

# Effective education and integration of generative artificial intelligence into medical communications: use of a fictional-disease exercise to increase confidence

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## Plain language summary

This study looked at use of generative artificial intelligence (genAI) in medical communications. The study aimed to understand how a training exercise using genAI could affect whether people were comfortable and able to use AI in their work.

In a meeting, 37 people were divided into small groups to complete an AI exercise. They had 20 minutes to use AI to make up a story about a pretend disease. After the exercise, they were asked to fill in a survey to see if their confidence in using AI tools had changed, as well as any concerns or needs they might have about using AI.

Out of the 37 participants, 14 completed the survey. Most felt that AI helped them to make up a story more quickly than if they had worked on their own and AI also added to their own ideas. Before the exercise, most people felt neutral about using AI in medical communications, but after, more than half felt a bit more positive.

The main concerns about using AI were about whether the AI tools would get the answers right, and what clients might think about it being used. Some people were also worried about their jobs if AI was to be used more in the future. To help use AI in their everyday work, people thought clear guidelines for using the AI platforms and more training would help them feel more comfortable.

The exercise improved the team's understanding and feelings about AI. This showed that the exercise was a good first step in using AI in medical communications. However, there is need for training and support to build confidence and ensure AI is used correctly.

Disclosure: A generative AI tool was used to generate an initial draft of this summary. A human edited to ensure accuracy and that the summary was written in plain language