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Turning Wearable Data Into Clinical Confidence



The 2026 AMA Multi-Country Study on Consumer Wearable Data in Clinical Practice, conducted by Medscape

A first-of-its-kind global and independent study that demonstrates exactly where physician readiness stands today.

The AMA and Medscape partnership combines trusted physician leadership with global educational expertise and reach to generate insights that identify where education can accelerate adoption.

Medscape has a direct, credible path from research insight to behavior changing clinical education.

Research at a Glance

The Study

2,222

physicians surveyed across 6 countries

Clinician Adoption

82%

of physicians personally use a wearbale device

The Value

77%

of physicians see a real clinical advantage for patient care

Education Gap

<6%

Have fully integrated wearable data into clinical workflow

Physicians are ready. The workflow isn't.

Key Clinical Findings

Physician's don't need convicing on wearbales. They need a health system that supports capturing the data.

Physicians believe wearable data has clinical value, but they expereince the following barriers:

- Confidence interpreting data
- Workflow integration
- Evidence
- Reimbursement
- Liability

When patients ask, physicians act—and that pattern is consistent across countries

Education is needed on actionable skills and the use of consumer wearables data in real clinical practice, including:

- Interpreting wearable data
- Distinguishing actionable from non-actionable findings
- Communicating results to patients
- Integrating data into workflows
- Understanding the evidence

The educational gap is not awareness: It's practical, specialty-specific training

As patient-generated data grows more clinically relevant across specialties clinician education is key in helping physicians integrate wearable data into diagnosis, monitoring, disease management and shared decision making.

Wearbles are a major opportunity across all relevant specialties including those focused on this survey:

- Cardiology
- Endocrinology
- Neurology
- Pulmonology
- Primary Care



"Realizing the full potential of wearable technologies will require the infrastructure, trust, and collaboration needed to translate a growing stream of information into meaningful clinical insight."

- John Whyte, MD, MPH, Chief Executive Officer, American Medical Association

Why Medscape?

An independent pulse on physician readiness, not a sponsored survey.

This 6-country international survey by the AMA Center for Digital Health & AI and Medscape provides the independent, unbiased, credible data needed to align educational initiatives with verified physician needs.

Evidence-based education that builds physician competence across specialties, on a global scale.

Actionable education gaps, not just statistics.

The findings translate directly into educational opportunities:

- Building clinician confidence interpreting data
- Applying evidence in decisions
- Integrating data into workflow
- Communicating with patients
- Addressing implementation, liability, and evidence concerns

This is exactly where CME can move the needle. Leading physicians to better diagnosis and treatment of their patients, improving patient outcomes.

Medscape is uniquely positioned to activate these findings.

Unlike organizations that only publish research, the AMA provides physician leadership, credibility, and practice insights. Medscape reaches millions of clinicians globally and can convert those insights into measurable education and behavior change.

Creating a compelling "research-to-education" continuum.

Discover the True Impact: Access the Full AMA Report



For inquiries, contact your Medscape representative.

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Source: AMA Center for Digital Health & AI and Medscape - 2026 International Physician Survey on Consumer Wearables (N = 2,222; US, Canada, France, Germany, Spain, UK), ama assn.org/practice-management/digital-health/international-physician-survey-consumer-wearables.
OR Source: AMA Multi-Country Study on Consumer Wearable Data in Clinical Practice

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