

From the dentist's chair: where patients draw the line with AI

As the use of artificial intelligence (AI) becomes more common across industries, consumers' mindset toward this technology is slowly shifting. At the core of the issue is the fine line between provider convenience and patient trust. While introducing AI into a practice's workflow may increase efficiency and make some tasks more convenient, there is still a barrier when it comes to gaining patients' trust and, subsequently, their acceptance.

Where patients are more comfortable AI for administrative tasks

According to Humana's recent research, dental patients are more accepting of AI being used for administrative functions, such as scheduling and billing. 40% of respondents said they are comfortable with AI estimating billing costs.

Where patients draw the line AI for clinical decision-making

This is in contrast with views regarding scenarios that many consumers feel require a more human touch. Only 36% of respondents reported being comfortable with AI technology being used to confirm diagnoses,¹ while 30% are actively uncomfortable with AI use in this scenario.¹

These views may also differ across generations, as older patient cohorts may be less willing to accept the use of AI in functions beyond administrative tasks.

What this means for providers

As mindsets about the use of this emerging technology shift, gaining patient trust will mean dental professionals must consider when and where to use AI in their practices. Balancing efficiency with a human-centered approach will be key to increasing patient comfort and adoption.



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Source:

1. "Humana Dental Insurance," Opinion Research, July 2025.

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Key findings from a national survey of U.S. adults who make dental insurance decisions for their household¹

AI is becoming more common in dental practices, but patient acceptance depends on how it is used. The biggest divide comes down to convenience vs. trust.

Where patients are comfortable

Comfortable with AI for administrative tasks

Patients are more open to AI when it improves efficiency behind the scenes.

40% are comfortable with AI estimating billing costs¹

Where patients hesitate

Hesitant about AI in clinical decisions

Comfort declines when AI is used in areas that require human judgment and direct care.

36% are comfortable with AI confirming diagnoses¹

30% are actively uncomfortable with this use¹



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Source:

1. "Humana Dental Insurance," Opinium Research, July 2025.

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