



AI frontlines in healthcare

Strategic insights from European and Australian hospitals on adoption, impact, and responsible innovation

Report



Disclaimer

AI frontlines in healthcare: Strategic insights from European and Australian hospitals on adoption, impact, and responsible innovation is intended for informational purposes only. The information in this report is based on survey responses, interviews, and public sources collected from March to June 2025. The survey was conducted by Censuswide, a market research agency, on behalf of Microsoft from 03/21/2025 to 03/28/2025. While efforts were made to ensure accuracy, Microsoft and the authors do not guarantee the completeness, accuracy, or suitability of the content. The opinions reflect those of participants at publication and do not represent Microsoft's official views. References to third parties are for informational purposes and should not be considered as endorsements by Microsoft. Readers are advised to consult legal advisors and qualified professionals for guidance before acting on this report. Microsoft is not liable for any losses from the use of this report. All trademarks and logos belong to their respective owners; permission is required to use third-party content.

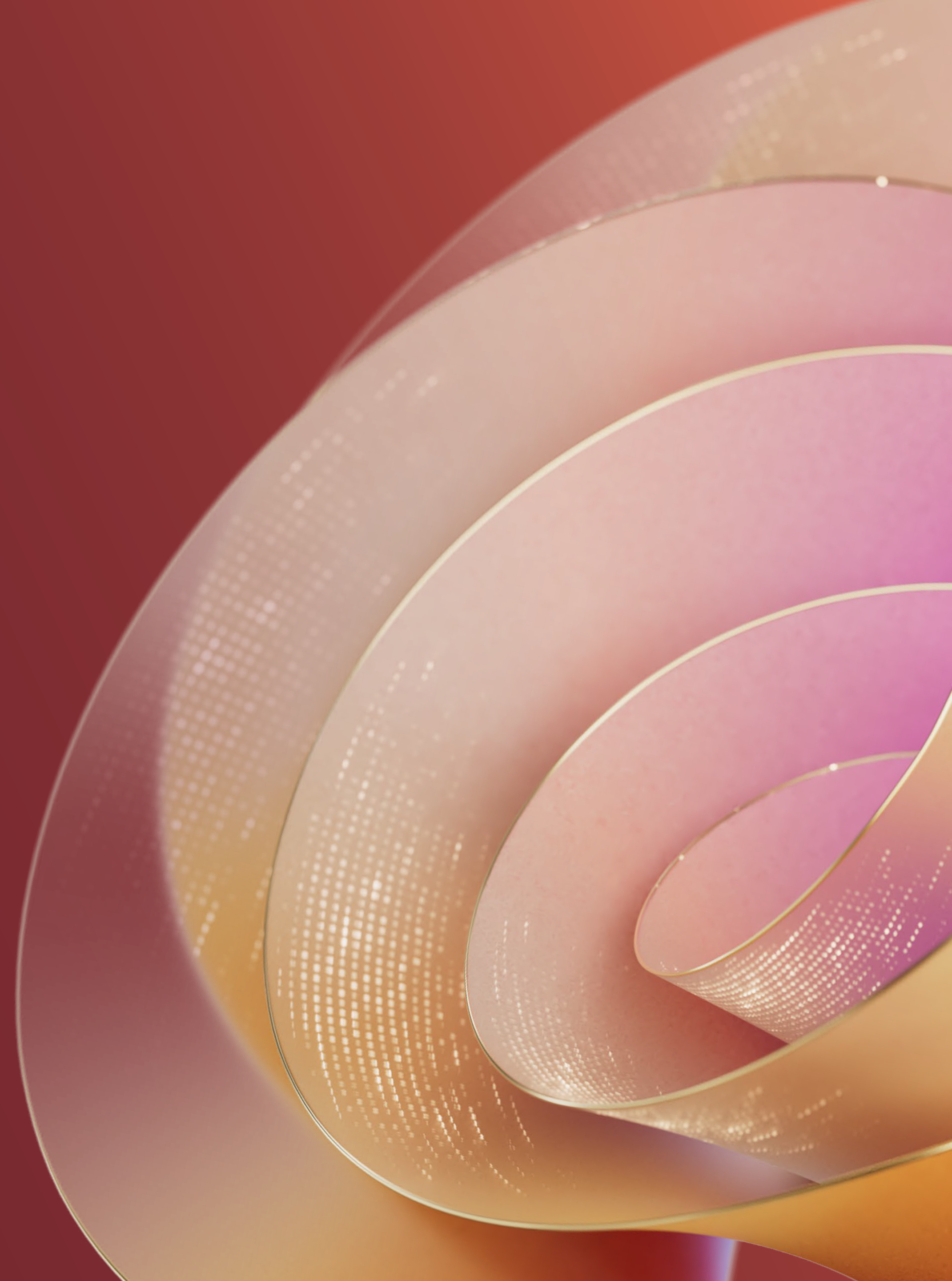


Table of contents

Foreword

Executive summary

Introduction

Generative AI in hospitals
Hospital leaders are recognizing and exploring the potential of AI

Strategic priorities for AI
AI's strategic value is in its versatility

Barriers to adoption
Hospital leaders are navigating complex barriers to adoption

Responsible AI and trust
Responsible AI practices are at the core of a successful strategy

Investment and budget
As AI's momentum grows, hospitals are making bigger investments

Collaboration and policy hurdles
Collaboration is necessary for AI initiatives to succeed at scale

Conclusion

Methodology



Foreword

In today's rapidly evolving healthcare landscape, Artificial Intelligence (AI) stands as a transformative force, already reshaping clinical practice globally and defining the future of healthcare.

As a digital health advocate, I have witnessed firsthand the profound impact that AI-driven innovations are making in hospitals, clinics, and research institutions worldwide.

This report, "AI frontlines in healthcare," offers a timely and comprehensive exploration of how hospitals in Europe and Australia are harnessing AI to transform patient care, streamline operations, and drive better outcomes.

Drawing on insights from more than 400 hospital decision-makers, it captures a moment of collective progress, where vision, investment, and practice converge to advance the frontiers of care and advance AI for better health.

We are particularly encouraged by the momentum revealed in these findings: nearly all surveyed hospitals are actively exploring or implementing AI solutions, alongside widespread recognition that responsible, ethical deployment is essential. Equally significant are the challenges detailed within, from data privacy and integration to workforce readiness, which remind us that innovation must be paired with vigilance, collaboration, and a steadfast commitment to patient safety.

Moving forward, the full potential of AI in healthcare will depend not only on technological advances but also on fostering stronger partnerships, shared standards, and building trust across the sector.

Encouragingly, many stakeholders—healthcare providers, professionals, and policymakers—are recognizing the importance of collaboration to harness AI's benefits responsibly and equitably for patients and health systems alike.

We invite you to delve into the insights shared in this report and join us in building a future where AI enables every person and organization to thrive in health, advancing better health for all through innovation, equity, and impact.

By Kees Hertogh,
Vice President Healthcare and Life Sciences Marketing
at Microsoft



Executive summary

AI’s influential role in modern healthcare is becoming increasingly clear to hospital leaders and clinicians, with the introduction of AI further expanding its use cases. Microsoft surveyed more than 400 decision-makers from European and Australian hospitals to explore their perception of AI’s potential and their expectations for its impact, and their responses showed real momentum in the sector.

All our respondents are exploring Generative AI solutions in some capacity, and most already have projects underway and are making meaningful investments in AI for both clinical applications and business use cases. It’s a versatile technology that serves a broad range of priorities, including automated clinical documentation, predictive analytics, hospital operations management, and more.

Most of those surveyed agreed that AI has an important role to play in patient outcomes over the next three years, but there are barriers to full adoption. Data privacy concerns, integration challenges and a lack of technical expertise can slow implementation, but collaborating with peers and industry leaders can help overcome these barriers. Ultimately, a responsible, outcomes-focused approach to AI will help these hospitals—and thousands of others around the world—achieve more with AI they can trust, enabling them to maximize the technology’s potential for transformative impact.

Key highlights from surveyed hospitals' leaders

78%

have committed to Generative AI for clinical applications.

34%

have implemented human oversight for AI-driven decisions as part of Responsible AI frameworks.

49%

allocate between 11% and 20% of their budgets to AI.

79%

have committed to Generative AI for business applications.

33%

are conducting bias audits as part of Responsible AI frameworks.

68%

of larger hospitals with 1,500–1,999 beds use between 21% and 25% of their budgets for AI development.

30%

are training staff in ethical AI usage as part of Responsible AI frameworks.



Introduction

Modern healthcare is complex, demanding, and changing rapidly

AI is playing a pivotal role in its ongoing evolution as healthcare professionals, administrators, and the patients they serve look for more effective ways to navigate this environment.

With the right solutions, AI can help empower clinicians and patients, support hospital operations, and unlock innovation in clinical workflows, diagnosis, and treatment. Researchers say AI in healthcare has the potential to improve patient outcomes by 40% and reduce treatment costs by 50%,¹ aligning with key objectives for healthcare systems worldwide.

Generative AI, the latest and most transformative modality of AI, offers capabilities that can support every facet of the healthcare ecosystem. Generative AI introduces new possibilities for everything from streamlined reporting to personalized therapeutics, strengthening the systems and processes that support clinical practice.

1. <https://nihcm.org/publications/future-of-ai>

Microsoft has a vision to drive innovation and improve healthcare experiences with AI-powered solutions, actionable insights, and trusted capabilities. Part of this commitment means working to understand the sector's current view of AI in healthcare, the challenges of adoption, and the importance of responsible practices.

To achieve this, we surveyed more than 400 hospital decision-makers from Australia, France, Germany, the Netherlands, Sweden and the UK. We asked questions about their priorities, budgets, and barriers to build a detailed picture of how they're progressing toward their AI implementation goals—and how organizations like ours can contribute more effectively to their strategies.



Generative AI in hospitals

Hospital leaders are recognizing and exploring the potential of AI

From diagnostics and documentation to workflow optimization and patient interaction, there are many ways hospitals can benefit from AI’s capabilities in analysis, automation, and creation.

For our study, we split Generative AI applications into two broad categories: clinical and business. Clinical applications include documentation, decision-making support, and diagnostic solutions such as imaging analysis—these are the cutting-edge use cases for AI that directly affect clinician experiences and patient outcomes. Business applications are more traditional use cases for the technology, focusing on process automation and operational efficiency to help hospitals streamline the systems that underpin the day-to-day running of the organization.

Most AI strategies are already underway

Hospitals recognize the potential of Generative AI; every decision-maker we surveyed is exploring generative AI solutions for their hospital in some capacity. And in most cases, this exploration has already translated into action: 78% and 79% have decided to implement Generative AI for clinical and business applications respectively.

Overall, our respondents are showing tangible progress in executing their strategies: 41% have already fully implemented their planned clinical applications for Generative AI, while 37% have finished implementing their business-focused Generative AI applications.



Implementation progress varies between countries

Comparing different countries’ maturity, some surveyed hospitals report a high percentage of completed implementations in both categories, while others are at the earlier stages of their implementation journey.

	Fully implemented clinical applications	Fully implemented business applications
Australia	66%	50%
Germany	47%	49%
France	41%	44%
Netherlands	36%	30%
United Kingdom	29%	22%
Sweden	23%	15%

“Generative AI is helping hospitals set a new standard by improving how information is accessed, enhancing team collaboration and experiences, and supporting the delivery of care in fast-paced environments where time and clarity are critical.”

– **Dr. Umang Patel, Chief Clinical Information Officer for the UK at Microsoft**

“Generative AI is already making a much-needed impact in hospital care, with further utility being assessed. In direct care, clinicians can use AI to reduce administrative burden, improve the consultation experience and help bring timely evidence to the point of care.”

– **Dr. Simon Kos, Chief Medical Officer for ANZ at Microsoft**



Strategic priorities for AI

AI's strategic value is in its versatility

AI is rapidly becoming a strategic necessity for hospitals, as decision-makers explore its impact on efficiency, clinical processes, patient outcomes, and more. In fact, more than 99% of our survey respondents felt that AI-driven healthcare applications were a priority for their hospital.

The versatility of the technology means there's a nearly endless list of potential use cases—but that doesn't mean that AI should be implemented in broad strokes. For hospitals to feel the maximum impact of their investments, they need to carefully consider their priorities and target solutions to their most pressing challenges.

AI can serve a range of hospital priorities

When asked to select up to three priority applications for AI, there was a spread of answers that reflect the technology's vast potential and the variety of challenges hospitals are currently facing.

Overall:

37%

chose **hospital operations management**, which includes use cases such as scheduling, resource allocation, and bed management.

36%

chose **predictive analytics**, which can help identify high-risk patients, support prevention, reduce readmissions, and improve outcomes.

32%

chose **automated clinical documentation**, which removes the manual workload and the strain of taking notes, completing reports and updating electronic health records—ultimately enhancing clinician-patient interactions.

25%

chose **virtual health and telemedicine**.

22%

chose **patient monitoring**.

Comparing different countries' priorities, the Netherlands (48%), the UK (45%), and Germany (35%) said hospital operations management is their biggest priority, followed by automated clinical documentation for the Netherlands (42%) and UK (36%). French respondents chose predictive analytics (46%) as top priority while German respondents choose as second focus medical imaging, diagnostics, and decision support and predictive analytics. In Australia, however, 42% selected medical imaging, diagnostics, and decision support as a top choice followed by automated clinical documentation (40%). Swedish respondents opted for virtual health and telemedicine (38%), which helps improve access for remote populations.

"Europe's healthcare systems face challenges from aging populations, workforce shortages, rising chronic diseases, and financial pressures. AI has the potential to help address these issues. AI can support population health by stratifying health risks, enabling earlier and tailored interventions, personalizing care at scale, and enhancing patient engagement. In rural and underserved areas of European countries, such as France, AI can help bridge care gaps by supporting remote consultations with AI-driven expertise, automating documentation, and improving access to clinical knowledge. Microsoft is focused on working with European hospitals to implement AI responsibly with human oversight, aiming to enhance care delivery while safeguarding privacy, equity, and trust."

– **Dr. Arnaud Wilmet, Chief Medical Information Officer for EMEA at Microsoft**

"Australia's geography presents unique challenges, with vast rural and remote regions where access to timely, high-quality care can be limited. AI can assist by enabling virtual care, supporting clinical decision-making in low-resource settings, and improving early detection of disease at scale. With emerging technologies, clinicians can extend their reach and maintain continuity of care across great distances. When thoughtfully applied, AI can be a valuable assistant, always supporting, never replacing and helping deliver more connected, equitable healthcare for all Australians."

– **Dr. Simon Kos, Chief Medical Officer for ANZ at Microsoft**





Hospital size influences priorities

100–499 beds and 1,500–1,999 beds
are prioritizing hospital operations management respectively 45% and 46%

500–999 beds
are prioritizing automated clinical documentation (34%)

1,000–1,499 beds
are prioritizing predictive analytics (36%)

AI impact expands beyond individual hospitals

There are wider impacts to consider, too: 96% said AI could improve population health outcomes, with the same proportion saying it could help address challenges in rural and remote healthcare.

	AI will be impactful for improving population health outcomes	AI will be impactful for addressing challenges in rural and remote healthcare
Australia	100%	100%
Germany	92%	96%
France	100%	99%
Netherlands	92%	91%
United Kingdom	96%	100%
Sweden	98%	98%

“AI has the potential to revolutionise population health by identifying trends and risks across communities that would be impossible to detect manually. This enables proactive interventions and resource allocation, ultimately improving health outcomes and reducing preventable illnesses on a much larger scale.”

– Dr. Umang Patel, Chief Clinical Information Officer for the UK at Microsoft

“AI is enhancing efficiency and access by optimizing workflows and care pathways. As it unlocks insights from the vast amount of healthcare data, it is also transforming clinical decision-making and driving improvements in patient outcomes.”

– Dr. Jesper Hessius, Chief Medical Information Officer for the Nordic countries at Microsoft

Nearly 100% of our respondents said AI has an important role to play in improving patient care outcomes within the next three years.

Barriers to adoption

Hospital leaders are navigating complex barriers to adoption

Implementing any new system, process, or technology can be challenging. And in healthcare, there are even more considerations than budget and potential disruption; every decision must be made with patients and clinicians in mind.

Just 6% of our respondents said they don't face challenges with adopting AI solutions for healthcare.

To understand the biggest barriers, we asked our respondents to select their top three:

43%

had concerns about data privacy, reflecting the importance of Responsible AI strategies that safeguard patient and organizational information. This was a top concern for Australian (54%) and French respondents (38%).

41%

felt integration challenges stood in their way. Integration in hospital settings can be complex, and it's rare to find a solution that's compatible with all the clinical and operational systems in various departments and clinics. In Germany, 44% of respondents named this as a significant barrier.

39%

said their hospital lacked the technical expertise required. Effective implementation, especially for more complex AI solutions, can demand specialist skills that are outside the scope of hospitals' IT teams. And in many cases, their resources are already stretched thin managing existing systems and legacy infrastructure. This was the most common challenge for UK respondents (43%).

38%

cited regulatory constraints. Adhering closely to laws and guidelines is vital for responsible use, but this can be challenging to manage as regulations change to reflect AI's ongoing evolution—and they vary widely depending on the country. This was most commonly chosen by respondents from the Netherlands (60%).

38%

highlighted the cost of implementation, including more than half (58%) of our Swedish respondents. Tactical adoption can help hospitals see value from their investment quickly and open the path for further use cases.

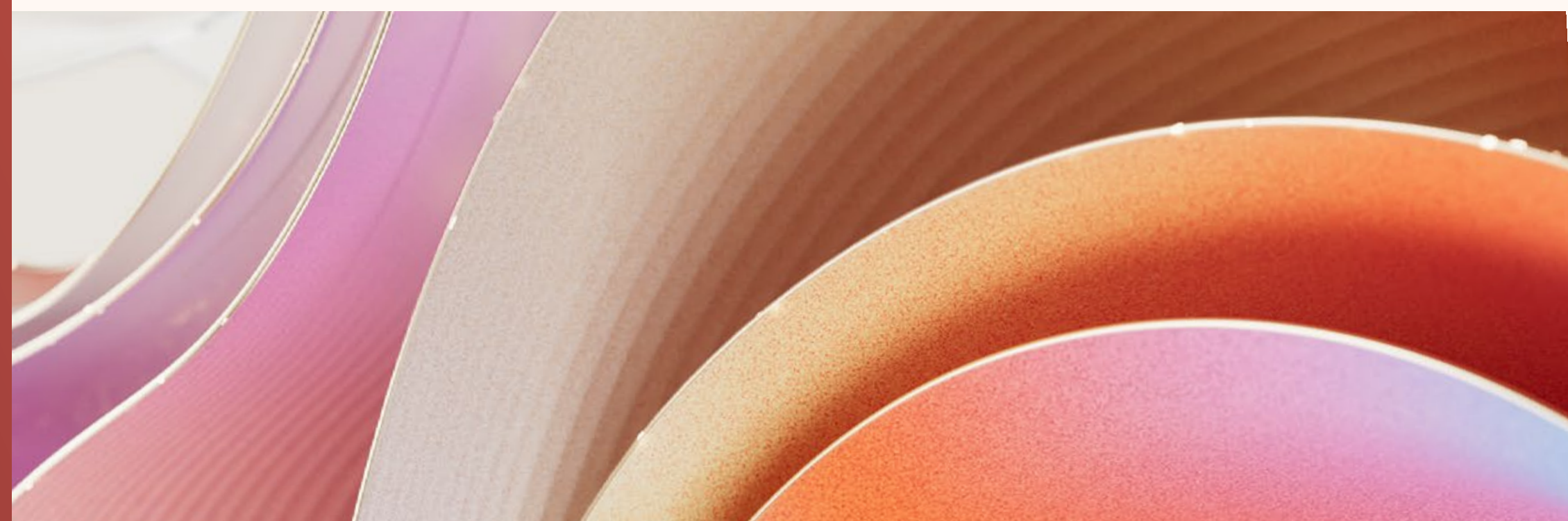
Chief Executive Officers (44%), Chief Information Officers (47%), and Chief Medical Information Officers/Chief Medical Officers (42%) are most concerned about preserving data privacy in their AI adoptions, while Chief Technology Officers (56%) are looking for ways to navigate integration challenges and Chief Innovation Officers (53%) are wary of regulatory constraints. It's no surprise that those tasked with pursuing innovation are concerned about how regulators may hamper their progress, while those with technical responsibilities are focused on the practicalities of implementation.

As these hospital decision-makers continue to pioneer AI adoption, best practices will emerge for protecting privacy, simplifying integration, navigating laws, and other challenges. But leaders don't need to overcome these barriers alone; working with a technology partner like Microsoft can help hospitals accelerate their progress.

By choosing a technology provider with a mature and dedicated healthcare AI offering, decision-makers will have access to the resources they need for successful implementation, from technical expertise to stringent [security](#) measures.

"Selecting the appropriate technology and emphasizing adoption is vital for overcoming challenges in healthcare and ensuring successful AI implementation. At Microsoft, we support hospital decision-makers with comprehensive resources, from cutting-edge technical expertise to rigorous healthcare data privacy, security measures, and Responsible AI frameworks—empowering them to overcome barriers and unlock the full potential of AI in healthcare."

– **Dr. Joost Huiskens, Chief Medical Information Officer for the Netherlands at Microsoft**



Responsible AI and trust

Responsible AI practices are at the core of a successful strategy

The importance of Responsible AI use is a consistent theme in conversations with hospital decision-makers. When dealing with people's health, sensitive information, and medical care—and the daily reality of managing a complex organization—it's vital to develop and deploy solutions with ethics at the forefront.

→ 97% of respondents said it was important to ensure Responsible AI development and deployment

Hospital decision-makers are familiar with balancing options and making responsible choices, but there are additional ethical considerations in the world of AI. These considerations don't have to be navigated alone; there are new and evolving guidelines from governments, regulatory bodies, and industry leaders that can help. Microsoft [offers a range of tools and practices](#) to help organizations, including hospitals, use AI responsibly and securely, which are all [underpinned by our Responsible AI Standard](#).

"In healthcare, trust is not optional, it's foundational. At Microsoft, we're building AI systems that clinicians and patients can rely on, with governance frameworks that prioritize safety, transparency, and ethical deployment at every step."

– Dr. David Rhew, Global Chief Medical Officer at Microsoft

"Responsible AI in healthcare means building systems that reflect our highest values: clarity in how decisions are made, fairness in how outcomes are delivered, and accountability for the impact on patients' lives. This approach sets a powerful example of how ethics and innovation can advance together with our customers and partners."

– Dr. Nasim Farrokhnia, Healthcare Lead for the Nordic countries at Microsoft

Decision-makers are confident in their compliance

There's a promising level of confidence among the decision-makers we surveyed. Among those who have already implemented AI or are planning to, 53% were confident that their solutions completely meet compliance and security standards. A further 47% said they were partially or slightly in line with these rules, acknowledging that there's more work to do to achieve the expected standards.

Nearly all (97%) of our respondents said they're effective at ensuring their technology providers adhere to Responsible AI principles, with 46% saying they're extremely effective. It's important that hospitals work with technology providers that are responsible and transparent in the way they develop and deploy AI and have mechanisms in place to demonstrate compliance.

"Responsible AI in healthcare is an imperative. Deploying AI solutions must always prioritize patient safety and ethical transparency. By fostering collaboration between technology enablers and healthcare organizations, we can harness AI's potential to enhance care quality while maintaining the trust that is fundamental to quality care."

– Dr. Joost Huiskens, Chief Medical Information Officer for the Netherlands at Microsoft

"Europe's leadership in digital health depends on innovation and integrity. By designing AI systems with sovereignty and privacy at their core, we're advancing technology while building the public trust needed for real transformation. This is where ethical tech supports resilient healthcare."

– Dr. Nasim Farrokhnia, Healthcare Lead for the Nordic countries at Microsoft



Hospitals are prepared for responsibility and accountability

More than three-quarters (78%) of respondents said they’re very or extremely prepared to take ownership of decisions around AI applications, with just 4% saying they’re unprepared. But at the same time, all our respondents said they expected at least some additional support from their technology providers to implement responsible AI. [Shared responsibility](#) is a vital component of a collaborative relationship that helps ensure ethics, privacy, and security are respected.

Among hospitals that have implemented or are implementing AI solutions, nearly all have established their own measures to ensure responsible AI usage.

34%

have human oversight in place for all AI-driven clinical decisions; this is the most common measure among Australian (44%) and German (38%) hospitals.

33%

have implemented bias detection and fairness audits for their models. Nearly a third (31%) of UK hospitals are prioritizing this method.

30%

have trained their staff in ethical AI usage and decision-making, including 44% of hospitals in the Netherlands.

30%

conduct regular audits of AI system performance.

30%

are adhering to their local ethics guidelines, such as the European Commission’s Ethical Guidelines for Trustworthy AI, the UK AI Ethics Guidelines, and Australia’s AI Ethics Principles.

28%

have ensured compliance with healthcare data privacy and AI regulations, such as the EU AI Act.

28%

have adopted transparent AI reporting and explainability standards.

27%

have established an AI ethics committee to oversee implementation, including 48% of Swedish hospitals.

These critical guardrails allow hospital decision-makers to model their AI deployments around their organizational principles as well as external guidelines.

Hospitals of all sizes are prioritizing the role of people in Responsible AI

Hospital decision-makers are all recognizing the power of human-in-the-loop AI, and its value for maintaining Responsible AI standards in healthcare, as...

100–499 beds

are training their staff in ethical AI usage (40%)

500–999 beds

are implementing bias detection and fairness audits (37%)

1,000–1,499 beds

have human oversight in place for all AI-driven decisions (39%)

1,500–1,999 beds

are implementing bias detection and fairness audits (36%)



Investment and budget

As AI’s momentum grows, hospitals are making bigger investments

Investment is a key puzzle piece for AI implementation; for those at the start of their journey it can be difficult to know how much of the budget to allocate. Too little, and the hospital is unlikely to see any real impact, but stakeholders may be hesitant to dedicate large portions of the budget to AI.

Investment in AI varies, but leaders are prioritizing innovation

In most cases, our decision-makers are using meaningful amounts of their IT or innovation budget to explore the potential of AI for their hospitals, with just under half dedicating between 11% and 20% to this work.

Overall IT or innovation budget allocations for AI

<5%	5% – 10%	11% – 20%	21% – 25%	>25%
<1%	16%	49%	33%	2%



Larger hospitals may have more scope for investment

68% of hospitals with 1,500 – 1,999 beds are investing between 21% and 25% of their IT or innovation budgets in AI.

For all other sizes of hospital, investment between 11% and 20% was most common.

It’s vital that leaders find ways to build partnerships in the industry—with vendors and peers alike. A more collaborative approach to AI creates an environment where advancements and lessons can be shared, multiplying the value of every hospital’s investment while allowing everyone to benefit from AI’s impact.

“At Microsoft, we see AI as a powerful catalyst for innovation across the healthcare sector. From transforming clinical workflows to optimizing business operations and improving patient engagement, AI is enabling a new era of data-driven, human-centered care. The commitment to Responsible AI, combined with our technology and partnerships, positions us to support health systems and organizations in delivering more equitable, efficient, and sustainable outcomes.”

– Dr. David Rhew, Global Chief Medical Officer at Microsoft



Collaboration and policy hurdles

Collaboration is necessary for AI initiatives to succeed at scale

With more initiatives like the European Health Data Space², Health Data Research UK³, and the Australian Alliance for Artificial Intelligence in Healthcare⁴ emerging, cross-border collaboration is becoming more ingrained in technological progress for hospitals.

However, as every country operates under different laws, regulations, and standards, there are barriers to collaboration, and that's reflected in our survey responses. Just 5% of our respondents said they didn't see any barriers to cross-border AI collaboration in healthcare.

45%

of our respondents said data privacy and security concerns were one of their top barriers. Sovereignty becomes especially important for sensitive health information, and many countries have their own levels of data protection. This was highlighted by 42% of CEOs, 48% of CIOs, 48% of CMOs/CMIOs, 35% of CTOs, and 27% of Chief Innovation Officers surveyed across all countries. This further demonstrates how important privacy and security are to leaders.

38%

said ethical and legal barriers, and 37% highlighted regulatory and compliance challenges. These are linked challenges; there is some variety in how different governments and regulators are approaching topics such as AI adoption and healthcare data management, which can add complexity. Regulatory compliance was the top concern for Swedish respondents (62%).

40%

cited interoperability and data standardization issues. Health systems can have vastly different operational processes and data handling procedures, making collaboration difficult, even within the same country. This was the top barrier for the Netherlands (58%) and France (35%).

37%

are concerned about cultural and organizational resistance. Change management is a vital component of collaboration, especially on a global scale. Smaller pilot projects can demonstrate value and encourage support for larger initiatives.

For hospitals navigating these challenges without help, they can feel like immovable barriers to progress. However, collaborating with an established leader within this landscape can help hospitals unlock a vast network of support, resources, and innovation. Microsoft, for example, is at the heart of key healthcare AI [collaboration projects](#) and initiatives around the world, and is acting as the technology enabler of the Trustworthy & Responsible AI Network (TRAIN) Europe.⁵

We work daily with technology innovators, industry decision-makers, and healthcare leaders to create, deploy, and refine solutions for the sector, all while safeguarding patient data and fostering a trustworthy environment for AI development.

“The future of healthcare depends on trust: trust in data, trust in systems, and trust in the people behind them. Microsoft is collaborating with TRAIN Europe to enable a new era of Responsible AI where transparency and safety are not just goals, they're the standard.”

– Dr. David Rhew, Global Chief Medical Officer at Microsoft

“Microsoft has a team that includes clinicians, nurses, and other healthcare professionals and we recognize that the integration of AI in hospitals can be daunting due to complex environments and the necessity for trust. Therefore, we are committed to serving as more than just a technology provider, we aim to empower hospitals to advance with confidence. We support healthcare systems in deploying AI responsibly through secure cloud infrastructure, AI model validation frameworks, clinical AI safeguards, co-innovation workshops, and our involvement with the TRAIN Europe consortium. Our approach ensures that patient data protection remains paramount, thereby maintaining trust at the core of every innovation.”

– Dr. Arnaud Wilmet, Chief Medical Information Officer for EMEA at Microsoft

2. https://health.ec.europa.eu/ehealth-digital-health-and-care/european-health-data-space-regulation-ehds_en

3. <https://www.hdr.uk.ac.uk/helping-with-health-data/hdr-global/>

4. <https://aihealthalliance.org/>

5. <https://jamanetwork.com/journals/jama/fullarticle/2830339>

Conclusion

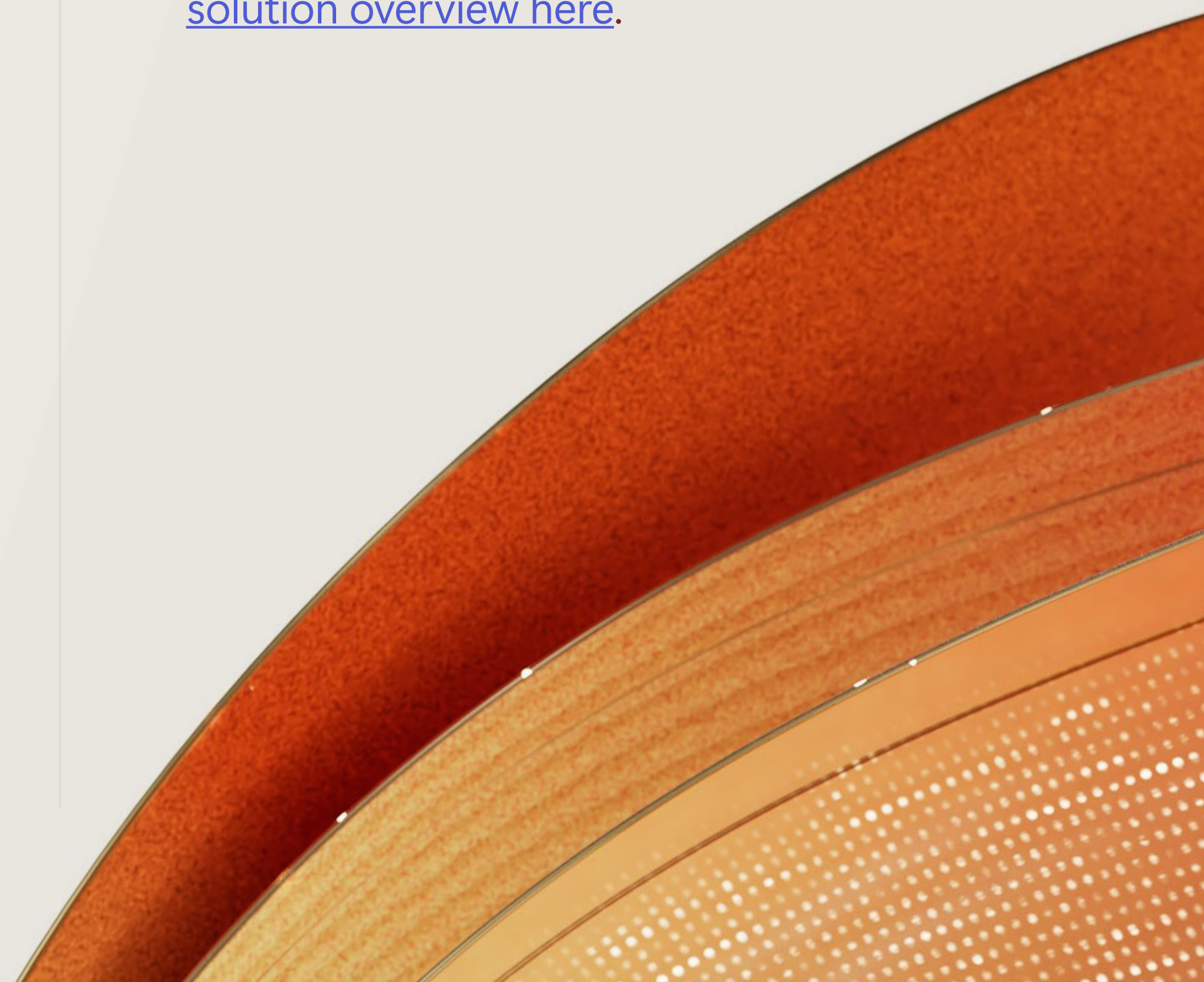
A responsible, collaborative approach to AI drives healthcare transformation

This survey uncovered a diverse collection of priorities, challenges, and aspirations for different hospitals as their leaders explore the most impactful ways to implement AI in healthcare settings. The insights show that while many are making strong progress with their strategies, barriers and concerns persist that may make it difficult for other healthcare institutions to follow in the footsteps of AI pioneers.

It's clear from the survey responses that AI initiatives need robust, responsible measures in place to protect data privacy, ethical standards, patient and clinician safety, and operational efficiency. And it's clear that these measures will need to evolve alongside the technology's capabilities to ensure clinicians, patients, and hospitals' operational personnel experience the benefits of deploying AI.

Technology providers with a global presence and a commitment to responsible, secure AI—like Microsoft—can help guide healthcare organizations through every challenge and advance in the sector. Through ongoing collaboration between innovators, policymakers, healthcare professionals and industry leaders, hospital decision-makers can transform their challenges into new opportunities for growth.

→ To learn more about Microsoft's approach to healthcare AI—and our commitments to helping healthcare leaders around the world achieve more and deliver meaningful outcomes for everyone—[explore our sector and solution overview here](#).





Methodology

Research for this report was carried out between 03/21/2025 and 06/30/2025, using quantitative surveys and qualitative interviews.

The survey

The survey was conducted by Censuswide, a market research agency, on behalf of Microsoft from 03/21/2025 to 03/28/2025. A total of 427 directors and C-level participated from hospitals of varying sizes. All have explored or are exploring generative AI solutions for clinical and business applications. The study covers the UK, Sweden, Australia, the Netherlands, France, and Germany.

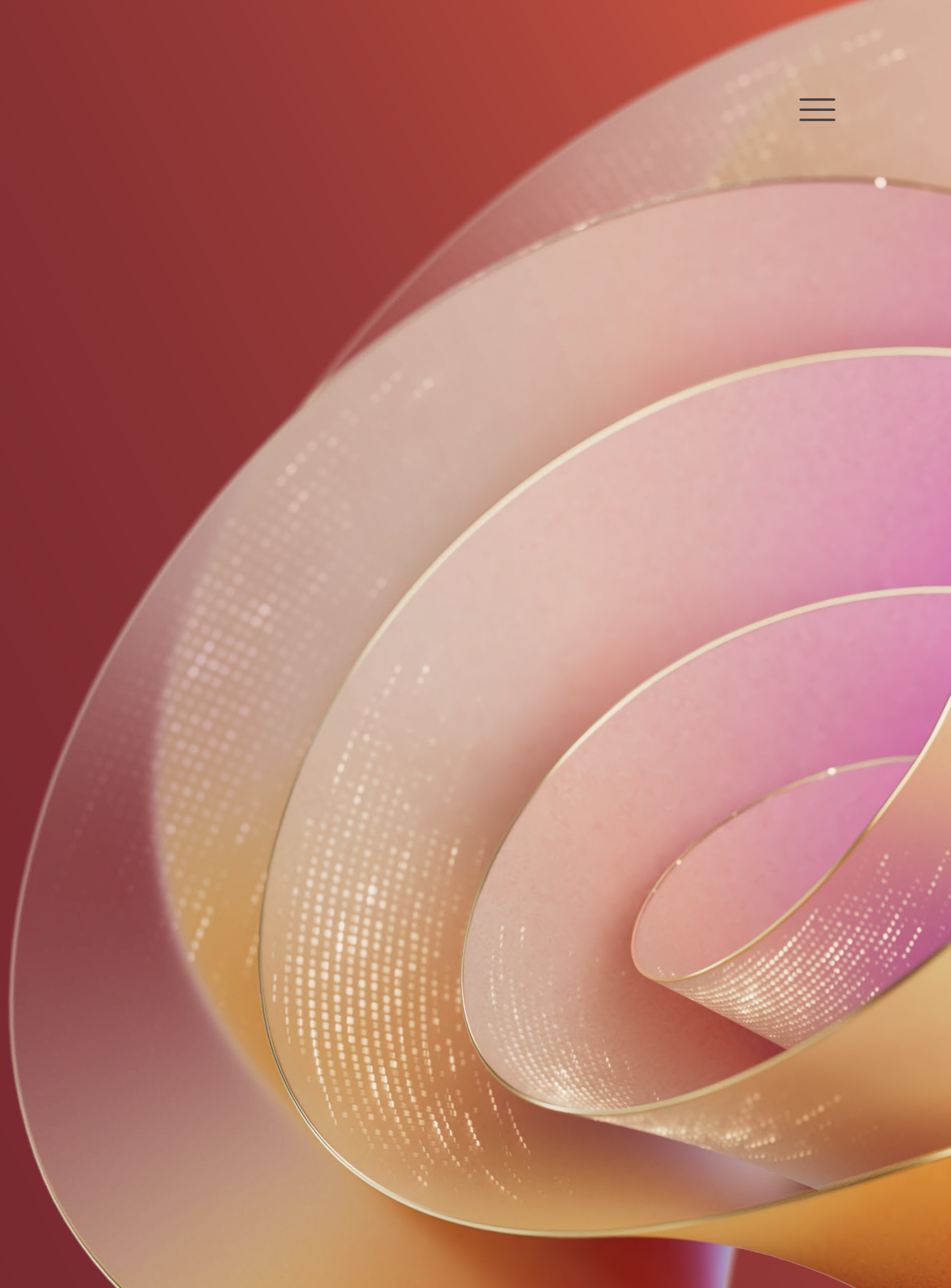
The survey explored how hospitals are adopting generative AI, highlighting challenges, priorities, and perceptions of its impact on patient care. It covered AI applications, compliance, budget allocation, responsible AI practices, decision-making readiness, and collaboration barriers. This provides a clear view of the current state and future potential of AI in healthcare.

The interviews

Seven healthcare leaders from Microsoft Health & Life Sciences answered questions on the critical role of AI in revolutionizing clinical care and operations, highlighting its ability to reduce administrative burdens, improve diagnostic accuracy, and optimize workflows. They underscored the importance of Responsible AI frameworks, transparency, and ethical deployment to maintain trust and ensure impactful outcomes. Collaborative efforts across industries and regions were deemed essential for overcoming challenges and advancing equitable healthcare solutions.

Learn more

To explore AI's growing role in healthcare transformation, visit [Microsoft for Healthcare](#)





© 2025 Microsoft Corporation. All rights reserved. This document is provided “as-is.” Information and views expressed in this document, including URL and other Internet website references, may change without notice. You bear the risk of using it. This document does not provide you with any legal rights to any intellectual property in any Microsoft product. You may copy and use this document for your internal, reference purposes.