



How leveraging AI technology can transform your family practice in 2025

- Today's challenges that Family Practices Face
- How AI can help overcome challenges
- Tips for adopting new processes

TABLE OF CONTENTS

Introduction	3
Today's Family Practice Challenges	4
How AI Can Help Your Family Practice Overcome Challenges	5
Conclusion	8

INTRODUCTION

The landscape of family medicine in Canada is rapidly evolving, with over 6 million Canadians reporting difficulty accessing timely primary care in 2023 ([source](#): Canadian Institute for Health Information). Family practices are grappling with growing patient volumes, administrative burdens, and staffing shortages—all while striving to deliver high-quality care.

This guide explores how AI technology can address these challenges, offering

innovative solutions to streamline workflows, improve patient outcomes, and reduce burnout. Inside, we'll uncover the current hurdles family practices face, practical ways AI can help overcome these obstacles, expert tips for adopting new processes, and actionable steps to help you embrace AI confidently. Transform your practice today and be ready for the future of family care.

TODAY'S FAMILY PRACTICE CHALLENGE

1 ADMINISTRATIVE BURDEN

Medical Office Assistance (MOAs) are burdened with excessive amounts of paperwork such as insurance claims, billing, filling out requisitions, faxing prescriptions etc. MOAs are responsible for scheduling appointments, managing cancellations, and optimizing clinic schedules. This often involves juggling patient preferences, provider availability, and last-minute changes, leading to high levels of stress.

2 COLLABORATION AND COORDINATION

Regarding referral networks, family practices have a difficult time coordinating with specialists, hospitals, and ancillary services can be inefficient without robust systems in place. Many family practices are using out-dated systems and processes to coordinate referrals.

3 ADOPTING AND USING TECHNOLOGY

Using updated technology sounds like a perfect solution for many of the challenges that family practices face however, it's not that simple to install, train employees and use it seamlessly. Many of the Electronic Health Records (EHR) systems are cumbersome, time-consuming and not user friendly.

4 EVOLVING PATIENT EXPECTATIONS

Patients are demanding convenience with regards to access to care. Patients increasingly expect online scheduling, virtual visits, and extended hours. With so much health information easily available patients are now coming into family practices armed with information and often attempt to diagnose themselves. This can sometimes always present the challenge of dealing with misinformation.

HOW AI CAN HELP YOUR FAMILY PRACTICE OVERCOME THESE CHALLENGES

AI tools and resources have grown drastically in 2024 with countless Leveraging AI in 2025 is a must for family practices. Family practices can leverage AI in 2025 to streamline operations, enhance patient care, and attract more patients. Here are actionable ways AI can help grow their practices:

1. HOW AI CAN HELP WITH COLLABORATION AND COORDINATION

AI enhances collaboration and coordination in family practices by streamlining communication and integrating workflows across teams. AI-powered platforms can centralize patient data, ensuring that all providers have real-time access to up-to-date medical records, test results, and treatment plans. Automated reminders and task management tools help coordinate appointments, referrals, and follow-ups, reducing errors and delays. Additionally, AI can facilitate secure communication between family practices and specialists, ensuring seamless care transitions. By improving connectivity and organization, AI empowers healthcare teams to work more

effectively and deliver cohesive, patient-centered care.

2. HOW AI CAN MAKE IT EASIER TO ADOPT NEW TECHNOLOGY

Adopting new technology in healthcare can be daunting, but AI makes the process smoother and more accessible. AI-driven tools simplify complex tasks by automating workflows, reducing the learning curve, and providing intuitive interfaces tailored to user needs. For example, AI can assist with staff training by offering personalized learning modules and real-time guidance during system use. It can also integrate seamlessly with existing technologies, ensuring minimal disruption to daily operations.

By identifying inefficiencies and recommending solutions, AI empowers clinics to adopt new processes with confidence, making the transition to modern technology more efficient and less overwhelming.

3. HOW AI CAN HELP WITH THE DEMAND FOR EVOLVING PATIENT EXPERIENCES

As patient expectations for medical care evolve toward greater convenience, personalization, and efficiency, AI offers transformative solutions to meet these demands. AI-powered tools enable faster appointment scheduling, virtual consultations, and 24/7 patient support through chatbots, enhancing accessibility and responsiveness.

Advanced analytics help tailor treatment plans by leveraging patient data to provide more personalized and proactive care. Additionally, AI streamlines administrative tasks, allowing healthcare providers to focus on building stronger patient relationships. By addressing these modern expectations, AI helps practices deliver care that is not only efficient but also deeply patient-centered. Additionally, Medima's AI Powered new Family Practice digital waitlist feature helps family practices completely eliminate the need to manage a patient waitlist and make phone calls to patients if the clinic is accepting new patients.

4. HOW TO LEVERAGE AI TOOLS TO STREAMLINE ADMINISTRATIVE TASKS

Automating Documentation: AI tools like voice-to-text transcription and natural language processing can reduce the time spent on charting and documentation. According to [an article published by CBC](#),

“Family doctors reported spending three hours less per week on administrative tasks after-hours when using AI scribes”.

Dr. Tahmeena Ali, a family physician in South Surrey, B.C., [Source](#)

Ali estimated the tool saves her at least 20 per cent of her time, and by being more efficient, she sees patients with appointments on time.

"I think most of them recognize that anything that can help me with my job and provide better patient care and decrease the chances that I'm going to leave family practice ultimately benefits them in the end."

Managing Patient Enquiries:

The most time consuming tasks related to a Medical Office Assistance's day to day consist of scheduling or rescheduling patient appointments, answering questions related to a patient waitlist and if their practice is accepting new patients. Other tasks that take up their time include data entry into the EMR system, managing billing and submitting claims.

A pilot study analyzing three clinics reported that each clinic received an average of 483 calls per week.

The average talk time per call ranged from approximately 107 to 163 seconds, or about 1.8 to 2.7 minutes. This suggests that MOAs in these clinics spent roughly 14.5 to 21.8 hours per week handling phone calls. [Source](#)

By leveraging tools such as Medimap to list your practice, a family practice have a detailed profile with and redirect patients to their Medimap profile to learn about what their clinic has to offer. Medimap can also provide details around frequently asked questions a clinic receives such as if they are accepting new patients.



CONCLUSION

The challenges facing family practices today—administrative burdens, outdated technology, evolving patient expectations, and inefficient collaboration—require innovative solutions. AI technology provides a powerful toolkit to address these obstacles, enabling family practices to operate more efficiently, deliver personalized patient experiences, and foster stronger coordination across healthcare teams.

By automating routine tasks, simplifying the adoption of new technologies, and enhancing patient and provider interactions, AI empowers practices to adapt to the rapidly changing healthcare landscape. The insights and actionable steps outlined in this guide offer a clear path forward for embracing AI in 2025. By taking proactive steps today, family practices can position themselves for long-term success, improved patient outcomes, and a more sustainable future in Canadian healthcare.



Medimap can help your family practice

LEARN HOW →

