

## AI Game Survey Questions

1. How would you rate your overall experience with the AI-driven exercise? Rate on a scale of 1-10 where 1=poor and 10=excellent.
2. How did you find AI helpful when completing the task within the short timeframe? Check all that apply.
  - a. It provided valuable information we used to develop content
  - b. It improved/built upon the ideas we came up with on our own
  - c. It provided creative ideas we did not come up with on our own
  - d. It sped up our process
3. How did you find AI unhelpful when completing the task within the short timeframe? Check all that apply.
  - a. The information it provided was inaccurate or irrelevant
  - b. It only or disproportionately gave us boring or unusable ideas and content
  - c. It slowed us down
  - d. It was unable to improve upon the ideas we came up with on our own
4. AI was helpful for. Check all that apply.
  - a. Efficiency
  - b. Creativity
  - c. Effectiveness
  - d. Accuracy
5. Which AI platform(s) did you find helpful during the exercise? Check all that apply.
  - a. Text generation
  - b. Image generation
  - c. Audio generation
6. Before this exercise, what were your overall feelings about the use of AI in medical communications?
  - a. Very negative
  - b. Negative
  - c. Neutral
  - d. Positive
  - e. Very positive
7. Did this exercise change your feelings about the use of AI in medical communications?
  - a. Significantly more negative
  - b. Somewhat more negative
  - c. No change
  - d. Somewhat more positive
  - e. Significantly more positive
8. What specific aspects of the exercise made you feel more or less comfortable with using AI? (free-text question)
9. Did the time constraint of 20 minutes influence your team's decision-making process when utilizing AI tools?
  - a. Yes
  - b. No
10. How likely are you to explore and experiment with AI platforms for various medical communication tasks outside of this exercise? Rate on a scale of 1-10 where 1=very unlikely and 10=very likely.
11. How well do you understand the capabilities and limitations of AI in medical communications? Rate on a scale of 1-10 where 1=not at all and 10=very well.
12. Did the exercise increase your understanding of the capabilities and potential applications of AI in medical communications?

- a. Yes, significantly
  - b. Yes, to some extent
  - c. No, not really
  - d. I already had a good understanding
13. Would you be interested in using AI platforms in your future medical communications projects?
- a. Yes, definitely
  - b. Maybe
  - c. No, probably not
  - d. Definitely not
14. What are your biggest concerns about using AI in medical communications? Check all that apply.
- a. Accuracy and reliability
  - b. Bias and ethical considerations
  - c. Job displacement and security
  - d. Compliance and client perceptions
  - e. Other: (free-text)
15. Would you be more likely to use AI platforms if you received additional training on their capabilities and limitations? Rate on a scale of 1-10 where 1=much less likely and 10=much more likely.
16. What additional resources or support would you need to feel confident using AI platforms in your work? (free-text question)
17. Please use this final question to provide any relevant thoughts, concerns, questions, suggestions, and feelings you have surrounding AI and its potential use in medical communications and at Prime.