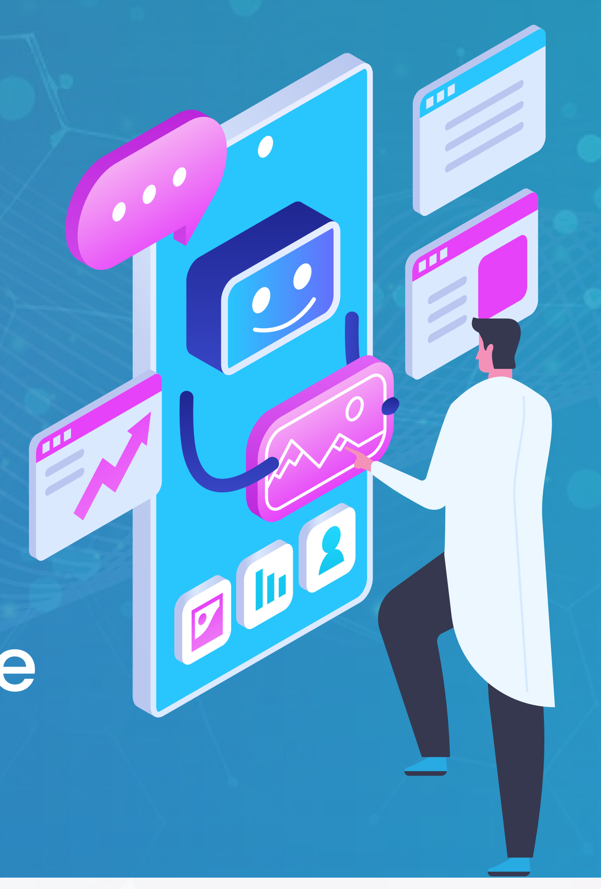
Zyter TruCare

Consumers See Both Promise and Risk for AI in Health Insurance

Findings from a national survey commissioned by Zyter|TruCare



Consumers are cautiously optimistic about AI in healthcare.

Zyter|TruCare surveyed **600** insured adults across the U.S. to understand what drives trust in AI when used by health plans.

The results show two clear sides:

The Good

- Faster, More Efficient Care.

The Concerns

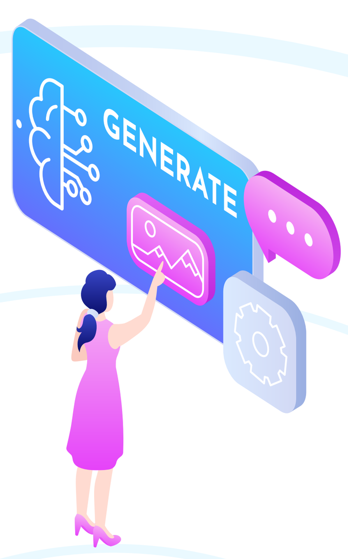
- Fairness, Transparency, and Human Oversight.

45% say AI would be valuable if it speeds up authorizations and reduces delays

65% would like to see health plans use AI for either claims processing or prior authorization

66% want to be notified in plain language when AI is used

67% worry AI could deny care unfairly



Fairness and Trust Still Need Work

- **67%** worry AI could deny care unfairly
- **44%** are concerned about fairness and accuracy
- **51%** trust a human claims analyst more than AI

AI Has Clear Value When It Speeds Up Care

- **45%** say AI would be valuable if it helps reduce prior authorization delays
- Consumers see potential for faster approvals and fewer administrative hurdles

People Want Clear Communication

- **66%** want to be clearly notified when AI is used in their case
- Only **6%** say they don't need to know
- Most respondents said simple, plain language is key to building confidence

"Consumers aren't rejecting AI—they're asking for confidence and clarity."

— Sundar Subramanian, CEO, Zyter|TruCare

To request a meeting to discuss this survey in more detail, please contact sales@zyter.com or visit **zyter.com.**

600 insured U.S. adults surveyed | Poll conducted by Pollfish, October 2025