

PATIENT-CENTRIC FACTORS IN AI CHATBOT ADOPTION FOR HEALTHCARE

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INTRODUCTION

Artificial intelligence (AI) chatbots have the potential to revolutionize healthcare delivery by offering accessible, scalable, and personalized support for health treatments. These technologies are particularly valuable in addressing healthcare disparities in resource-constrained settings, including developing countries.

OBJECTIVES

Develop an extended technology adoption framework and explore the factors that influence the adoption of AI chatbots for healthcare support.

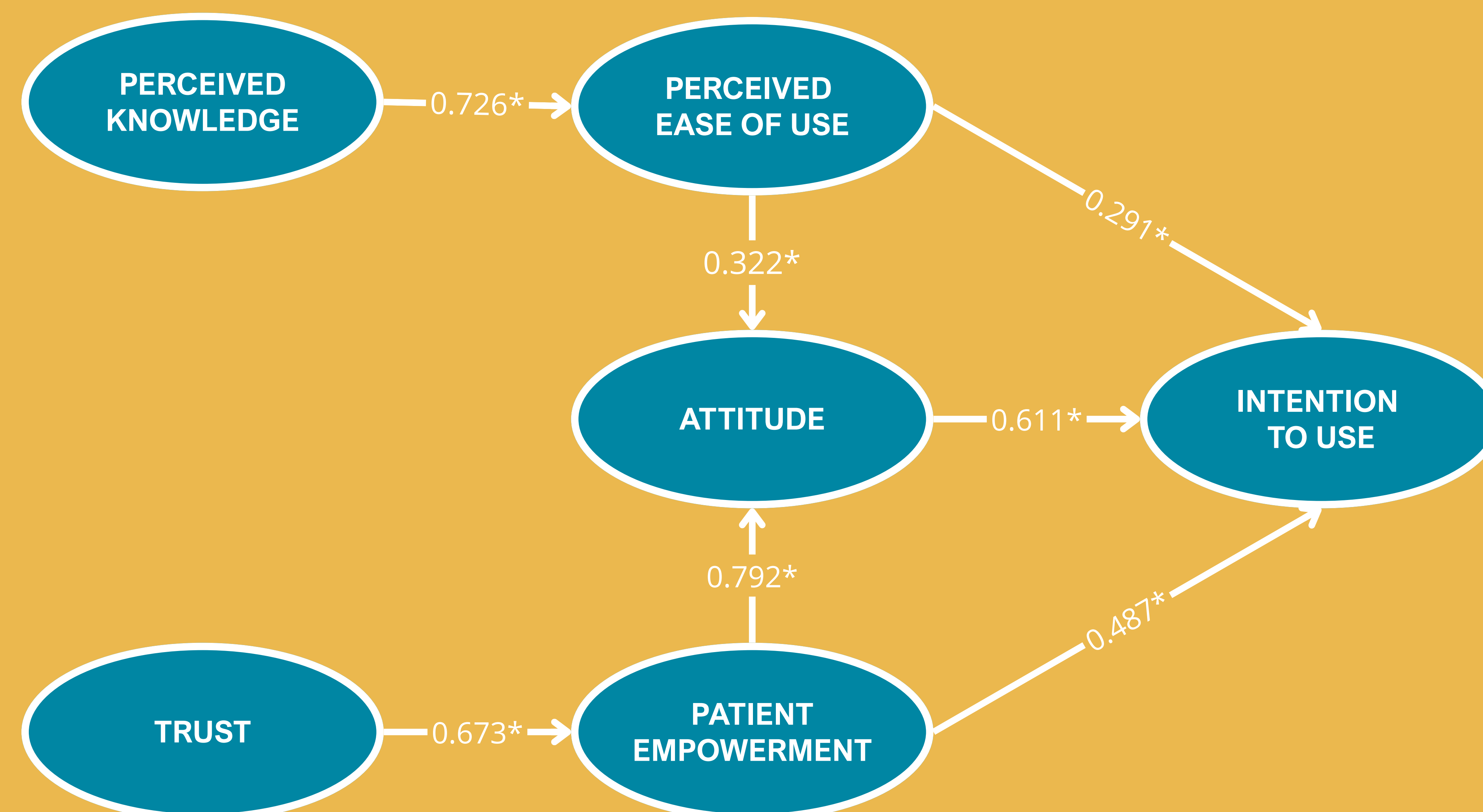
METHOD

* **Cross-sectional Survey** with 430 adult Brazilian respondents

* **Use of established scales** to measure Behavioral Intention, Attitude, Perceived Ease of Use, Empowerment, Perceived Knowledge, and Trust.

* **Structural Equations Modeling (SEM)**

RESULTS



*p-value < 0.05

* **The model could explain:**

- **79.2%** of the variance in **Attitude**
- **59.3%** of the variance in **Behavioral Intention** to use chatbots as a tool for healthcare

* **Significant effects for:**

- patient **Perceived Knowledge** (0.726) on **Perceived Ease of Use**
- patient **Trust** in chatbot systems (0.673) on feelings of **Empowerment**
- patient feelings of **Empowerment** (0.792) on their Attitude towards the use AI chatbots

CONCLUSIONS

* **Key factors influencing adoption of AI chatbots in healthcare support:**

- Patient knowledge about AI chatbots and its use,
- Availability of alternative healthcare options,
- Patient trust in AI chatbots,
- Patient feelings of confidence in managing their own healthcare.

* **Implications for Healthcare Providers and Policymakers:**

- Fostering trust in chatbot systems is essential for its dissemination as tools for healthcare,
- Emphasizing AI chatbots role in empowering patients in their healthcare management is central in making its use sustainable.

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