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Artificial intelligence-powered chatbots in search engines: a cross-sectional study on the quality and risks of drug information for patients.

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Andrikyan W, Sametinger SM, Kosfeld F, et al. Artificial intelligence-powered chatbots in search engines: a cross-sectional study on the quality and risks of drug information for patients. BMJ Qual Saf. 2025;34(2):100-109. doi:10.1136/bmjqs-2024-017476.
https://psnet.ahrq.gov/issue/artificial-intelligence-powered-chatbots-search-engines-cross-sectional-study-quality-and

Patients frequently use the internet, and now chatbots, to learn more about their health, symptoms, or medications. This study queried Microsoft's Bing chatbot, Copilot, about the 50 most frequently prescribed and over-the-counter medications. Drug.com's patient information was used for the reference database. Mean completeness was 76.7%, and mean accuracy was 88.7%. Experts evaluated a subset of 20 questions and found approximately half aligned with scientific consensus.