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## New Research Reveals One in Two Irish People Expect Artificial Intelligence (AI) to Change Healthcare in the Next Five Years

- AstraZeneca Ireland launches 'Perspectives Matter' campaign with a survey of over 1,000 adults on the public view of AI in healthcare.
- Survey also reveals public perception of cancer services as National Cancer Strategy enters final six months.

**23 June 2026:** AstraZeneca Ireland today launched the *Perspectives Matter: Shaping the Future of Cancer Care Together* campaign, a new initiative intended to bring people together, ask big questions, and help shape how cancer care needs to evolve. As a first initiative, AstraZeneca commissioned Ipsos B&A to conduct a nationally representative survey of over 1,000 adults to understand how the Irish public views AI's role in healthcare and cancer care.<sup>1</sup>

The research shows that a majority of people in Ireland (56%) expect artificial intelligence (AI) to change or transform healthcare in the next five years and many of the public are already embracing AI for health-related purposes. Two in three people (68%) reported using public AI tools in some capacity in the last three months and 32% used them for health purposes. When asked if, hypothetically, the health topic in question was cancer, respondents reported they would be more likely to use these same tools than they had been in the past 12 months – including 2 in 5 who said they would use them to look up symptoms (39% versus 24% who had used if for health purposes), a third who would use them to help understand medical test results or information from their doctor (33% versus 16%) and over 1 in 3 to learn more about the medicine they are taking or a new one that has been prescribed to them (32% versus 17%).

AI is also being embraced by the healthcare system. The use of medical AI tools is broadly supported by the Irish public: 70% are comfortable with AI helping reduce waiting times and 64% are comfortable with it speeding up test results. However, half of respondents (50%) are concerned about doctors using AI to assist in decision making and 68% are concerned about AI replacing human doctors and nurses. Concerns with the use of AI medical tools also extend to data privacy (67%) and losing personal connection with one's doctor (66%).

Prof Maeve Lowery, Consultant Medical Oncologist, St James's Hospital commented, "It's clear that people in Ireland are open to using AI to improve cancer services, in particular to help gather key information quickly and to reduce waiting times for procedures and appointments. Of course, they still want their healthcare provider to make the final decisions and provide personalised care. As we work to optimally integrate AI into future strategies on cancer prevention, screening and treatment, patient privacy and data governance are key aspects requiring careful attention."

The survey also offers key insights into how the public view cancer services in Ireland, with only 30% believing the government is prioritising cancer care. Three quarters (74%) worry about the health system's capacity to identify, refer, diagnose and treat cancer in a timely way and 54% believe that cancer care is better in other high incomes countries, with a significant group (36%) believing that the latest treatments are not available in Ireland. Over half (55%) of people in Ireland believe that cancer care differs based on where you live or who you are.

Encouragingly, 89% of those surveyed support increased investment in cancer care – with access to hospital diagnostics being prioritised by 72%, screening programmes by 68%, and the access to the latest treatments by 68%. The current National Cancer Strategy is due to expire at the end of 2026.

"We are at a key crossroads. Our existing National Cancer Strategy is nearing its end, and we know demand for cancer care will keep growing as our population ages and grows, and as more people live longer with cancer than ever before. We need to properly fund every stage of cancer care. Some of this is about longer-term investment — screening is the clearest example, and scrimping here will cost us dearly down the line. But we also need to make the most of the technologies available to us today, and ensure patients can access innovative treatments now, not years from now. That is exactly why getting the new strategy right matters so much," commented Miriam Staunton, Chair, UCAN Ireland.

During the launch event a panel of leading industry experts and stakeholders hosted by Anton Savage discussed the findings. Speaking at the campaign launch, Dr Maria Orr, VP and Head of Diagnostic Projects and Innovation at AstraZeneca said "These findings come at a pivotal moment for cancer care in Ireland. With the National Cancer Strategy due to conclude in the coming months, there is a real opportunity to shape a future where innovation, data and AI can support earlier detection, more personalised treatment and better outcomes for patients. Through this campaign, AstraZeneca hopes to help spark an informed and constructive conversation about how AI and innovation can be integrated responsibly into cancer care as public expectations and healthcare capabilities continue to evolve."

The survey of 1,056 adults was conducted via Ipsos B&A's syndicated Online Omnibus survey, amongst a nationally representative sample of adults aged 18+ via Ipsos B&A's proprietary Acumen Panel. Fieldwork was conducted from 30th April – 12th May 2026. The full research report detailing all findings is available at [www.perspectivesmatter.ie](http://www.perspectivesmatter.ie), alongside campaign information and resources.

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### **Perspectives Matter: Key findings<sup>1</sup>**

- 56% predict that AI will impact the healthcare experience in the next five years
- 89% support increased investment in cancer care
- 75% people worry about getting cancer in their lifetime
- 30% believe the government is prioritising cancer care
- 31% say their trust in public AI tools for healthcare purposes has increased in the last year
- 32% have used public AI tools for health purposes in the past 3 months
- 70% support AI to reduce waiting times through bed management
- 67% would be comfortable with medical AI tools being used to help doctors spend less time on paperwork
- 64% would be comfortable with medical AI tools being used to speed up test results

### **Definitions**

In the survey, respondents were provided with the following definitions to anchor their understanding of these terms in a consistent manner:

- Public AI tools: These are AI programs you can use yourself, like ChatGPT, Claude, Google Gemini, Microsoft Copilot, or health apps on your phone. You ask them questions and get answers. Anyone can access these tools to search for information or get advice about health.
- Medical AI tools used by doctors and hospitals: These are specialised AI programs that healthcare professionals and hospitals use as part of patient care. These are designed and tested specifically for medical purposes – for example, AI that helps doctors read X-rays and scans more quickly, or systems that help hospitals organize patient appointments more efficiently.

## References

1. All statistics referenced in this press release are from a survey of 1,056 adults, conducted via Ipsos B&A's syndicated Online Omnibus survey, amongst a nationally representative sample of adults aged 18+ via Ipsos B&A's proprietary Acumen Panel.

## About AstraZeneca

AstraZeneca is a global, science-led biopharmaceutical company that focuses on the discovery, development, and commercialisation of prescription medicines in Oncology, Rare Disease, and BioPharmaceuticals, including Cardiovascular, Renal & Metabolism, and Respiratory & Immunology. Based in Cambridge, UK, AstraZeneca's innovative medicines are sold in more than 125 countries and used by millions of patients worldwide. Please visit [astrazeneca.com](https://astrazeneca.com) and follow the Company on Social Media [@AstraZeneca](https://twitter.com/AstraZeneca).