

Call for a UK framework for safe AI-generated health information

Supporting evidence

AI has significant potential to improve access to health information and support better health outcomes. However, its adoption is outpacing safeguards to ensure that people receive accurate, evidence-based and trustworthy information when making decisions about their health.

As a coalition of health organisations we recognise the potential of generative-AI to support people to manage their health. But safeguards are needed to ensure the advice provided is evidence-based and signposts to the correct sources of onward care and support.

We are calling on the government to lead the development of a UK-wide framework for safe AI-generated health information. The aim is to improve the quality of advice provided to the public who are increasingly turning to the models with health questions. The data points below support this case.

We are increasingly using AI tools.

- [According to Ofcom](#)¹, just over 5 in 10 adults say they use AI tools compared to 3 in 10 last year.
- Three-quarters of online adults read AI-generated search summaries at least sometimes.
- Confidence in spotting AI-generated content is mixed, with 44% feeling confident and 31% unsure/ neutral.
- [A Scottish high school has appointed the first dedicated principal teacher of AI literacy to help young people navigate the technology and identify misinformation](#)².

We are increasingly using AI tools to answer questions about our health.

- 6 in 10 adults in the US say they have used AI tools for their health or healthcare in the past three months, according to a [report from Open AI](#)³.
 - [Ipsos report that the number of ChatGPT users more than doubled in a year](#)⁴ in the UK from 6.5m in September 2024 to 16 million by September 2025. Among users, almost 7 in 10 say they turn to it for questions about their health and wellbeing.
 - More than 3 in 10 UK adults have used AI chatbots for health-related purposes – and about 1 in 10 use AI as a first port of call when unsure about a health issue, [according to data from Opinium](#)⁵.
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More and more people are being exposed to misinformation.

- 4 in 10 people reported being exposed to inaccurate or misleading health information online [according to Ipsos research on trust](#)⁶. This is up from 1 in 10 in 2024. [PIF's research with Ipsos found this increased to 1 in 5 for ethnic minorities](#)⁷.
 - 2 in 10 have received incorrect or misleading information [according to the Philips 2026 Future Health Index - Global report](#)⁸.
 - [Almost 5 in 10 PIF members have seen inaccuracies or misinformation](#)⁹ about their topic area in Google's AI Overviews.
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There is a real danger of harm being caused as a result of misinformation.

- More than 1 in 3 of those aged 18-24 know someone who has suffered serious harm as a result of making a health decision based on false or misleading information, [according to a report from The London School of Hygiene & Tropical Medicine](#)¹⁰.
- More than 1 in 3 commonly read cancer treatment articles on social media contain misinformation that could potentially harm patients' treatment quality and chances of survival, [according to research published in the Journal of the National Cancer Institute](#)¹¹.

It is also putting pressure on our NHS.

- 6 out of 10 UK clinicians say they have had to correct AI-generated misinformation, [according to the Philips 2026 Future Health Index - UK report](#)¹².
- Overall, more than 4 in 10 patient-facing NHS staff encounter inaccurate or misleading nutrition and supplement claims at least weekly, [according to YouGov polling for World Cancer Research Fund](#)¹³.

This means that people are not going to the source of information beyond AI summaries or chatbot responses: In August 2025, [more than 6 out of 10 of PIF member health charities said they had observed a decline in traffic to their websites](#)⁹ since the rollout of AI tools.

There are cases where AI-generated health information can help.

5 in 10 feel more informed about their health after using AI – and the same amount say AI helped them ask better questions when they see a doctor, and that **AI helped them realise when seeing a doctor is essential**, [according to the Philips 2026 Future Health Index - Global report](#)⁸.

But in some cases, people are not bothering to visit the doctor.

- Almost 2 in 10 people have used AI chatbots for health advice instead of contacting a GP or other NHS service.
- 2 in 10 of those who sought health advice from AI say the technology did not encourage them to seek a professional opinion.
- And 2 in 10 decided against seeking professional healthcare advice because of something an AI chatbot said, [according to research by King's Health Partners, Responsible AI UK and the Policy Institute at King's College London](#)¹⁴.

Examples of misinformation in action:

- When you search 'mucosal melanoma treatment', the AI-generated overview in Google only picks up answers from US-based websites. The pathway for patients in the UK will be different.
- The Eve Appeal ran test scenarios using ChatGPT. Users posed as patients with key symptoms of the five gynaecological cancers. Its testing found ChatGPT missed symptoms of gynaecological cancers and gave inaccurate or outdated information and inappropriate medical advice. [Read more about the Eve Appeal's concerns here](#)¹⁵.
- You can find a number of other case studies in this report: pifonline.org.uk/resources/google-ai-summaries¹⁶.

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