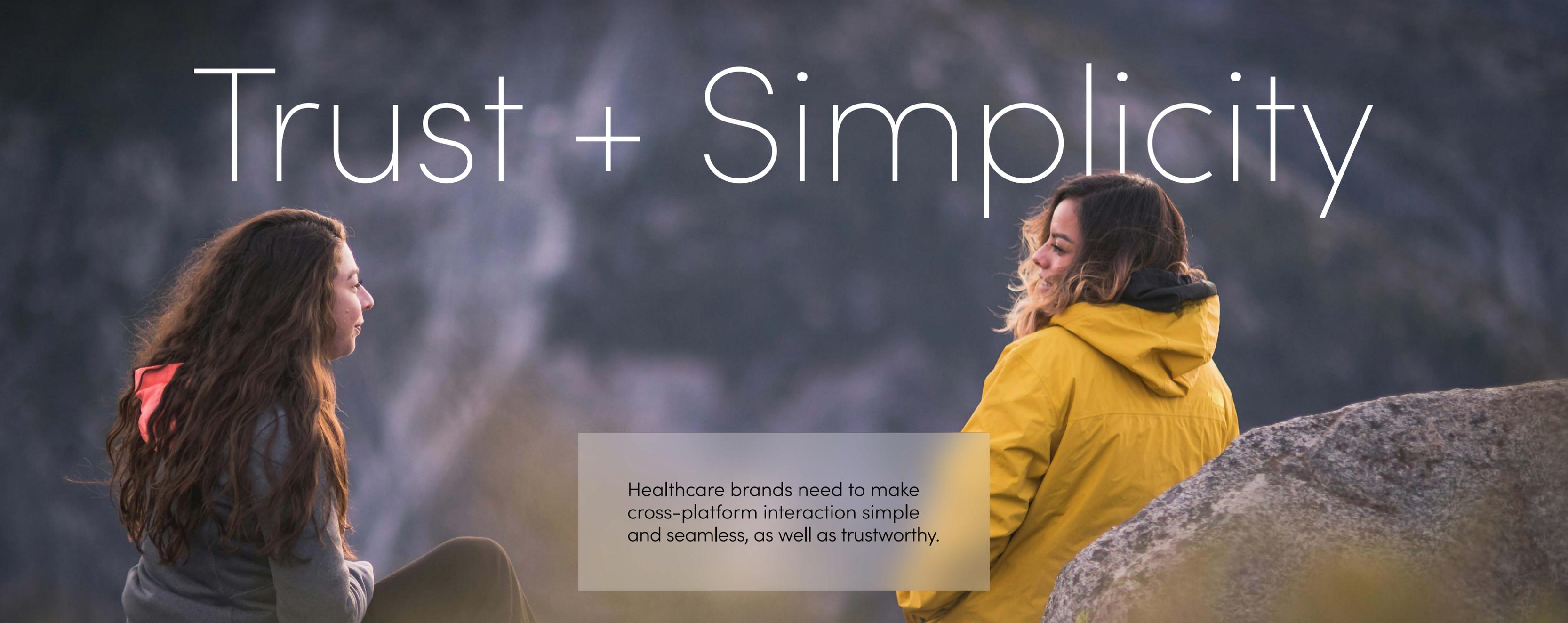


## Don't overlook simplicity

Both healthcare brands and consumers are aligned on the need for AI to act in the customer's best interest, should it become

a universal interface. However, consumers also prioritize speed and simplicity, which healthcare brands see as the least important factor.

# Trust + Simplicity



Healthcare brands need to make cross-platform interaction simple and seamless, as well as trustworthy.

05

## Trend five: Empathetic interactions

With advances in affective computing and emotionally intelligent AI, can healthcare brands use AI to understand and respond to customer emotions in a way that builds trust?

# Consumers aren't comfortable with AI reading emotions

AI that senses and responds to how they're feeling might seem like a step too far for many people. Almost four-in-ten (38%) consumers say they don't want AI reading their emotions, although this sentiment does vary considerably by age, and by experience with AI, indicating familiarity with the technology increases acceptance.

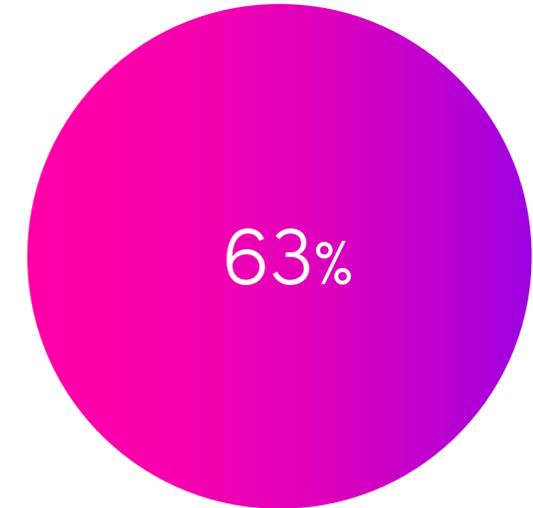
## OLDER PEOPLE DON'T WANT AI TO READ THEIR EMOTIONS



Under 35

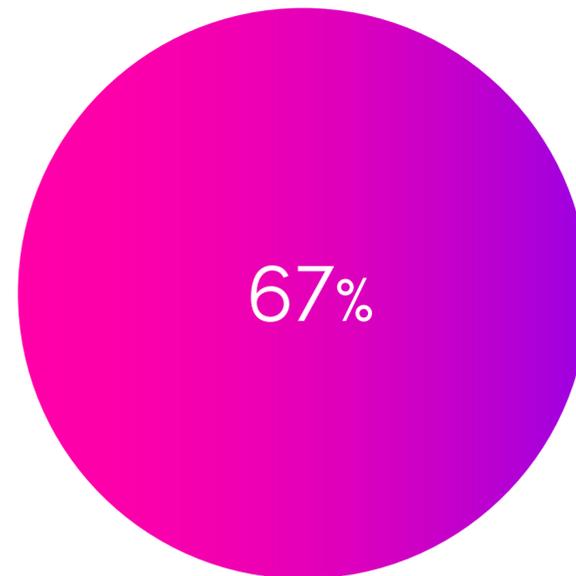


35-54

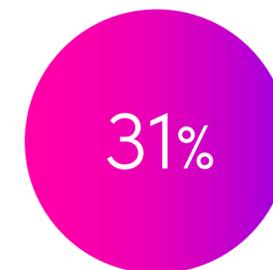


55+

## INEXPERIENCED AI USERS DON'T WANT AI TO READ THEIR EMOTIONS



Inexperienced AI user



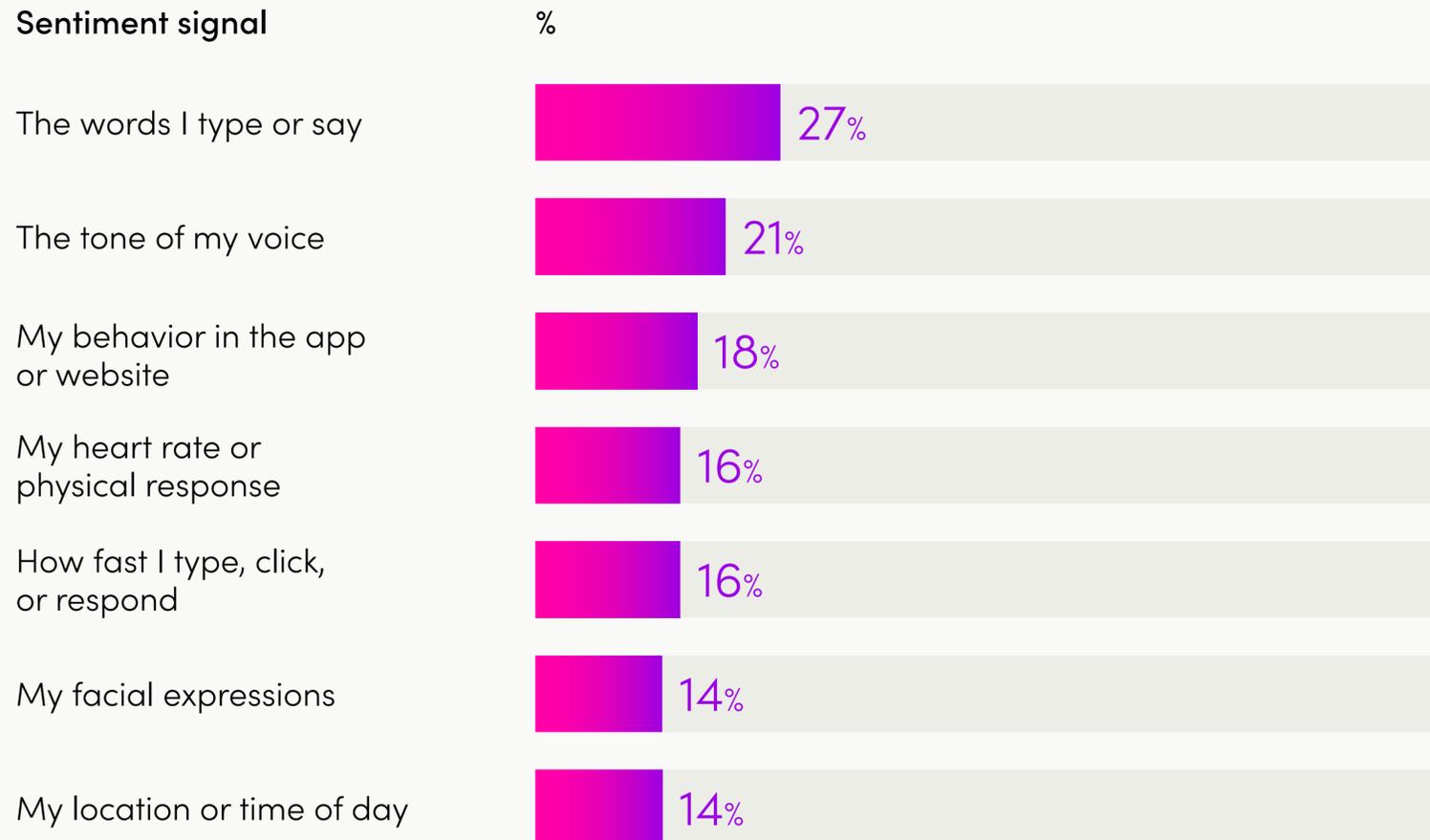
Occasional AI user



Active AI user

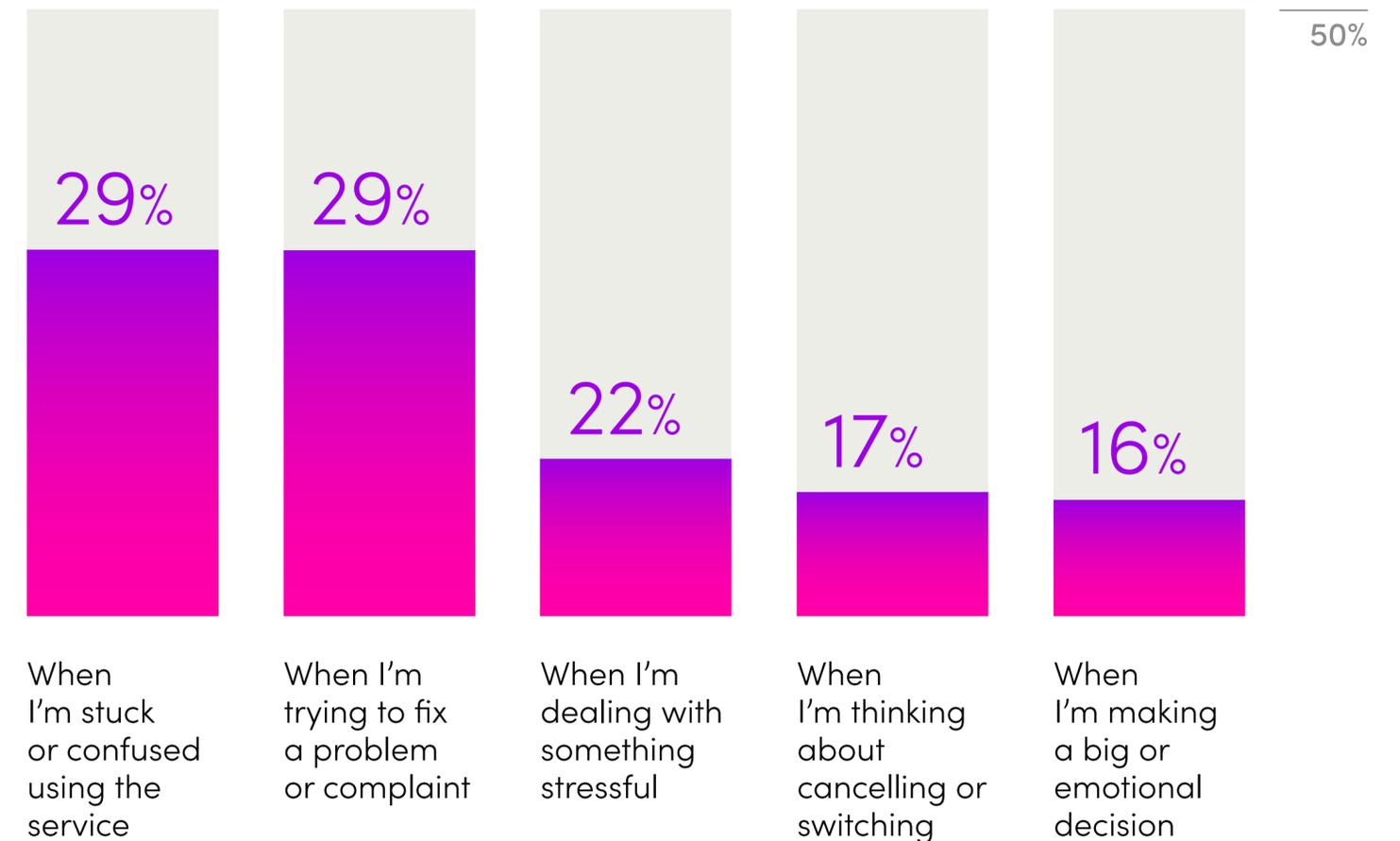
Empathetic AI can use various sentiment signals to understand how people are feeling, and consumers are most likely to accept AI using the words they type or say. But even here, only 27% are comfortable. Acceptance is much lower for signals like facial expressions, heart rate, and location.

### CONSUMER COMFORT WITH EMPATHETIC AI SIGNALS



While the desire for AI-powered services to respond to their emotions is relatively low, there are some situations where consumers see more benefit than others. They're most likely to want AI to respond to how they're feeling when they're stuck or confused, or trying to fix a problem, and least likely when making big or emotional decisions.

### WHEN CONSUMERS WANT AI TO RESPOND TO THEIR FEELINGS





Despite a general lack of enthusiasm for emotionally intelligent AI, the majority (67%) of consumers agree that when they're stressed, they want digital services to act more human, not more robotic.

## Brands think emotive AI will win the moments that matter

The great majority of healthcare brands (78%) believe those that automate without empathy won't survive the decade. They see empathic AI adding the most value in customer support interactions, and say the biggest benefit of getting emotionally intelligent CX right will be faster resolutions for sensitive issues.

### THE BIGGEST BENEFIT IN GETTING EMOTIONAL AI RIGHT

25%

Faster resolution of sensitive issues

21%

Stronger customer trust

19%

A more distinctive digital brand experience

17%

Higher engagement or conversion rates

14%

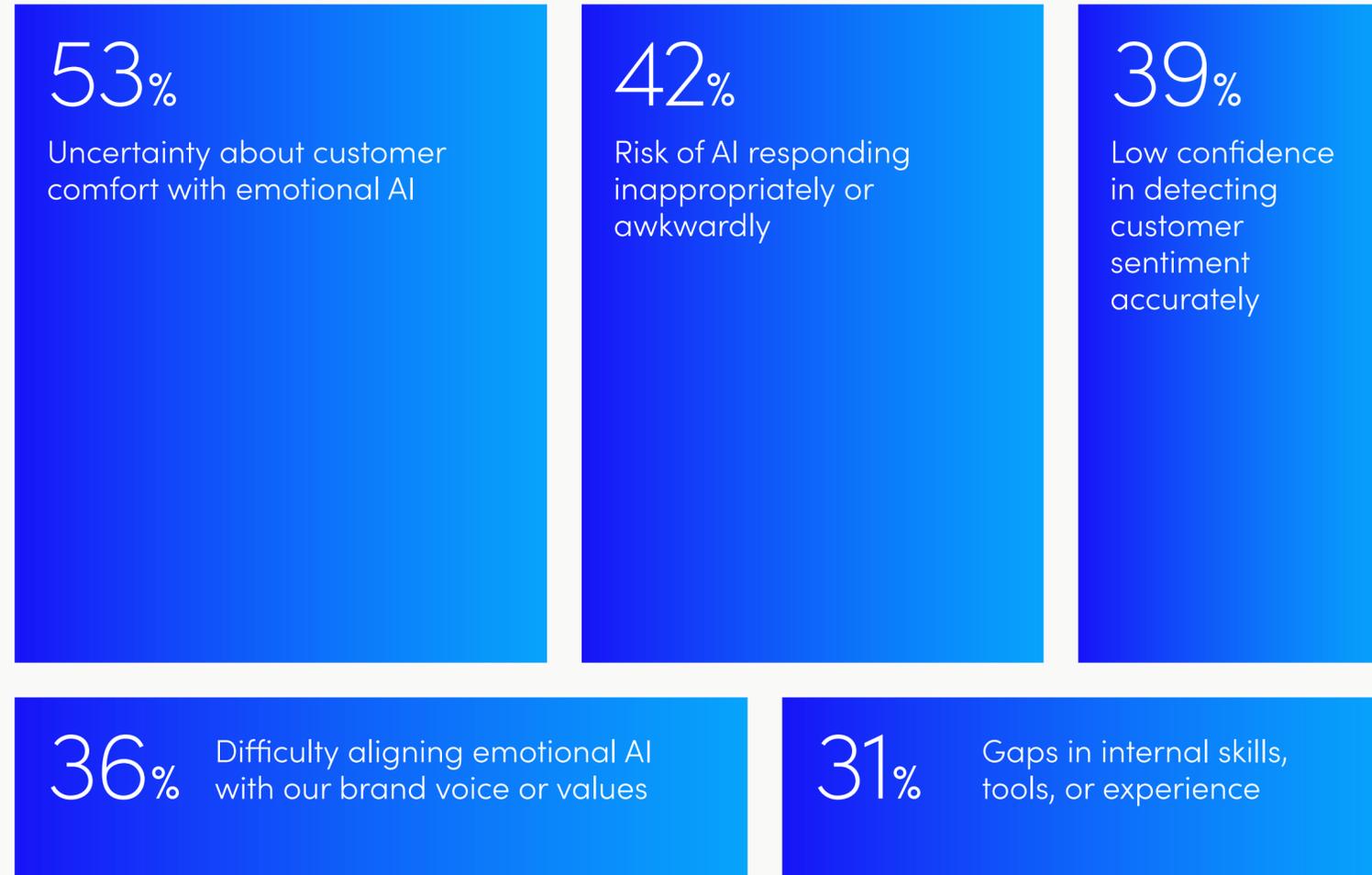
Increased customer loyalty

4%

Nothing – don't believe it would make a big difference

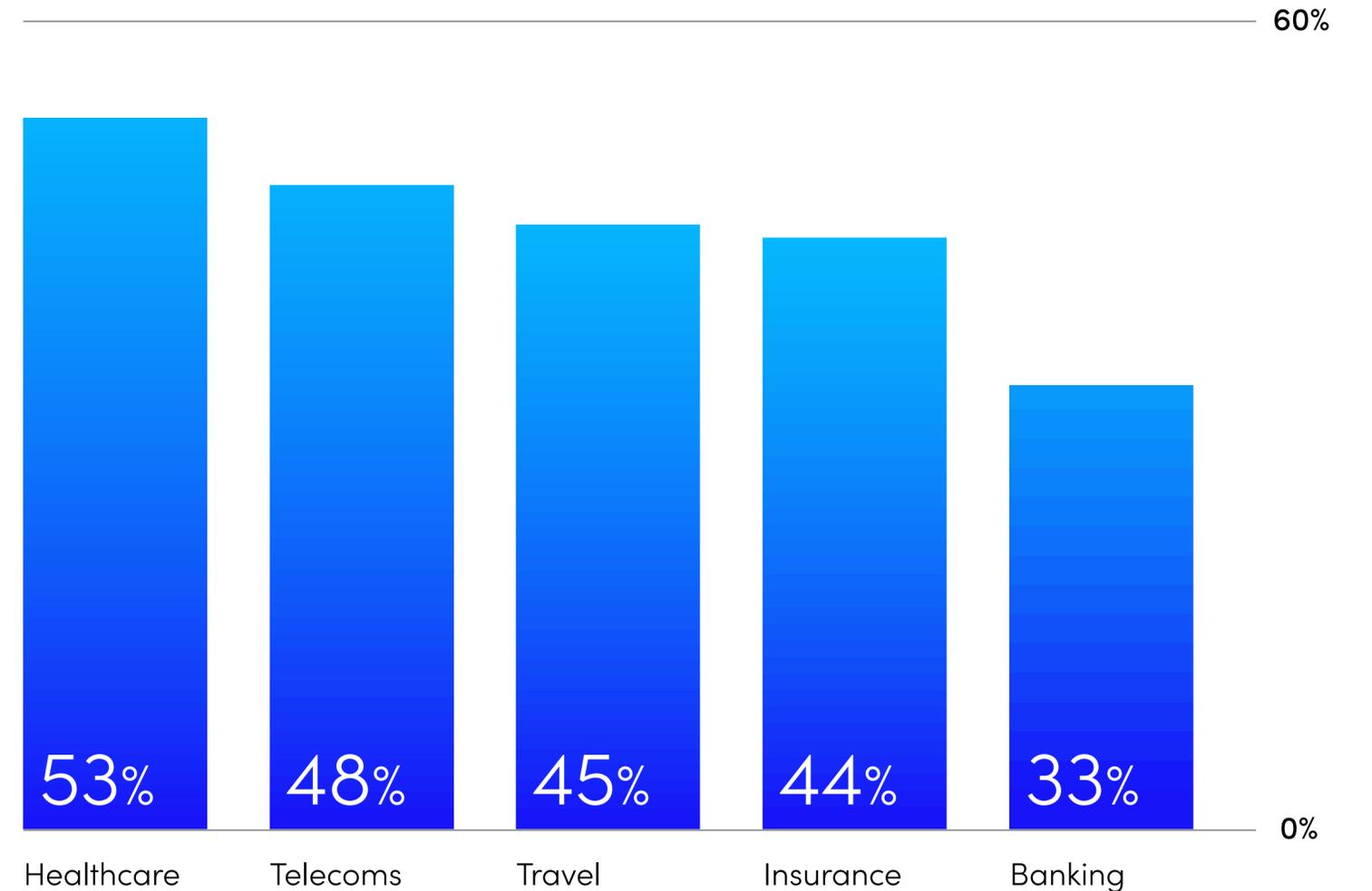
But healthcare leaders also face challenges around the use of emotionally intelligent AI, with most reporting uncertainty over customer comfort with the technology.

### CHALLENGES BRANDS FACE IN USING EMOTIONALLY INTELLIGENT AI



Perhaps unsurprisingly, healthcare leaders are more likely to view customer comfort as a challenge than business leaders in any other industry.

### PATIENT COMFORT WITH EMOTIONAL AI IS A CHALLENGE IN HEALTHCARE



## Exercise caution with emotional AI

Healthcare brands have high expectations for their future use of empathetic AI, whereas consumers are still wary of how it could be used.

### CONSUMERS

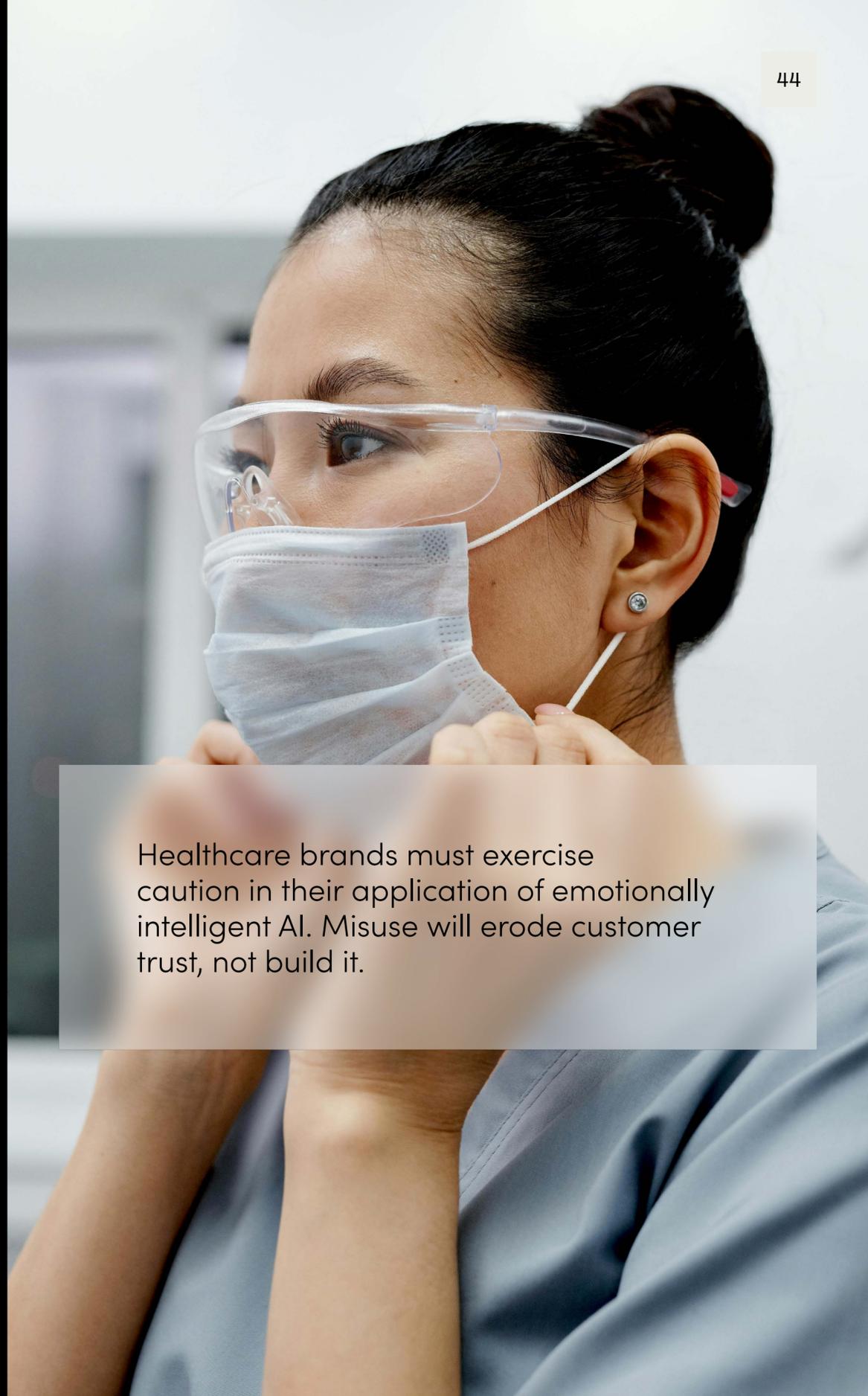
# 54%

of consumers say AI should use empathy to help them get what they actually want or need (rather than for commercial gain).

### HEALTHCARE BRANDS

# 72%

of healthcare brands think emotionally intelligent AI will win the moments that matter most.



Healthcare brands must exercise caution in their application of emotionally intelligent AI. Misuse will erode customer trust, not build it.



Getting ahead  
with AI-curated  
experiences

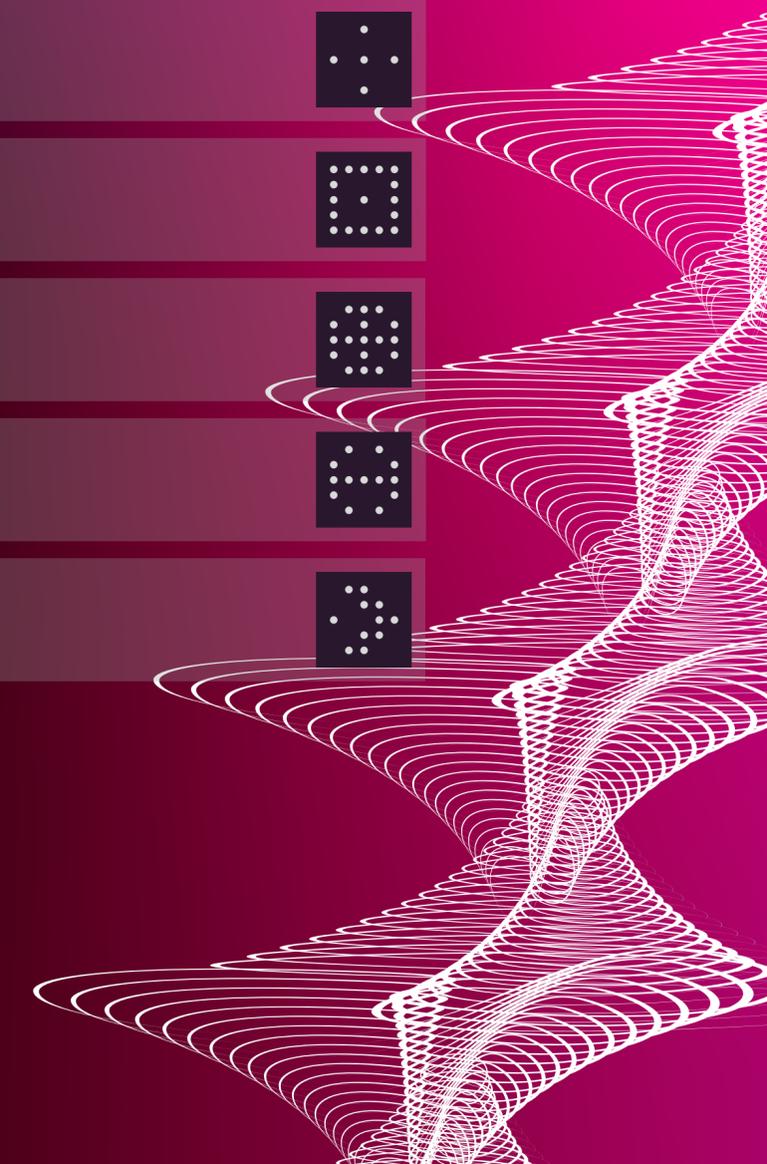
Healthcare brands feel a sense of urgency to explore AI-curated experiences and, despite concerns that AI could make them invisible or forgettable, they're experimenting with multiple uses of the technology across the customer journey.

On the face of it, consumers are relatively comfortable with AI being used to simplify and personalize their experiences, as long as they retain ultimate control. But acceptance of AI varies considerably by age, familiarity with the technology, and what the consumer is trying to achieve.

The healthcare brands that get ahead with AI-curated experiences won't be those who adopt AI the fastest. It will be those who set out to empower patients and customers, based on an in-depth understanding of their wants and needs. With AI, effective personalization is no longer just about the right message in the right place at the right time, but also delivering it in the right way. The winners will be those who use AI to make CX more meaningful, not more mechanical.

To find out more about how brands in other sectors are embracing AI-curated experiences, check out our industry-specific reports:

|                |   |
|----------------|---|
| ALL INDUSTRIES |    |
| BANKING        |    |
| INSURANCE      |   |
| TELECOMS       |  |
| TRAVEL         |  |



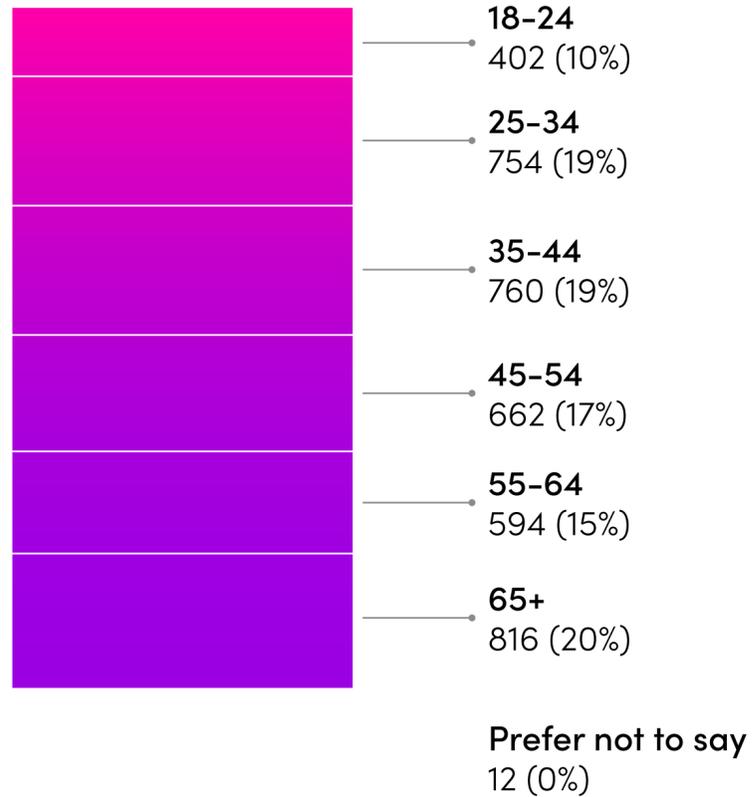


# Research methodology

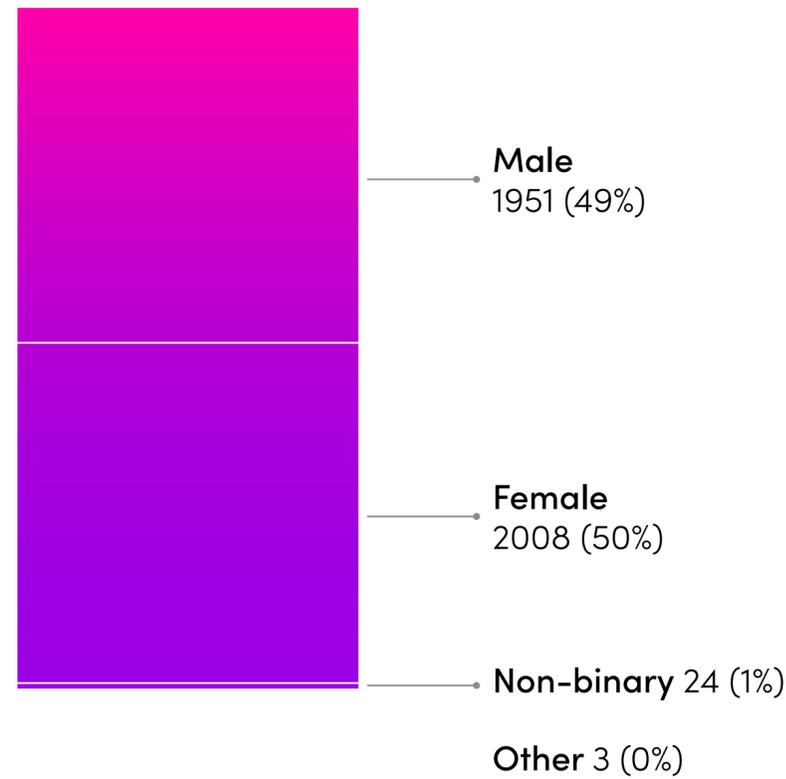
The research was conducted by Insight Avenue, an independent, third-party, specialist B2B and technology research consultancy.

4,000 online consumer interviews were conducted in July and August 2025. 2,000 interviews were conducted in the US and 2,000 in the UK.

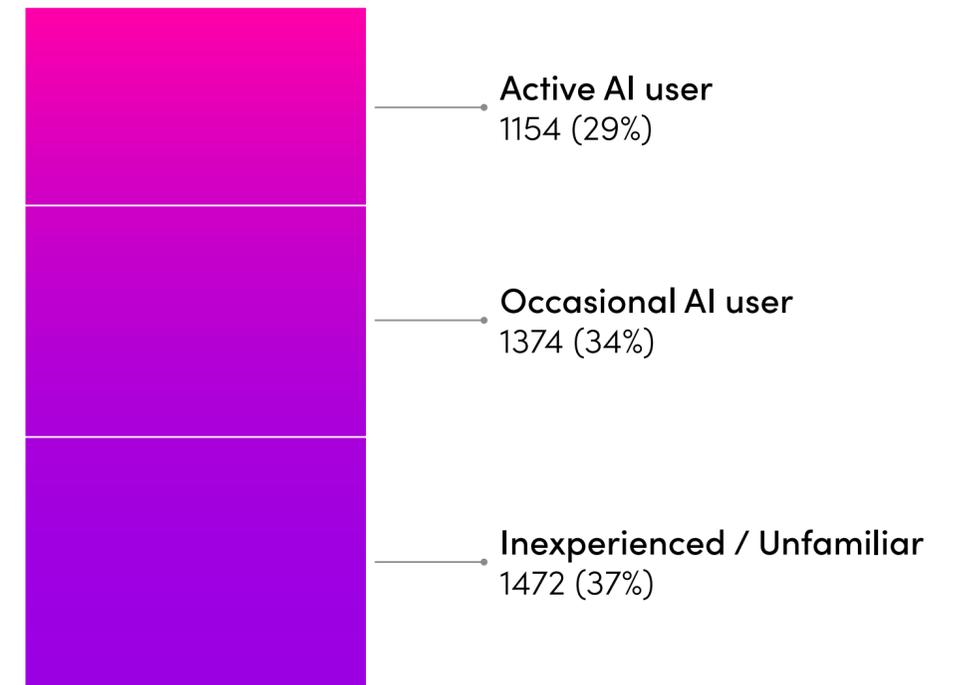
AGE



GENDER



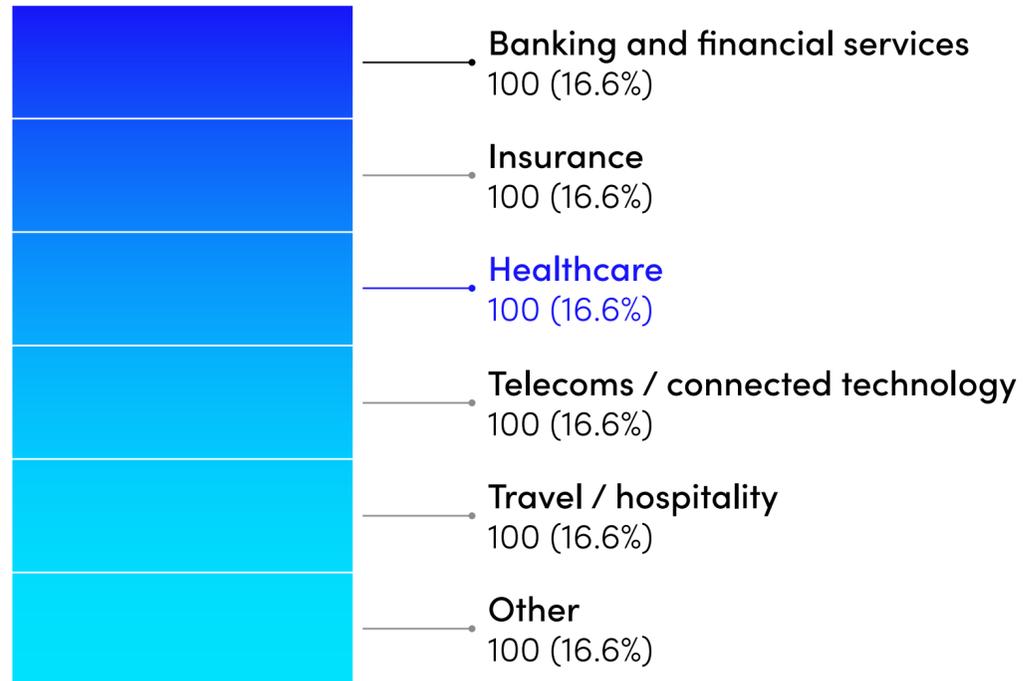
LEVEL OF AI EXPERIENCE



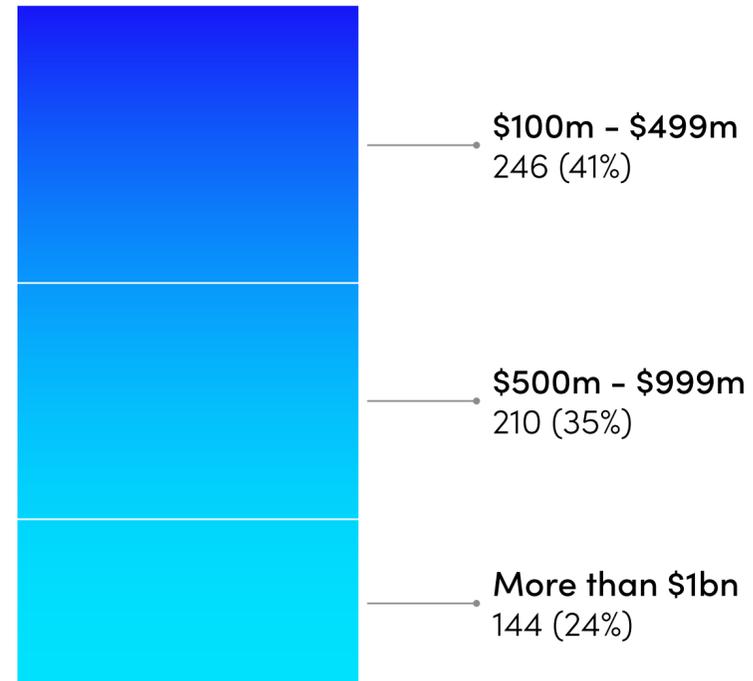
600 interviews were conducted in July and August 2025 with decision makers in customer experience, marketing, or AI strategy. All respondents had to have data analytics or customer insight in their area of responsibility or influence at work.

300 interviews were conducted in the US and 300 in the UK. The interviews from 100 respondents in healthcare form the basis of this industry-focused report.

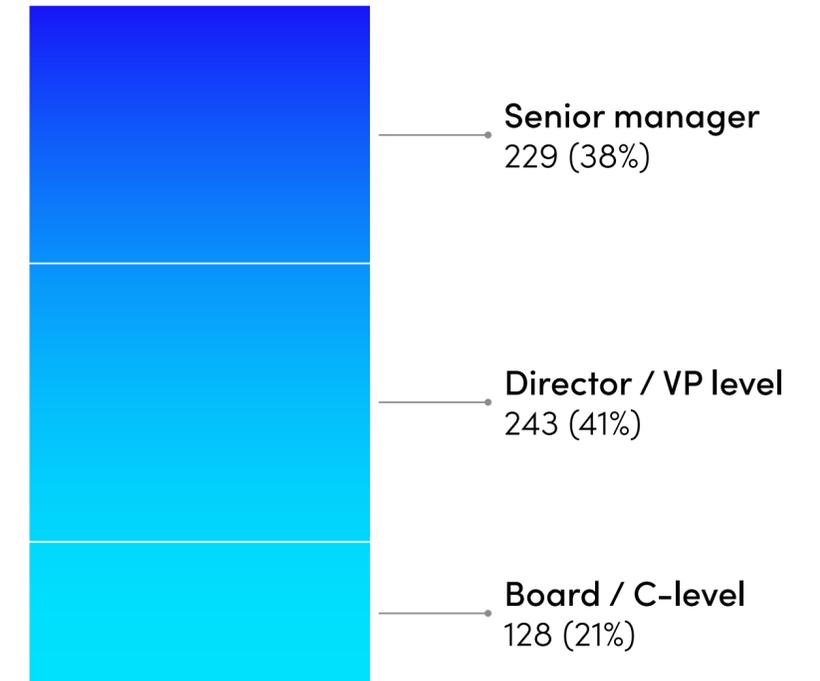
INDUSTRY SECTOR



ANNUAL REVENUE



SENIORITY



# About Acxiom

ACXIOM

Acxiom puts data to work, solving complex challenges for the world's leading brands and agencies. As the connected data and technology foundation of the Interpublic Group of Companies, Inc. (IPG), Acxiom unifies, connects, and prepares data for AI-driven marketing and decision-making, maximizing technology investments. As leaders in data ethics and governance, Acxiom brings a privacy-first approach to serving clients globally, with locations in the U.S., UK, Germany, China, Poland, and Mexico.

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