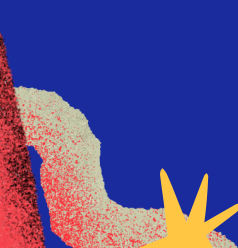




How Tech Is Failing at Health

And losing our trust



By Dr Zainab Abdulsalam | Health Content Strategist

INTRODUCTION

In 2025, health content is not a public service .It is now a growth strategy. From AI fitness coaches to TikTok gut hacks, tech brands are pushing health narratives faster than they can verify them.

The result? Confused users. Broken trust. And in some cases, actual harm.

The digital health space isn't just noise it's reckless. And unless tech brands get serious about what health really means, they'll keep failing the people they claim to serve.

They prioritize engagement over accuracy, aesthetics over impact, and trendiness over trust. And when it comes to health, these choices don't just miss the mark ,they can do real harm.

The Five Key Failures

Inaccurate health content doesn't just break trust it opens you to regulatory scrutiny.

1. Engagement First, Accuracy later(If Ever)

In the digital world, attention is currency. But when health content is optimized for clicks, not credibility, the result is often oversimplified, misleading, or outright harmful information.

Think of the rise of content promising “hormone resets in 3 days” or “detox smoothies that fix your gut.” These claims rack up millions of views but rarely hold up under scientific scrutiny. And when tech platforms let virality outrank verified content, users are left confused, misinformed, and sometimes harmed.

Health content isn't just content it's care. Tech brands must treat it with the responsibility it deserves.

2. Wellness as a Trend

“Clean eating,” “biohacking,” “balancing your hormones” these terms sound impressive, but most are used without scientific context. Too often, wellness becomes a vibe, not a validated approach to health.

Instead of building tools that truly empower people, many platforms end up selling aesthetic goals masked as health advice. This isn't just dishonest it's dangerous. It turns healthcare into a product instead of a right.

3. Health Teams Without Health Professionals

Surprisingly, many health focused tech companies don't have real medical professionals involved in content creation or user education. Some outsource to generalist writers or let AI tools generate health advice with no clinical oversight.

The result? Overgeneralized tips, misused medical terms, and advice that may not be appropriate or safe for all users.

Health is deeply personal. Content that skips over nuance in favor of simplicity can't serve users well

4. One Size Fits All Content leaves people behind

Most digital health content still centers on a narrow image of who the "ideal user" is: often white, thin, Western, and neurotypical. Everyone else Black women, plus-size bodies, older adults, people with chronic illnesses are either ignored or offered watered-down solutions.

In a world as diverse as ours, tech brands must do better. Inclusive health content isn't a trend. it's a responsibility.

5. AI Is Helpful Until It Isn't

Generative AI is reshaping how people search for and receive health information. While AI tools can be helpful for education and triage, too many are being marketed as standalone diagnostic aids without disclaimers, oversight, or personalization.

If you wouldn't trust a chatbot to manage your insulin or treat your anxiety, why let it guide someone else?

What Tech Brands Should Do Instead

It's not enough to have a "Health" tab or a few doctors on a board. To get health content right, tech companies must:

- Co-create with clinicians, not just consultants

Bring health professionals into product strategy, user research, and content teams not just as final validators.

- Invest in cultural competence and inclusion

Representation matters. Build health content for real people with real-world differences in gender, race, income, and access.

- Track trust, not just traffic

Redefine success. Health content should be measured by how it informs, empowers, and protects not just how many views it gets.

- Use AI carefully, with clinical oversight

AI in health is promising but it must be held to the highest standards. Review content regularly. Make disclaimers clear.

The Bottom line

Health content isn't entertainment. It's a form of care, and it must be treated that way. Tech brands that ignore this truth risk more than just user churn ,they risk public trust, safety, and lives.

If you're a tech brand serious about building trust in the health space, don't outsource it to AI or copywriters without clinical context.

Let's build content that's accurate, inclusive, and worthy of your users' trust.

About the Author

Dr. Zainab Abdulsalam is a licensed medical doctor and women's health content strategist helping digital brands turn clinical credibility into consumer trust. She partners with health-forward tech companies to create medically sound, culturally relevant content that informs, engages, and protects.

Work with her to build your brand's health authority without compromising safety or substance.