

The AI Gap Debrief

Healthcare Edition

An invitation-only, one-hour online briefing for senior healthcare, pharma and health insurance leaders

Four in five U.S. adults say they don't trust AI-generated messages, products or services. Yet your patients and members already use AI, and Iris Flex's AI Gap Studies (2025–26) show a **30-point gap** between AI exposure and AI delegation. That gap is where AI initiatives stall and where the next wave of patient engagement is won or lost.

This briefing shows where your patients and members sit on that spectrum and what moves them.

Inside the data: Three national studies of 1,800 U.S. adults, including a new Q3 2026 wave. Covers **AI for tracking health conditions, understanding diagnoses and test results, and managing caregiving**, human-vs-AI preferences for medical decisions, and pharmacy, wearable, insurance and wellness purchases, with profiles of patients and caregivers across 12 chronic, mental health and other conditions.

YOU'LL LEAVE KNOWING

- What draws patients and caregivers to AI-driven health tools and services, and what pushes them away
- Where your patients and members sit on the AI Proximity Index™
- Where to deploy AI, where to keep a clinician in the loop, and how to message each segment
- How AI readiness differs for people managing health conditions and for family caregivers

WHAT'S INCLUDED

- A 60-minute live presentation of the key industry findings
- Applied exercises to map the findings to your own audiences
- Live Q&A with Idil
- A summary PDF of the findings to share with your team

YOUR HOST

Idil Cakim, lead researcher behind the AI Gap studies, founder and CEO of Iris Flex, and former research and analytics leader at Nielsen and Audacy.

Live online · 60 minutes

Presentation, applied exercises and live Q&A

Upcoming dates are listed at registration.
Join from anywhere; link sent on booking.

AGENDA

Part 1 Key findings & benchmarks

Part 2 Applied exercises

Part 3 Live Q&A

\$295 per individual

\$1,300 private team session, up to 5 attendees, tailored to your business

The fee is credited toward any Iris Flex engagement booked within 60 days.

Leading an internal AI transformation? Ask about custom employee AI-readiness insights.



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