



Healthy.AI: AI Reimagined for Healthcare

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Humanizing Technology and Data to Deliver Better Healthcare Marketing Outcomes

The pharmaceutical industry constantly seeks innovation, but keeping pace with the evolving marketing landscape can be challenging. Traditional marketing methods often struggle to target the desired audiences with impactful messaging. However, artificial intelligence (AI) has the potential to revolutionize pharmaceutical marketing by leveraging data and analytics to create personalized and highly targeted campaigns. Omnicom Health Group (OHG) is at the forefront of this transformation, bringing pioneering AI solutions and fresh ideas from industries outside of Pharma to reimagine global healthcare.

Collaborating seamlessly across the entire Omnicom network, OHG leverages the breadth of Omnicom's innovative products and services to help clients achieve ambitious goals. From the most robust open operating system in the market, Omni, to intelligent design systems and reimagined claims and medical/legal/regulatory (MLR) approaches, OHG balances on the cutting edge of innovation, technology, and data while responding to the evolving needs of clients and the industry.

Introducing Healthy.AI – Transforming Human Insight and Innovation Through Purposeful AI

Healthy.AI combines machine learning, data, and technology with human intelligence to provide actionable insights, operational efficiencies, and measurable outcomes. Through Healthy.AI, teams can quickly uncover and predict audience behaviors, create personalized content at scale, accelerate speed to market, and optimize marketing performance. This powerful AI offering is designed to revolutionize healthcare communication and provide clients with peace of mind.

Leveraging OmniAssist—powered by Omnicom's partnership with Microsoft—OHG is developing solutions to improve healthcare agency delivery and marketing outcomes. Backed by access to the latest OpenAI GPT models, the Healthy.AI initiative is advancing rapidly.

By integrating healthcare expertise and emotional intelligence with machine learning, Healthy.AI can streamline delivery, personalize engagements, and empower clients in the ever-evolving healthcare landscape.



Overcoming Healthcare-specific Barriers With Healthy.AI

The potential of AI in healthcare is thrilling, but its implementation poses tangible challenges as well as opportunities. Key considerations include patient privacy, data accuracy, regulatory compliance, and ethical considerations in AI deployment. OHG's strategic focus lies in developing Healthy.AI to tackle healthcare information and communication challenges head-on, emphasizing the importance of using data responsibly to drive innovation while upholding ethical standards.

Healthy.AI targets 4 key areas crucial for healthcare clients and our agencies, enhancing speed, accuracy, and simplification of complex healthcare marketing tasks to deliver better outcomes.

Strategy & Insight

At the top of the marketing funnel, Healthy.AI provides market-specific perspectives and predictive audience analytics to inform strategic decisions. By analyzing clinical literature, articles, and web-based data, OHG's research capabilities are elevated. Healthy.AI facilitates rapid precision within intricate medical content, including creating medical professional and patient archetypes, evidence summaries, and sentiment analysis, thus doubling efficiencies for clients. Predictive audience insights within Omni enable defining microsegments, personalizing messaging, and crafting superior customer-experience strategies. With large language model (LLM)-based Omni Assist, audience insights can be quickly gleaned, and initial marketing briefs crafted, eliminating the blank page problem and accelerating strategy development.

Creative + Content Generation

Healthy.AI harnesses generative AI and automation for quickly generating ideas and creating personalized content at scale while ensuring adherence to rigorous regulatory compliance procedures. Content creation is facilitated in a ringfenced environment, ensuring all new content, versioning, and variations adhere to brand voice and comply with approved MLR requirements. A centralized repository of MLR-approved brand knowledge accelerates both traditional and modular content development, improving quality and speed. This approach has improved team productivity by 15% to 25%, allowing more focus on strategic and creative solutions. AI-enhanced MLR prescreening services have reduced rounds of rework and resubmissions, speeding up communication delivery to patients and providers.

Overcoming Healthcare-specific Barriers With Healthy.AI (cont'd)

Scalable Production + Activation

To ensure content is relevant and valuable for the customer, human creativity, skill, and knowledge are combined with machine capabilities, ensuring outputs follow best practices and guidelines for healthcare communications. Artbot, Omnicom's global content production center of excellence, is critical to Healthy.AI. It simplifies conversion to modular content and dynamic delivery without sacrificing quality, delivering deeply personalized healthcare content at scale in a fraction of the time. Feedback loops and adaptive learning monitor and adjust content production and distribution according to customer response and market dynamics, showing significant improvements in speed to market and development savings.

Performance + Optimization

Automated optimization across multiple channels (content, placement, budget) and powered by Omni, one of the industry's most robust operating systems, Healthy.AI offers a revolutionary approach to performance management. Omni's powerful integration of inventory and acumen allows Healthy.AI to utilize reinforcement learning and feedback loops to optimize the performance of each campaign and content piece. This facilitates optimization opportunities and helps improve engagement by more than 30%. Healthy.AI bridges health, audience, content, and behavioral data to visualize and provide actionable recommendations, refine content strategy and execution, and identify new opportunities and challenges, ensuring continuous learning and improvement.



Healthy.AI: AI Reimagined for Healthcare.

The successful application of AI in healthcare communications requires a personalized strategy tailored to the distinct needs of each entity. OHG's depth of expertise with healthcare providers, patients, payers, and other health stakeholders positions them well to integrate AI advancements into practical solutions for the healthcare sector. With Healthy.AI, OHG provides clients with a roadmap and the platforms and tools to harness AI's transformative potential in ways that enhance speed, intelligence, and effectiveness, while maintaining personalized and efficient processes. This commitment to innovation ensures that the promise of AI translates into meaningful improvements in health outcomes, setting a benchmark for the industry.

For More Information



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For more information on how Healthy.AI can revolutionize your healthcare strategies and drive impactful results, please contact **Christina Kim, Chief Strategy and Analytics Officer** at Omnicom Health Group, at ckim@omnicomhealthgroup.com.

Christina is pioneering advancements in data and technology that transform how our teams and clients communicate with audiences. With a global strategy consulting background and extensive expertise across the healthcare landscape, she integrates provider, payer, and patient insights seamlessly. Renowned for her excellence, Christina has spoken at esteemed conferences, including Cannes Lions Health on AI in healthcare and the Pharma Marketing Summit on leveraging data to elevate marketing campaigns. These contributions, among others, have earned her Medical Marketing & Media's (MM&M) Woman of Distinction award.

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