



## Trust, AI and Self-Diagnosis

AI is advancing healthcare in remarkable ways — supporting diagnostics, accelerating research, improving imaging, and helping clinicians deliver more personalised care. **However**, as more people turn to AI tools and online platforms to interpret symptoms and self-diagnose, it is not without risk.

**Missing Context:** AI tools operate without access to full medical history, examination, or clinical context — factors that are central to accurate diagnosis.

**Misdiagnosis Risk:** AI-supported symptom checks can over-reassure users, miss serious conditions, or trigger unnecessary alarm.

**Reluctance to Engage:** Patients who are hesitant, uncertain, or reluctant to discuss health concerns may be more likely to rely on digital self-diagnosis rather than seeking professional advice.

**Consequences:** Misinterpretation of symptoms can lead to delayed GP visits and treatments, missed diagnoses, or avoidable attendance at emergency departments.

**Healthcare Pressure:** Both delayed care and unnecessary consultations contribute to growing pressure on GP practices, healthcare centres, and emergency departments.

**What This Means:** As digital self-diagnosis becomes more common, the importance of trusted health information continues to grow. INFORM's Digital Screens, Brochure Displays and Posters place clear, trusted health information directly within waiting rooms settings — supporting awareness campaigns, preventative messaging, and informed conversations with healthcare professionals.