

## THE ROLE OF ARTIFICIAL INTELLIGENCE IN TRANSFORMING THE PATIENT JOURNEY: AN INTEGRATIVE REVIEW

ARUNIKA BHADRA<sup>1\*</sup>, POULAMI MANNA<sup>2</sup>, ANISHA BISWAS<sup>1</sup>  
AND MANIDIPA MUKHERJEE<sup>3</sup>

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*The rapid adoption of Artificial Intelligence technologies, which has come due to the COVID-19 pandemic, is the primary factor in the healthcare domain in the patient care journey. This review study uses a systematic literature review following PRISMA guidelines to examine the role of AI across the patient care journey. Literature from Scopus, Google Scholar, Web of Science and database (2022-2025) by searching keywords such as patient satisfaction, patient experience, and AI technology, resulting in 9 relevant studies. Findings indicate that AI applications including chatbots, telemedicine, virtual assistants, machine learning based decision support systems, remote monitoring, enhanced personalised care, patient engagement, and service efficiency. However, challenges such as data privacy, algorithmic bias, integration barriers, and digital literacy must be addressed for successful implementation. The study provides insights for healthcare providers and policymakers and highlights areas for future research linking AI adoption with patient satisfaction, trust, and long-term loyalty*

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