

What's the impact of COVID-19 crisis on the trust towards healthcare providers and population willingness to use IA for healthcare-related matters? Are open source AI tools reliable when it comes to diagnosis?

Final presentation - Friday 28, 2024

The COVID-19 crisis created a sense of urgency that ultimately led to distrust among people

COVID 19

Health Technology Assessment agencies

- Evaluation of drug safety and efficacy in record time
- Communication with new audience

Public Health policies governments

- Frequent change of policy
- Challenging forecast
- Balance between health and economy

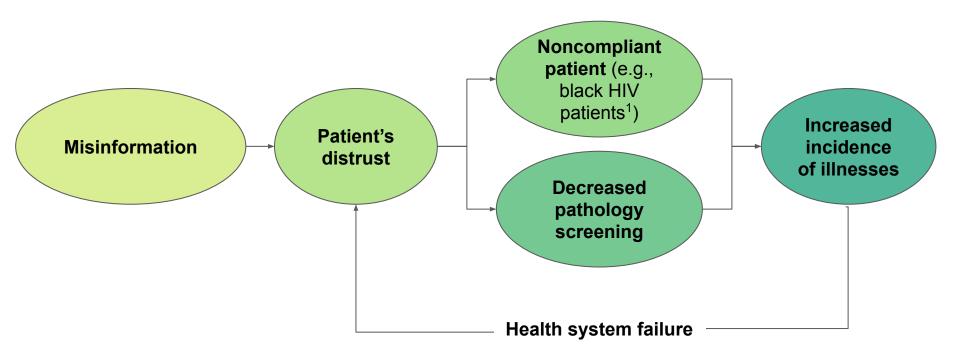
Science

- Tough communication with general population
- Lack of time to discuss results

Pharmaceutical companies

- Challenging brand image management (e.g., AstraZeneca)
- Urgency to produce vaccines for the world

Trust towards healthcare providers and healthcare systems is key to maintain its performance



Research methodology

Google survey

Impact of misinformation during the COVID-19 pandemic on trust towards healthcare systems

This survey has two purposes:

- To better understand the impact of COVID-19 on trust of patients towards healthcare professionals (nurses, doctors, pharmacists...) and health systems in general
- To determine the willingness of the general public to trust and/or use artificial intelligence to spot misinformation regarding health-related matters

Please note that this survey is anonymous so please answer as honestly as possible.

Thank you for taking the time to help us on this project!

Jean-Baptiste Poinot & Thomas Pietrobelli

b00794663@essec.edu Changer de compte

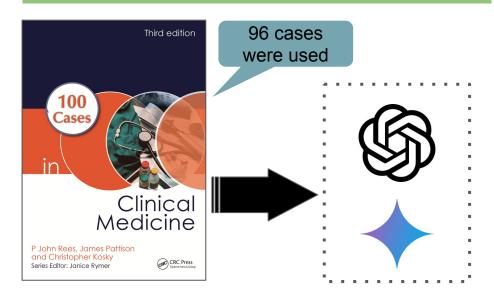


* Indique une question obligatoire

1st part : general information

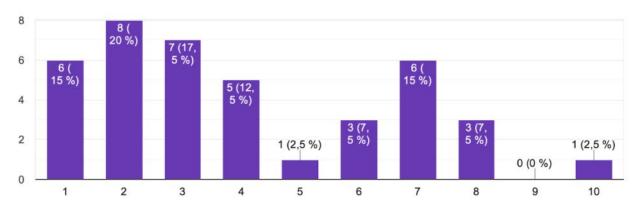
This part will enable us to better understand the pool of respondents.

ChatGPT vs. GEMINI

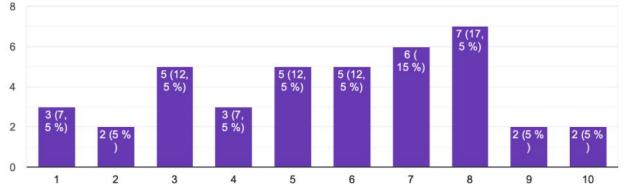


Objective: Assess AI tool's ability to accurately provide diagnosis

Trust towards healthcare systems has been more affected than the one towards HCP



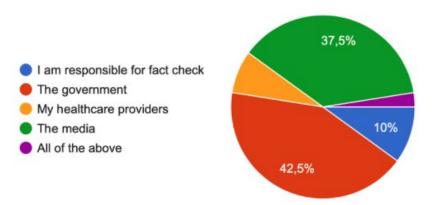
HCP Median = 3



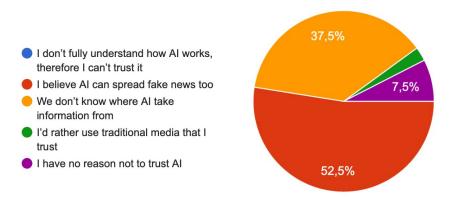
Healthcare systems median = 6

Respondents believe media are primarily responsible for debunking fake news and fear that Al can spread fake news too

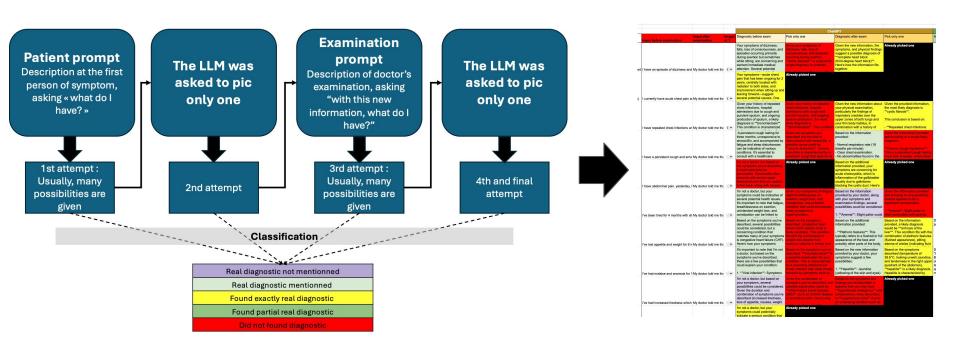
In your opinion, who should be mainly responsible for debunking medical misinformation and fake news?



Which is the main element that may restrain your trust in AI to spot medical misinformation or fake news?



Al assessment in diagnosis



Prompt mecanism

Data compiling

Al being Al





It was actually vertebral cancer metastasis



It was hepatitis B, contrary to hepatitis A, it can cause chronic liver disease

ChatGPT is twice as good as GEMINI in diagnosing

	ChatGPT	GEMINI	In common	total
Total number of accurate diagnosis	50	22	19	53
Number of accurate diagnosis without examination	28	14	11	
Number of accurate diagnosis found with examination	22	8	6	

Table 1: Results of AI test for diagnosis

52% f cases we

of cases were accurately diagnosed by ChatGPT 23%

of cases were accurately diagnosed by GEMINI **Majority**

of accurately cases were diagnosed without examination

Prompt character length didn't impact accuracy of diagnosis outcome

	Patient prompt	Examination Prompt	Total prompt
ChatGPT	8,68%	-0,51%	2,72%
t calculated	0,947	-0,063	0,024
GEMINI	7,77%	0,46%	3,09%
t calculated	0,908	0,055	0,549

Table 2: Difference in number of characters of prompt between accurate and inaccurate diagnosis. t-value used for significance is 1,99, with a degree of freedom of 95 and a significance degree of 5%.

I came back from the supermarket and then my legs hurt, also I felt like my keen was going to pop [...] and also I fell during an hiking in the austrian Alps a month ago [...] bla bla bla [...]

You can talk all you want, I'm still unable to diagnose you.
See a doctor.

Conclusion and recommendations

Observation

COVID-19 had more impact on trust towards health systems

 Expectation of media and government to debunk misinformations



Recommendations

- Health systems need to rebuild trust
 - Give tools to population to spot misinformation and raise awareness on these issues
- Governments might consider to **implementing regulations** regarding misinformation and fake news

Willingness to use and trust Al

Impact on trust

 Users are requiring sources outputs from AI tools

 People are mainly willing to use AI to spot misinformations



- In order to increase user's adherence to their tools, Al companies need to improve disclosure of sources in outputs
- Development of AI to spot fake news should be increased and available to all

Al accuracy on diagnosis

- Al tools have different efficiency when it comes to diagnosing
- Prompt size doesn't matter



- As of today, mainstream Al tools should not be used by people to diagnose as they can represent a danger (misdiagnosis)
 - Awareness needs to be raised
- Improvement and sourcing needs to be developed

