

RESEARCH FINDINGS

Research exploring patient advocates' AI fluency to inform educational content on PALC

AI FLUENCY

Identified as a critical skill for patient advocates to navigate today's healthcare systems and effectively support patients

RESEARCH CONTEXT

What

Research with patient advocacy groups (PAGs) to get a real-time "Pulse" on AI needs, opportunities, and use-cases in patient advocacy.

How

Mixed methods research: quantitative survey data and insights from interviews.

Who

PALC-registered members and wider advocacy community (via Faculty and Pfizer networks). The sample achieved wide global representation: North America, LatAm, Middle East, Asia, and Africa.

Why

Key insights to inform educational content for the PALC platform, supporting advocates in navigating and effectively using AI in their work.

ABOUT PALC

PALC is a global hub for patient advocates, offering connectivity, training, and evidence-based tools focused on sustainable capacity building. Powered by Pfizer and co-created in 2023 by a global steering committee of patient advocates, PALC continues to evolve, shaped by the needs of members from over 36 countries.



Patient
Advocacy
Leadership
Collective

VISIT PALC TO LEARN MORE

RESEARCH METHODS



Online survey

Quantitative insights gathered via online survey. Participants sampled from the PALC-registered PAGs, faculty boards' network, Pfizer-affiliated advocates, and the NHC.



Interviews

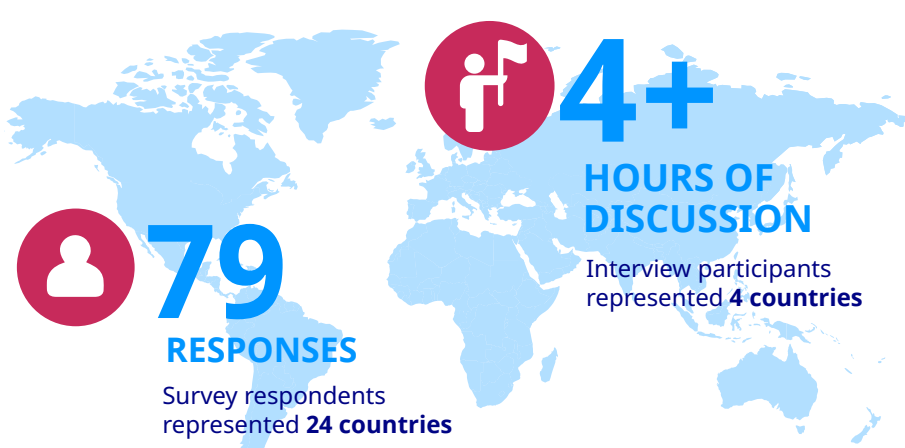
1:1 interviews provided in-depth, qualitative, insights. All survey participants were invited to opt-in.



Behavioral analysis

Psychology-based sentiment and readiness measures captured how advocates feel about AI and specific barriers to adoption.

WHO TOOK PART



>3/4

Organizations with staff of 30 or less

>1/2

Respondents registered on PALC

24

Countries represented across North America, Africa, Asia, LatAm, Middle East, Europe and Oceania

65%

Were executive leadership or founders

KEY INSIGHTS

Summary of key insights, based on survey and interview data



Adopting AI with enthusiasm

Advocates aren't waiting for permission: 69% already rely on AI as an essential, daily part of their work.

87%

use general-purpose AI assistants (LLMs) like ChatGPT and Claude



Navigating limitations & risks

Misinformation carries real consequences for patients: advocates want clear guardrails and education on AI's limits.

Only 35%

feel comfortable with AI today — a confidence gap to close



A clear need for training & real-world context

Only 23% feel fully equipped to use AI well; advocates want practical, real-world training that keeps pace.

73%

would value additional training on AI



From admin tool to mission enabler

Advocates are using AI to power ideas they "may not even have imagined," unlocking new value for their missions.

"Hopeful"

the top word advocates use to describe how they feel about AI



Interview insight: Using AI to make an impact

"When you see what is happening at the clinic, you feel you must do something about it... I went to ChatGPT and presented the issue of the maternity ward we had visited — no warming system, babies wrapped in their mothers' blankets, no incubator for preterm babies. I said, here's a case I want to present to potential funders.

It asked: do you want it to be a presentation? Do you want pictures and diagrams?... I asked GPT to create an incubator that can be monitored closely, and that uses solar power and battery because most of the rural communities do not have electricity. And it was there, just as I had asked for it. I was totally mind-blown.

I realized there was a lot more that we could use AI for which we may not even have imagined."

Zimbabwe-based Interview Participant

ENABLED CAPACITY BUILDING THROUGH PALC

These data offer actionable insight into how PALC can better support patient advocates. The Faculty has developed strategies to address these unmet needs through educational content, industry updates, and further research.

Educational content

AI training courses

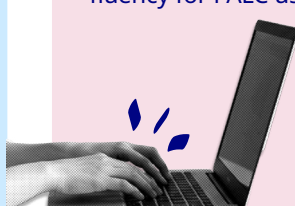
New "AI Pillar" on PALC with Faculty-curated courses and signposting of top-tier training and resources.

Case studies

Priority to showcase real-world AI implementation from patient advocates.

Industry updates

Timely, relevant updates on new AI tools and developments to continue supporting AI fluency for PALC users.



Research

Evaluation

Evaluate how PALC AI resources are making an impact and identify areas for improvement.

Further research

Explore opportunities to build on these compelling findings, to further support AI fluency for PAGs.

PALC FACULTY

The PALC Faculty helped design this research and are working to co-create solutions to support advocate AI fluency.



Omar A. Escontrías

Chief Programs & Research Officer, National Health Council, US



Ranjit Kaur Pritam Singh

Advisory Board Member, The Asia Pacific Oncology Alliance (APOA), and Reach to Recovery Program Director, National Cancer Society, Malaysia



David Palacios

Senior Director Private Sector Partnerships The Max Foundation, US



Regina Mariam Namata Kamoga

Executive Director, Community Health and Information Network (CHAIN), and Founding Director, Uganda Patient Alliance (WPA), Uganda



Diego Fernando Gil Cardozo

Executive Director, Federación Colombiana de Enfermedades Raras (FECOER), Colombia



Dr. Sawsan Al Madhi

Advocacy Advisor, Health Policy and Advocacy, AlignnEfficient Health Consultancies, UAE

Want to learn more?

Head to the PALC website to find more AI learning resources for patient advocacy leaders.

CLICK HERE

Want to join the Collective?

Register for the Patient Advocacy Leadership Collective today to request access to more content.

CLICK HERE