



AI EMPOWERED

an essential guidebook for healthcare
marketers exploring artificial intelligence

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“The transformational potential of artificial intelligence is extraordinary. And it’s here. **Right now.**”

More than a tool, AI is a new frontier. Healthcare marketers have the power to enhance patient engagement, optimize journeys, and unveil deep insights. And for your organization, this era of digital innovation represents a unique opportunity to elevate care standards and operational efficiency, marking a significant leap toward achieving superior patient outcomes and organizational excellence.

With any emerging trend, it can be difficult to separate hype from reality—to get started. In this guidebook, we’ll explore the practical applications of AI in healthcare marketing and the significant advantages it holds for your strategies and patient interactions.

Fathom’s commitment is to empower healthcare leaders to achieve marketing results. Leveraging our digital marketing expertise, deep healthcare industry experience and AI-driven services and solutions are central to that promise. Let’s harness AI together to set new benchmarks in healthcare excellence.



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AI disruption

What The Experts Are Saying and What That Means For You

what the experts are saying

Paul Roetzer, founder and CEO of the Marketing AI Institute, describes his Law of Uneven AI Distribution:

“The value you gain from AI, and how quickly and consistently that value is realized, is directly proportional to your understanding of, access to, and acceptance of the technology.”

Cassie Kozrykov, Google’s first Chief Decision Scientist, encourages us to outsource think work to AI, thereby making more space for think work:

“There are some tasks that require creativity, ingenuity, sparks of brilliance, cognitive engagement...the best of us as humans. And other tasks that don’t...No matter how fancy-sounding your job title is, you almost surely spend at least some, if not most, of your day thinking.”

When asked by authors Adam Brotman and Andy Sack what AGI means for consumer brand marketing (for their book, *Our AI Journey*), Sam Altman, CEO of OpenAI, responded:

“Oh, for that? It will mean that 95% of what marketers use agencies, strategists, and creative professionals for today will easily, nearly instantly and at almost no cost be handled by the AI—and the AI will likely be able to test the creative against real or synthetic customer focus groups for predicting results and optimizing. Again, all free, instant, and nearly perfect. Images, videos, campaign ideas? No problem.”

what it means for you

If you haven’t already, get started. Simple exploration, like ChatGPT for personal applications, will pay dividends as AI adoption and advancement accelerate.

A Fathomer favorite: ChatGPT as a sommelier attuned to your preferences, making wine pairings easy.

As you explore AI for personal and professional use, consider the tasks that drain you mentally (think work) versus those that light you up (think work).

Consider tools and workflows that lessen the cognitive load of think work and allow you to maximize the value you’re creating.

GenAI models create new content, mimic human creativity, and excel at specific tasks. ChatGPT is a prime example of GenAI.

The future of AI is AGI. AGI can understand, learn, and apply knowledge; it can adapt to situations and perform intellectual tasks like humans. AGI is the stuff of science fiction and is a dream not yet realized. Experts expect AGI to arrive in the next 3-5 years.

Knowing AGI is coming, do not wait to advance your understanding and adoption of AI. Get started before the real disruption arrives.

what is AI?

And More Importantly, What Is It Not?

AI IS:

A Catalyst for Innovation: AI is revolutionizing healthcare, from research to diagnostics, paving the way for faster, more accurate medical breakthroughs.

An Accelerator for Marketing: Through rapid data analysis, AI enhances decision-making and optimizes campaigns, tailoring them to specific healthcare audiences.

A Navigator for Patient Journeys: Predicting behaviors and preferences, AI enables personalized marketing strategies that resonate with individual healthcare journeys.

An Operational Powerhouse: Beyond marketing, AI improves healthcare operations like scheduling, directly benefiting marketing strategies by identifying needs and opportunities.

A Data Dynamo and Personalization Pro: AI uncovers insights and trends from vast datasets and tailors marketing messages to individual preferences, boosting engagement.

A Partner in Productivity: Automating routine tasks, AI allows marketers to focus on strategic and creative work.

A Forecasting Genius: With predictive analytics, AI forecasts trends and outcomes, aiding in resource allocation and future planning.

AI IS NOT:

A Replacement for Human Insight: AI supports decisions but can't replicate the nuanced judgment required in healthcare marketing.

A Standalone Solution: It's part of a broader strategy, requiring expert oversight.

Fully Autonomous in Creativity: AI assists in content generation, but human creativity is essential for effective marketing materials.

A Fix-All: While powerful, AI doesn't replace strategic planning, creative content, or human interaction.

Capable of Replacing Empathy: AI can't mimic the empathetic interactions crucial in healthcare, emphasizing the value of a human's touch in patient care and marketing.

“AI is meant to supplement your expertise not replace it.”

patty parobek

/ Senior Director, AI Adoption



strategic AI adoption

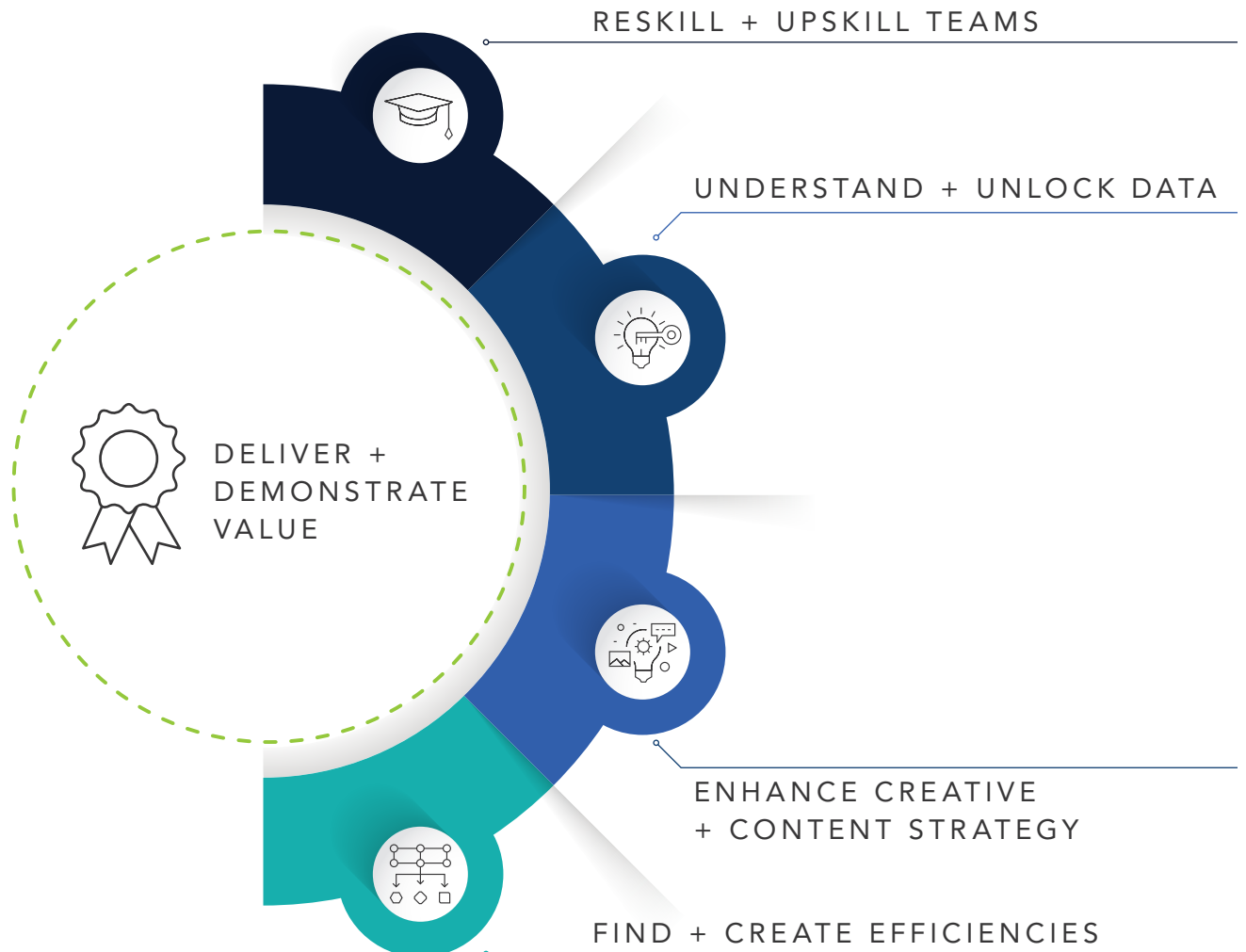
With a baseline understanding of AI and its influence on healthcare and healthcare marketing, you might wonder, “What should I do first?” Whether it’s born out of leadership directives or through sheer curiosity, this is the one question we hear most often.

OUR GUIDANCE:

Before you define *What*, make sure you know *Why*.

The healthcare marketers we work with use AI to create and optimize content, enhance digital experiences through AI-generated videos, draft marketing materials, and produce multimedia content. And at Fathom, we’re using AI for advanced data analysis, personalization, improving patient engagement, and optimizing marketing strategies. But in both cases, we began with a clear goal: to deliver and demonstrate value.

We’ve found the following framework helpful for aligning your AI adoption journey to your organizational and team goals. We encourage always starting with a focus on delivering and demonstrating value. From there, determine which areas allow you to make the fastest, most meaningful impact for your organization.





deliver + demonstrate value

The emergence of AI offers healthcare marketers the opportunity to enhance and demonstrate the value created by their work. This is especially important as new responsibilities are added to the purview of marketing functions while resources become increasingly scarce.

To be clear, the point of AI adoption for marketing isn't the adoption itself. It's what you can achieve following adoption and the advantages created for yourself and your organization as we speed into the future. We recommend first understanding what's already happening in and around your organization. Then, explore what's truly possible as you integrate AI for value creation.

AI You May Already Be Using—Without Knowing It

- AI built into digital advertising platforms:** If you have campaigns running in Google Ads, Meta, Programmatic DSPs, Connected TV, or other digital channels, the chances are AI is optimizing your delivery, determining when and where to serve your ads to maximize performance.
- AI built into marketing automation platforms:** Even the most basic Marketing Automation platforms leverage automation to increase engagement and deliverability. Machine learning and AI power send-time optimizations, recurring triggered messages, segmentation recommendations, and more.
- Chatbots:** Many healthcare systems, and businesses in general, have integrated advanced Chatbots to assist their visitors in quickly finding the answers they seek, creating value through a more personal user experience that gathers first-party data in unobtrusive ways. AI-powered Chatbots are helping patients find locations, identify physicians, understand hours of operation, and explore care information.
- Smart devices:** Leading systems, like Mayo Clinic and Cleveland Clinic, are developing content that users can access through smart devices. "Healthcare Tips of the Day" and conversational experiences extend the reach of healthcare organizations into the home.
- Google Search Generative Experience (SGE):** Google continues to integrate AI-powered search results into the user experience it provides. Taking precedence over traditional organic and paid results, these AI-powered summaries are more tailored and, like any search result, can be optimized for with the right strategic approach.

AI IS NOT A PANACEA

With all that AI can do, it's important to remember it isn't a cure-all. Experts should review the outputs generated by AI, whether that means you're reviewing marketing performance insights or a medical professional is reviewing content to ensure accuracy.





deliver + demonstrate value

What You Should Consider to Enhance Value Creation

DATA-LED CONTENT STRATEGY + COPYWRITING

Leveraging the power of machine learning can help you analyze vast and disparate historical ad performance and competitor data, delivering deep insights quickly. Feed those insights into your favorite Large Language Model to create suggested ad copy variations to test and improve performance.

EXTENDING CONTENT

The true value of great content is often unrealized. Use AI to turn existing collateral into multimedia content, storyboards, multilingual translations, audio, and more. At the very least, turn long-form content into bite-size nuggets for social media and other short-form channels.

PERSONA DEVELOPMENT

Every service line has a unique patient journey. Integrating Large Language Models into your persona development process allows you to create deeper perspectives on a broader set of audiences. Consider the factors influencing their healthcare decisions, forecasted market trends, and the precise identification of the media they engage with.

PHILANTHROPY APPLICATIONS

AI-powered models can combine and segment donor data with CRM and patient data to fuel grateful patient campaigns. By identifying high-potential donors and prospects for planned giving in this manner, you can set development teams up for success through focus. London Automation, a Fathom sister company, is the leader in this space.

ADVANCE DATA ANALYSIS

The limitations of PHI shouldn't stop you from analyzing the available data to make more informed marketing decisions, forecasts, and content. AI tools can help you answer complex questions quickly. Consider summarizing month-over-month trends, generating forecasts, conducting search keyword audits, evaluating your advertising bid caps, and conducting all of that analysis overall, with seasonality in mind, and by service or sub-service.

WORKFLOW OPTIMIZATION

If you support multiple service lines, you have many requests and unique needs to manage. By embedding AI into your workflows, you can more efficiently create content, report on results, manage tasks, and share valuable insights.



reskill + upskill

For healthcare marketing leaders, a common challenge often lies in reskilling and upskilling their teams to effectively harness AI’s potential. Here’s a step-by-step process you can use to empower your team with AI capabilities, ensuring a smooth transition that aligns with ethical standards and strategic goals.

1 Establish a Cross-Functional AI Council

OBJECTIVE:

Collaborate on shared definitions, understanding, and vision for AI usage within the organization.

BENEFITS:

Promotes diversity in opinions, enriching ethical output and fostering an inclusive AI integration process.

PRO-TIP:

Find 1-3 people already passionate about and energized by AI. Include them on your council, leveraging their enthusiasm to drive experimentation and solution development.

2 Gain Leadership Support

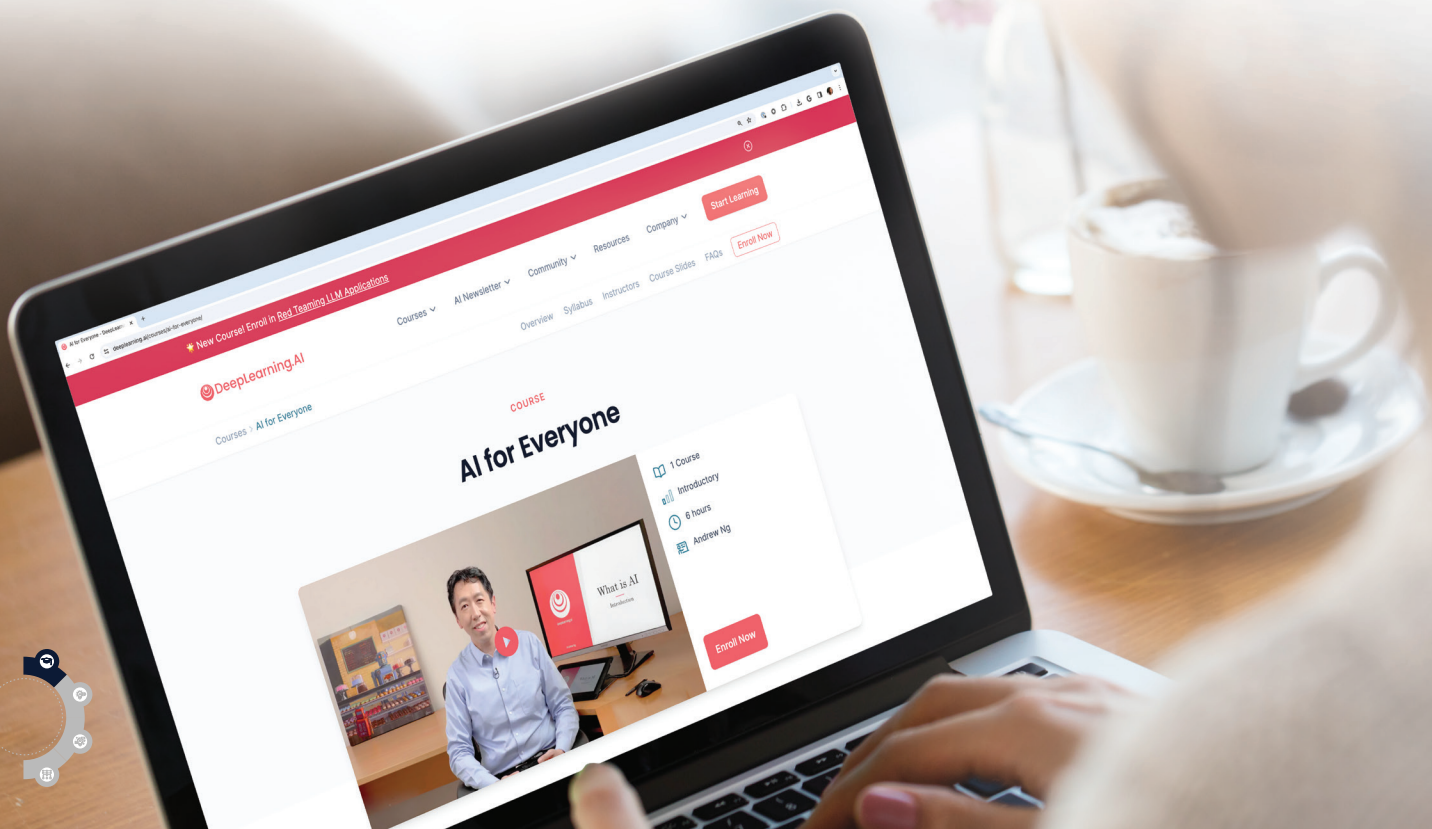
IMPORTANCE:

Leadership’s endorsement is crucial for emphasizing the strategic role of AI in improving patient engagement and marketing outcomes.

3 Develop a Strategy

DEVELOP:

- Outline the purpose, benefits, and expected outcomes of AI integration.
- Ensure clarity and transparency in all communications regarding AI initiatives.





reskill + upskill

4 Build a Foundation on Shared Understanding

FOUNDATION:

Focus on educating the team about the vision and ethical standards before delving into practical applications.

KEY AREAS:

- What's possible with AI in healthcare marketing.
- AI technologies that align with your vision and ethical standards.

6 Initiate Pilot Projects + Incremental Implementation

STARTING POINT:

Identify areas with high enthusiasm and potential for a significant impact with minimal initial effort.

APPROACH:

Begin with small, focused projects to demonstrate AI's value and gradually expand AI integration based on successes and learnings.

5 Implement Learning + Development Programs

METHODS:

- Workshops, online courses, and webinars for foundational knowledge.
- Seminars and conferences for industry-specific insights.
- Cross-functional collaboration and experimentation to encourage practical learning and innovative thinking.



Practical Steps for Teams

- Encourage team members to participate in AI-focused workshops and webinars.
- Facilitate attendance at seminars and conferences to stay abreast of industry trends.
- Promote cross-functional projects that allow team members to apply AI concepts in a controlled, experimental environment.

RESOURCES WE RECOMMEND

[Piloting AI for Marketers](#) from the Marketing AI Institute



[AI for Everyone](#) from DeepLearning.ai



DeepLearning.AI





understand + unlock data

A critical step to maximizing your AI opportunity is employing a strategic approach to your organization's data. Whether you're ready to consolidate your data into a warehouse or just starting to explore the data you have, AI can provide meaningful insights and enhance your marketing strategies.

1 Starting Your Data Journey:

Not every organization is able to create a data warehouse immediately, and that's perfectly okay. Here are the initial steps to start unlocking your data's potential:

- **Strategic Alignment of AI Goals:**
 - Ensure AI initiatives are in sync with broader business and marketing objectives.
 - Focus on clear, measurable goals to improve patient experiences, contributing to organizational growth.
- **Begin Data Exploration:**
 - Conduct a comprehensive data audit encompassing patient demographics, behaviors, preferences, payer mix, and geographical information.
 - At this stage, the goal is not to use the data but to understand what you have and its potential applications in marketing strategies.

2 Proceed with AI Integration:

- **Identify Opportunities for Improvement:** Use the insights gathered from your data audit to pinpoint areas where AI can make the most impact, such as personalizing patient communications or optimizing marketing spend.
- **Experiment and Learn:** Start small with AI projects that quickly show value and allow for learning. Use these projects as benchmarks for broader AI integration in marketing strategies.
- **Ensure Data Quality and Governance:** As AI advances, maintaining high-quality, clean data becomes paramount. Establish data governance policies to ensure accuracy, privacy, and security.

3 Consolidate Data:

- **Centralize Disparate Data Sources:** Integrate critical data sources—marketing lead data, patient records, and financial/payer information—into a unified data warehouse.
- **Realize the Benefits:** This centralized approach enhances data security and enables AI to refine reporting on marketing performance and inform more targeted campaigns.



scott mowery
/ Director, Data Innovation

“

Healthcare systems have the datasets to empower better, smarter, and more effective marketing strategies. As soon as possible, gather the various data stewards at your organization to collaborate and create a unified data warehouse.





enhance creative + content strategy

While many have begun to explore AI's potential in generating content and enhancing creativity, the true power lies in going beyond the basics to unlock deep, data-driven insights that can significantly elevate content strategy and output.

You May Already Be Using AI for These Applications

Producing
initial drafts for
marketing copy
across various
channels.

Generating blog
posts, social media
updates, and other
content tailored to
different patient types
and service lines.

Brainstorming
new ideas for
copy across
digital assets.

Creating
AI-generated
multimedia and
images targeting
specific patient
segments.

Crafting
FAQs and
educational
materials for
patients.

Simplifying
complex
medical
information into
more accessible
formats.

But Have You Tried These Yet?

To get the most out of the marketing AI tools available today, consider these advanced tactics:



DATA-DRIVEN CONTENT ANALYSIS:

- Analyze large datasets to identify key topics, language, and performance drivers.
- Use insights from performance data to inform content creation, focusing on what engages your audience most effectively.



CONTENT ROADMAPS BASED ON PERFORMANCE:

- Develop content strategies that prioritize topics and formats with the highest engagement, informed by a thorough analysis of performance indicators.



COMPETITIVE ANALYSIS FOR UNIQUE MESSAGING:

- Extract and analyze competitor content to identify oversaturated and underserved topics and messaging strategies.
- Leverage AI to find opportunities where your content can stand out.

74%

OF MARKETERS ARE ALREADY
USING AI TOOLS FOR
CONTENT GENERATION

World Federation of Advertisers study, September 2023





enhance creative + content strategy

AN EXAMPLE FROM OUR WORK WITH A TOP HEALTH SYSTEM

Before AI Integration:

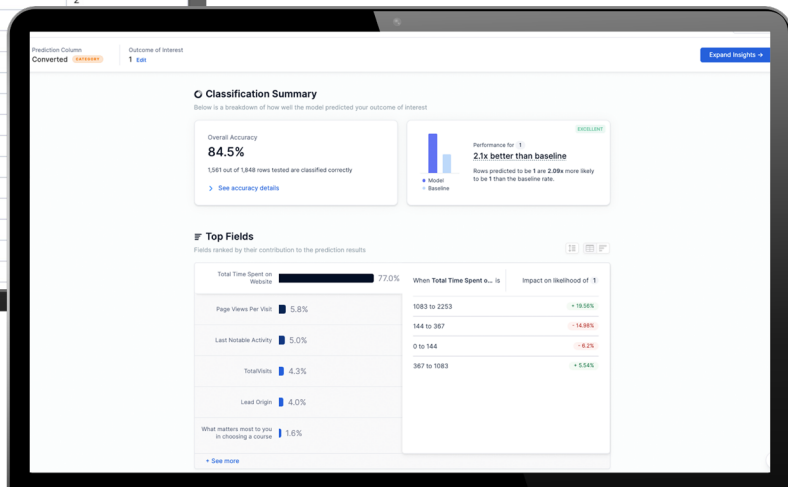
Ad copy was crafted based on stakeholder inputs and information from service line landing pages, achieving only benchmark averages in performance.

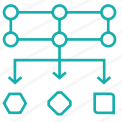
After AI Integration:

- Developed strategic personas to understand the patient journey deeply.
- Analyzed five years of PPC keyword and ad copy data to identify high-performing messaging trends.
- Aligned messaging with the behaviors and psychographics of strategic personas.
- Assessed competitor strategies to determine the saturation of key messages in the market.
- Investigated market trends for seasonality and regional demand variations.
- Synthesized research and insights to guide the creation of top-performing ad copy.
- Ideated content angles based on strategic insights and research.

With insights and strategic directions from AI, we crafted the final nuanced PPC ad copy, collaborating closely with clients for revisions and market implementation.

Lead Origin	Lead Source	Do Not Email	Do Not Call	Converted	TotalVisits
Category	Category	Category	Category	Category	Number
Landing Page Submission	Google	No 92.1%	No 100%	0	61.5%
API	Direct Traffic	Yes 38.7%	Yes 7.9%	1	38.5%
Other	Other			0	251
API	Olark Chat	No	No	0	0
API	Organic Search	No	No	0	5
Landing Page Submission	Direct Traffic	No	No	1	2
Landing Page Submission	Direct Traffic	No	No	0	1
Landing Page Submission	Google	No	No	1	2
API	Olark Chat	No	No	0	0
Landing Page Submission	Google	No	No	1	2
API	Olark Chat	No	No	0	0
Landing Page Submission	Direct Traffic	No	No	0	0
API	Google	No	No	0	0
Landing Page Submission	Organic Search	No	No	1	1
Landing Page Submission	Direct Traffic	No	No	1	1
API	Organic Search	No	No	1	0
Landing Page Submission	Organic Search	No	No	0	0
Landing Page Submission	Direct Traffic	Yes	No	0	0
API	Organic Search	No	No	1	1
API	Olark Chat	No	No	0	0
API	Referral Sites	No	No	0	0
Landing Page Submission	Google	No	No	1	1
API	Organic Search	No	No	0	0





find + create efficiencies

Let's be clear: Efficiency will not be seen right away. Learning new tools, experimenting with outputs, and getting comfortable with new technology will take time.

We rarely encourage our clients to prioritize efficiency in their AI adoption journeys; impact is more important. Still, you may be asked what efficiencies your team is finding through AI adoption. Here are some examples of efficiencies to be gained through the adoption of AI:

- Applying best practices cross-functionally, using AI to understand and solve common pain points and challenges.
- Replacing think work.
- Vetting AI tools that support scalability across teams, not just for one individual's needs.
- More advanced and faster data analysis. We've found teams spend the same amount of time on reporting. However, instead of building reports they're analyzing them, which leads to deeper insights and stronger performance.

content requests:

EXAMPLE 1:

A doctor from the heart and vascular department requests clinical content. AI can help quickly identify if the content exists, what details are needed to create the content, the content distribution strategy, and then support content creation.

campaign requests:

EXAMPLE 2:

A doctor requests a marketing campaign to increase awareness around concussion care. With the doctor answering a few basic questions, AI can create the campaign brief. Then, the marketing team can leverage the campaign brief and AI to create an informed marketing strategy with personas, targeting, channel mix, and forecasted results. This not only makes the workflow more efficient but will also likely increase the campaign's performance.





ethics + transparency

Leveraging AI for business necessitates a rigorous commitment to ethics and transparency, ensuring that advancements serve the best interests of both patients and the broader healthcare community. To establish ethical and transparent standards, consider the following five areas.

The Awareness Gap: Healthcare organizations, particularly those skeptical about AI, must recognize that AI's applications extend beyond futuristic concepts and are already embedded in tools they use daily. This awareness can demystify AI, highlighting its potential to enhance operational efficiency, patient care, and marketing effectiveness without compromising ethical standards.

Staying Competitive: The adoption of AI in healthcare is not a fleeting trend but a cornerstone of contemporary and future practices. Leading systems already leverage AI in clinical and marketing domains, driving efficiencies and enhancing patient engagement. Ignoring this evolution can place organizations at a significant disadvantage, underscoring the urgency of integrating AI that aligns with ethical guidelines and patient-centric values.

Ethical and Compliant Utilization: The crux of ethical AI deployment in healthcare marketing lies in its ability to harness data for the genuine understanding and betterment of patient experiences. This involves ethically sourcing and analyzing demographic, lifestyle, and behavioral data to craft marketing messages that resonate with individuals' needs and preferences. For instance, tailoring communications to different age demographics enhances engagement; it serves the vital purpose of making healthcare information more accessible and comprehensible to all patients, thereby contributing positively to public health outcomes.

Targeting with a Purpose: Ethical use of AI enables healthcare marketers to identify and engage high-value patient segments precisely. By analyzing data patterns, marketers can pinpoint individuals at risk of certain conditions and proactively offer relevant information on preventive care. This strategic approach optimizes marketing resources and plays a crucial role in promoting early detection and intervention, ultimately serving the community's health and well-being.

Ethical Considerations and Compliance: Adherence to regulatory standards, such as HIPAA, is central to AI's ethical deployment in healthcare marketing. Beyond legal compliance, ethical marketing strategies necessitate a human-centric approach. This includes content reviews by clinical professionals for medical accuracy and considering the implications of targeting and personalization to ensure they genuinely benefit patients, respect their autonomy, and uphold the highest standards of privacy and consent.



security + privacy

While AI represents innovation, it also raises questions regarding data security, privacy, and regulatory compliance—critical areas in which healthcare marketers must exercise caution and foresight. As you embark on that journey, consider data security, access controls, regulatory compliance, and the tools available to ensure privacy.

Data Security and Anonymization: The cornerstone of leveraging AI in healthcare marketing is the assurance that patient data, often sensitive and confidential, is protected against unauthorized access and exposure. Healthcare marketers must prioritize using AI tools within secure systems, such as ChatGPT Teams or Chat within Azure, designed to safeguard sensitive information from being accessed by unintended parties. If you're not using securing systems, anonymizing data before inputting it into public AI tools ensures that personal identifiers are removed, thus protecting patient privacy while allowing for the valuable insights AI can offer.

Robust Access Controls: Establishing stringent access controls ensure only authorized personnel can view, manage, and modify data and AI models. This involves thoroughly understanding all entities that may have access to the data and implementing measures to restrict access accordingly, safeguarding against internal and external threats.

Regulatory Compliance: Adherence to healthcare privacy regulations, notably HIPAA, cannot be overstated. Compliance ensures that patient data is handled on par with legal and ethical standards, preserving trust and integrity in the healthcare provider-patient relationship.

Emerging Techniques for Data Privacy: Using generative models to create synthetic patient data represents a cutting-edge approach to training AI without compromising real patient information. This method facilitates the development of robust AI models and serves as a safeguard for patient privacy, allowing for innovation without risk.



security + privacy

How to Audit AI Tools

Establish a process for vetting AI tools and create channels for sharing those that have earned the stamp of approval in your organization. As you do, consider:

- **Create a committee:** AI tool vetting should not be a one-team project. Ensure your IT and legal departments have a voice when considering AI adoption in your organization.
- **Understand AI provider transparency:** Carefully choose AI providers by checking their systems' security, certifications, and history of success. The teams creating the AI must prioritize keeping information safe and private.
- **Monitor data integrity and bias:** Carefully assess the data used to train the AI models, ensuring it is as bias-free and representative as possible to avoid biases in the AI outputs.

When vetting AI tools, start with these simple questions:

- Will the tool help me achieve my marketing or business goals?
- Does the tool keep my data secure? Ensure the AI tool will not use your data to train their models!
- What type of data do I need for the tool, and is this data HIPAA compliant?
- What is the tool's scalability, and will it serve my full team and stakeholders?
- What is the potential value created by this tool?



jay ketchaver
/ Senior Manager, IT + Security

“When vetting, check the AI tool’s website. It should include basic details around its security and privacy, with links to get further information.”



use cases + tools

If you're still trying to understand how AI can help, ask yourself if you've faced any of the following challenges. These represent specific use cases we've encountered through our work with clients. In each, we've collaborated on AI workflows to address the constraint.

Thought starters:

"I have clinical campaign requests to drive patients, but access challenges exist."	"I have more service lines to promote and the same budget to do it with. How do I distribute my budget to achieve our goals?"
"Competition gets stronger every day. How do I ensure we are in the consideration set for new patients and continue to edge out our competitors in top service lines?"	"Operational constraints are impacting marketing budgets. How do I drive more impact with fewer dollars?"
"How do we keep preventative care top-of-mind for current and former patients, especially those at high risk?"	"I have a long queue of content needs from every service line. How do I keep up when more content requests enter the queue daily?"

Tools We Use Every Day for Use Cases Like Those



Akkio: A Generative AI for analytics and predictive modeling, Akkio allows users to chat with their data, rapidly generate insights, create visualizations in real-time, and make accurate predictions based on past results.



Claude: An LLM developed by Anthropic, Claude is on its third iteration. Claude is best at understanding and responding to natural language prompts and questions, making it great for content development.



ChatGPT Teams: With its enhanced collaboration and security capabilities, we recommend healthcare marketers use the Teams version of ChatGPT. Beyond content development, novel use cases include creating an onboarding agent to bring new team members up to speed, prepping for media relations engagements, and parsing through unorganized data sets.



Gemini: An AI platform from Google, Gemini can help marketers create content, target audiences, and optimize campaigns. You can access Gemini directly and engage with it as you would other LLMs, and you'll find it built into the Google tools you're already using. For instance, the conversational experience you now find in Google Ads is powered by Gemini.

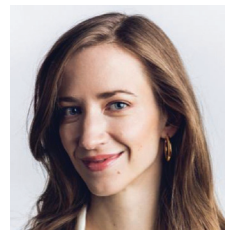


Perplexity: Perplexity's main product is its search engine which relies on natural language processing. You can ask Perplexity questions in plain language, and it will scour various sources to provide up-to-date answers, citing the resources it references. We've found Perplexity especially valuable for audience and market research.



resources

Whether you're interested in learning more or want to invite your team on a journey to understand the possibilities presented by AI, we recommend the following courses, thought leaders, and events as a starting point.



Cassie Kozyrkov
Google's first Chief Decision Officer



Free learning resources from word-class organizations:



DeepLearning.AI





glossary of terms

The following definitions encompass a broad spectrum of AI capabilities, from the theoretical aspiration of AGI, through the practical applications of LLMs, to the creative potential unlocked by Generative AI technologies. These concepts are pivotal in understanding the current landscape and future possibilities of artificial intelligence..

Algorithm: A set of rules or instructions given to an AI system to help it learn from data and make decisions or predictions based on it.

Artificial General Intelligence (AGI): A level of AI capable of performing any intellectual task that a human being can, with the ability to learn, understand, and apply knowledge across different contexts.

Artificial Intelligence (AI): A field of computer science dedicated to creating systems capable of performing tasks that typically require human intelligence, such as learning, decision-making, and language understanding.

Chatbots: Computer programs that simulate human conversation through voice commands or text chats, using natural language processing (NLP).

Computer Vision: An AI field that enables computers and systems to derive meaningful information from digital images, videos, and other visual inputs and take action or make recommendations based on that information.

Data Mining: The process of discovering patterns and knowledge from large amounts of data. The data sources can include databases, data warehouses, the Internet, and more.

Deep Learning: An ML technique that teaches computers to learn by example, a key technology behind driverless cars, facial recognition, and more.

Generative AI (GenAI): AI systems that create new content, such as text, images, or music, based on learning from vast datasets, producing novel outputs that mimic the learned material.

Large Language Model (LLM): AI models trained on extensive text data to understand and generate human language, capable of tasks like writing, summarizing, and translating.

Machine Learning (ML): A subset of AI that involves the development of algorithms and statistical models that enable computers to perform specific tasks without using explicit instructions, relying instead on patterns and inference.

Natural Language Processing (NLP): A branch of AI that helps computers understand, interpret, and respond to human language in a valuable way.

Neural Networks: Computational models inspired by the human brain's structure and function, used in machine learning to analyze data and recognize patterns.

Predictive Analytics: The use of data, statistical algorithms, and machine learning techniques to identify the likelihood of future outcomes based on historical data.

Think Work and Thunk Work: Terms used to distinguish between different types of tasks or work in a professional setting, often emphasizing the difference in cognitive demand and creativity involved. "Think work" involves strategic planning, innovation, analyzing complex data, and developing new ideas. This type of work is intellectually demanding and often considered more fulfilling. "Thunk work" could be interpreted as the opposite; it involves more routine, repetitive tasks that do not require much creativity or critical thinking. Thunk work is necessary but does not typically provide the same intellectual stimulation as think work.



AI adoption checklist

Approach AI integration clearly, employing a strategic approach to AI adoption to ensure a structured and goal-oriented path. This checklist can serve as a starting point for your plan.

1. CREATE A BASELINE

- **Assess Your Starting Point:** Understand your organization's current engagement with AI at a personal and professional level. This helps you recognize existing capabilities and attitudes toward AI adoption.

2. EVALUATE AI READINESS AMONG YOUR TEAM

- **Personal and Professional Use of AI:** Investigate how team members use AI in their daily routines and work processes.
- **Interest in AI:** Gauge the team's enthusiasm for AI technologies to identify potential AI advocates.
- **Review Existing Tools:** Examine current technologies for AI functionalities already in use.

3. SET CLEAR AND ACHIEVABLE GOALS

- **Identify Challenges and Opportunities:** Analyze your team's strengths and areas for improvement with respect to AI.
- **Focus on the Problem, Not the Technology:** Begin with the issues you aim to address rather than jumping to potential AI solutions.
- **Anticipate AI's Impact:** Consider how AI can transform your identified challenges and opportunities.
- **Short-term Milestones:** Define what success looks like in 90, 180, and 360 days.

4. EDUCATE AND EMPOWER YOUR TEAM

- **Provide Learning Resources:** Share curated educational materials and encourage your team to utilize them.
- **AI Certification for Champions:** Have AI enthusiasts on your team achieve certification to lead by example.
- **Foster a Collaborative Learning Environment:** Dedicate time for team members to explore AI technologies together.
- **Stay Informed:** Sign up for updates in the AI field to keep abreast of new developments.
- **Inform Stakeholders:** Develop and schedule presentations to educate key collaborators outside the marketing team like physicians and clinical chairs. Consider inviting these stakeholders to your AI council.

5. IDENTIFY AND PRIORITIZE AI OPPORTUNITIES

- **Focus on a Single Area:** Based on your goals, choose one specific area to implement AI first to maximize impact and manage resources effectively.

6. PLAN YOUR PILOT PROJECT

- **Tool Selection:** Decide which AI tool or platform will be utilized.
- **Success Metrics:** Establish clear criteria for measuring the pilot's success.
- **Team Involvement:** Define roles and responsibilities for team members participating in the pilot.
- **Data Requirements:** Identify the data needed to support your AI initiatives effectively.



Interested In Expert Support?

We help marketers at leading health systems adopt AI. We start with an Entry Point Analysis. Learn more about our Entry Point Analysis at fathomdelivers.com/epa.