



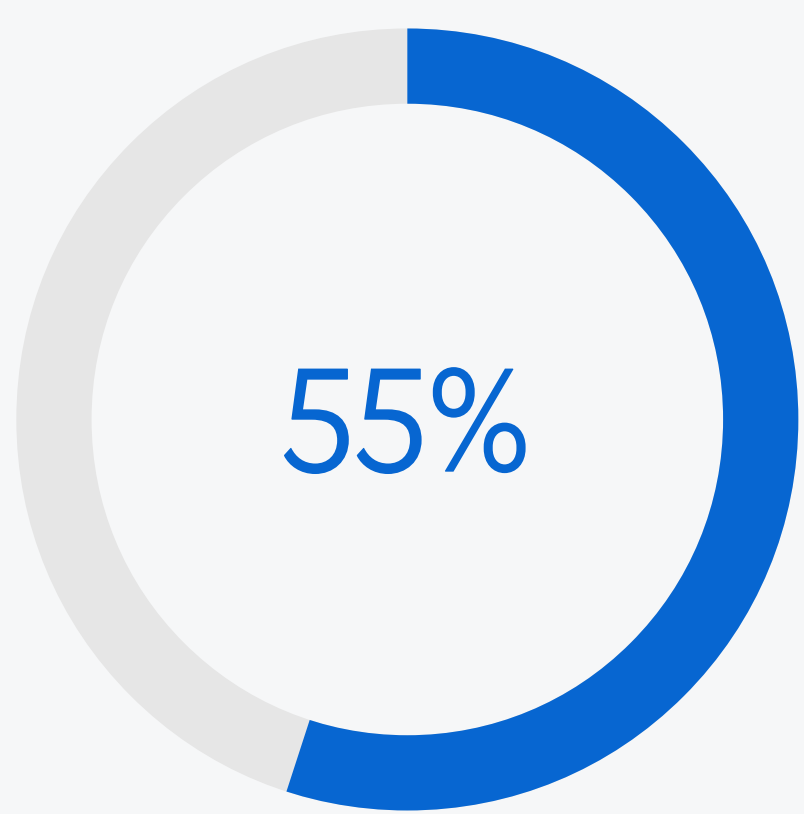
# Your journey to a GenAI future:

## A strategic path to success across health care

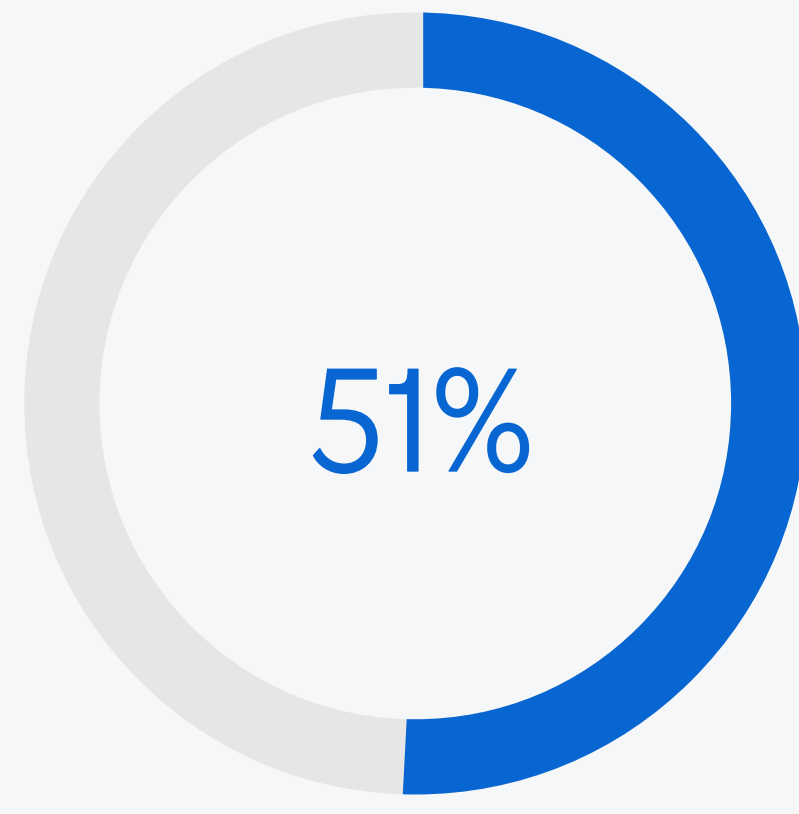
Global research studies reveal obstacles and opportunities when integrating GenAI technology. Health care organizations at large are leaning into the promise of advanced technologies, like GenAI, with the intent to streamline operations and deliver stronger health outcomes for patients all over the world. To better understand the unique perspectives that health care organizations have about GenAI, we examined the responses from the 240 senior leaders who are at the forefront of shaping GenAI data and analytics strategy.

### The future of GenAI in health care

The health care sector is on the precipice of rapid development. With GenAI's potential to support and complement the work of doctors, researchers and other health care professionals, leaders are optimistic about the range of benefits the technology can bring.



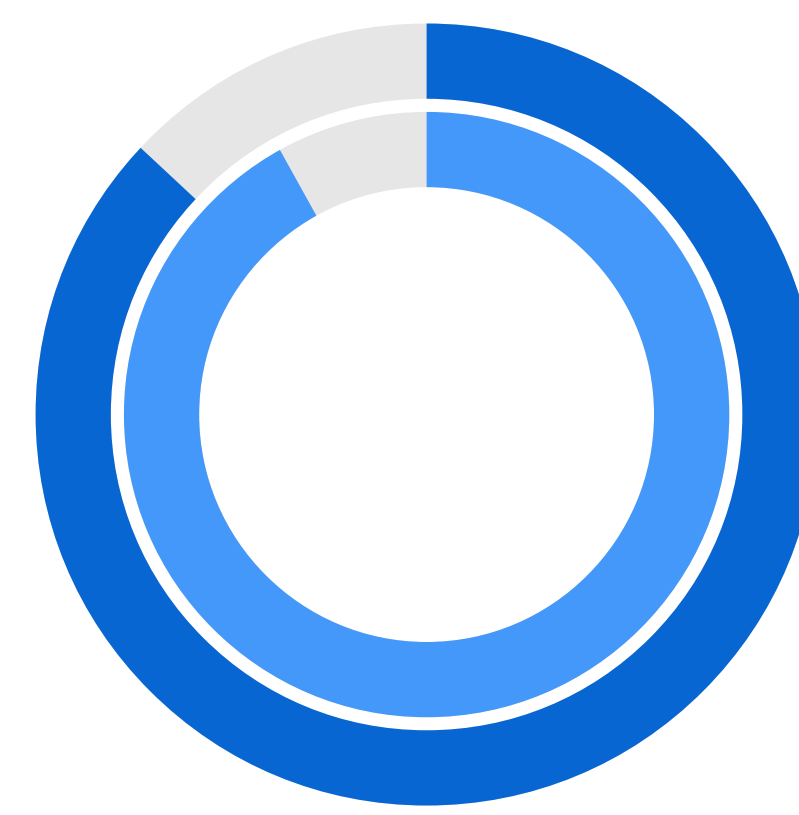
55% of health care leaders say GenAI integration will improve their organization's customer personalization and engagement.



51% say they anticipate a substantial increase in efficiency and cost savings.

### How health care organizations are integrating GenAI

Research shows that the health care sector can see GenAI's transformative potential: The vast majority are planning to invest, and they are making space in their budgets to support it.



87% of health care organizations plan to invest in GenAI in the next financial year.

92% of those investing have a dedicated GenAI budget for next year.

### Blockers and barriers: What health care needs to overcome

As GenAI technology expands, organizations across all sectors face many of the same problems. However, some issues very specifically affect health care leaders.

#### Top concerns

77% say data security is one of their top concerns when using GenAI in their organization.

76% are concerned about data privacy.

Download the full health care global research study, which reveals obstacles and opportunities when integrating GenAI technology.

[sas.com/genai-healthcare](https://sas.com/genai-healthcare)

