CES 2025

A Glimpse into the Future of Health and Innovation

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An Omnicom Health Company

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The Consumer Electronics Show (CES) has long been a global stage for cutting-edge technology and innovation—a place where companies uncover groundbreaking solutions that shape the future. As digital technology becomes increasingly woven into every aspect of modern life, its impact on health and wellness is more profound than ever. Attending CES provides a unique opportunity to understand where the world is headed, how consumer behaviors are shifting, and what innovations will define the next era of healthcare and beyond.

At CES 2025, Roshen Mathew, Chief AI & Innovation Officer at SSCG Media (an Omnicom Health company), explored the latest advancements through the lens of healthcare and media. With over 15 years of experience attending CES from both agency and client perspectives, Roshen brings a deep understanding of how emerging technologies influence the evolving healthcare landscape. His insights reflect SSCG Media's commitment to leveraging AI, data, and innovation to drive smarter, more impactful healthcare engagement.

Alongside Roshen, leaders from across the Omnicom network joined this year's CES. In the picture above you will see from left to right: Matt Routh, VP, Dir. of Creative Tech Omnicom Health; Michael Caruso, VP, Biddable Media SSCG; Roshen Mathew, Chief AI & Innovation Officer SSCG Media Group; John Duffield, SVP, Technology Experience Wildtype; Christina Kim, Chief Strategy & Analytics Officer Omnicom Health; and Rayman Vaid, VP, Digital Technology HCG.

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Agentic Marketing: The Rise of AI-Guided Healthcare Journeys

AI was a dominant theme at CES 2025, shaping discussions across industries, including healthcare. One of the most compelling emerging concepts was "agentic marketing," a term gaining traction as AI-powered agents redefine how consumers, patients, and healthcare professionals interact with information and services.
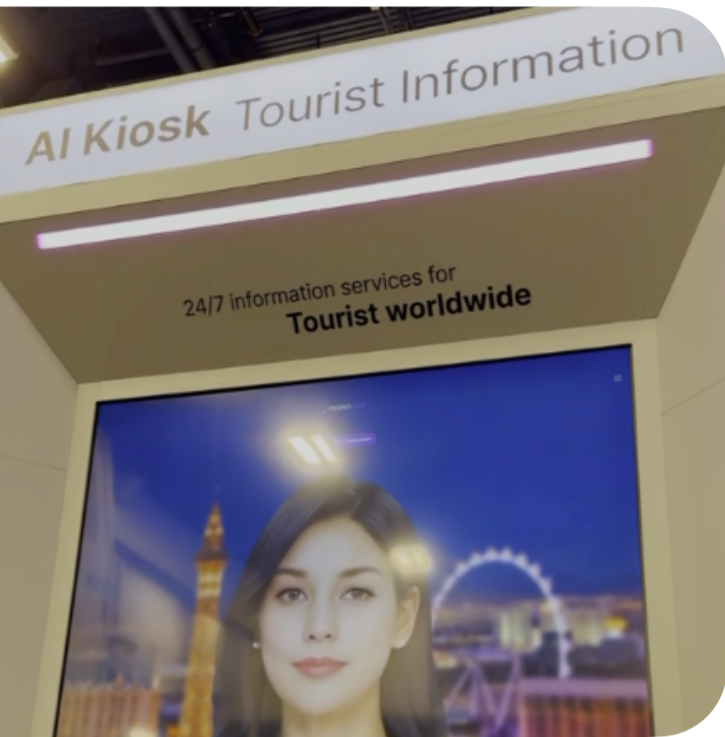
At its core, agentic marketing revolves around AI-driven agents or assistants (eg, OpenAI's Operator or Apple's Siri with its recent plus pending Apple Intelligence upgrades) guiding individuals through their decision-making journey—eliminating traditional touch points and enabling seamless, real-time interactions. In healthcare, this means AI agents could become trusted guides for patients, caregivers, and even HCPs, offering tailored support, answering medical questions, and simplifying access to treatment options. Imagine an AI-powered assistant helping a newly diagnosed patient navigate their condition, from understanding symptoms to finding clinical trials or adherence support programs.

While AI agents may not immediately present direct advertising opportunities, their impact on a brand's approach to online content optimization is significant. This means expanding beyond search engine optimization (SEO). Brands must now begin to prime their online content to be reviewed and incorporated into their responses. We refer to this broader concept as knowledge platform optimization (KPO). KPO combines content considerations for both search and AI agents. In healthcare, KPO can ensure AI agents provide medically accurate, compliant, and patient-friendly information—enhancing health literacy and improving patient outcomes. Training AI to better understand and categorize complex medical content will be critical in ensuring trusted, credible, and regulatory-compliant engagements. As agentic marketing evolves, healthcare brands must focus on optimizing their content for AI-driven ecosystems, ensuring patients and providers receive relevant, accurate, and actionable insights in an increasingly AI-powered world.

AI Personalization: From Assumption to Actionable Solutions

AI is no longer just a concept. It's actively solving real human challenges and transforming experiences. At CES 2025, brands showcased AI-driven solutions that go beyond theoretical applications, delivering tangible, personalized benefits. A prime example is L'Oréal's BioPrint technology, which analyzes skin in seconds to recommend customized skincare solutions—a breakthrough in personalized beauty that surpasses earlier tools like Clinique's slider technology.

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In healthcare, AI personalization has even greater potential, offering tailored solutions that can revolutionize patient care. AI can analyze a patient's medical history, genetic data, and lifestyle factors to develop individualized treatment plans, improving treatment effectiveness, reducing adverse events, and enhancing overall health outcomes. Beyond treatment, AI-powered tools can assist with early disease detection, medication adherence, and real-time patient monitoring, making healthcare more proactive, accessible, and personalized than ever before.

As AI personalization continues to evolve, healthcare brands must embrace its potential—not just for marketing but for delivering meaningful, patient-centric innovations that improve lives.

Retail Media Transformation: Unlocking Healthcare Insights Through Consumer and Prescription Data

Retail media is rapidly reshaping how brands connect with consumers, and its relevance in healthcare and pharmaceuticals is growing exponentially. Retail giants like Walmart and Albertsons have built sophisticated media networks, leveraging valuable first-party data from loyalty programs to uncover health-related shopping behaviors. By analyzing purchasing patterns—such as frequent purchases of heart-healthy or low-sugar products—retailers can identify and engage specific consumer cohorts, even without direct access to their medical histories.

However, the potential extends far beyond over-the-counter products. Pharmaceutical brands and healthcare providers can take this approach even further by integrating first-party data from prescription adherence and patient support programs. By combining retail purchase behavior with insights from adherence programs, brands could proactively engage patients who may be at risk of non-adherence, offer reminders, educational content, or even financial assistance for prescriptions.
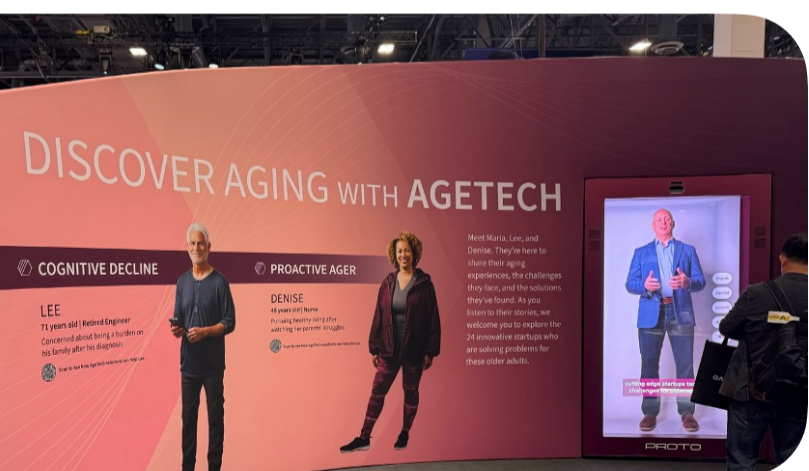
For example, if a patient enrolled in a support program stops refilling their medication, AI-powered retail media could trigger personalized interventions—such as digital reminders, pharmacist consultations, or targeted ads for alternative solutions. This fusion of retail and healthcare data presents a game-changing opportunity to improve patient engagement, optimize treatment adherence, and ultimately drive better health outcomes.

As retail media expands, integrating AI-driven analytics, predictive modeling, and cross-channel engagement strategies into these platforms, it will allow healthcare brands to meet patients where they are—at the intersection of daily life, shopping habits, and health needs. By bridging the gap between consumer behavior and prescription adherence, healthcare marketers can deliver precision-driven, value-based interventions that lead to better patient outcomes.

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AI-Driven Assistive Technologies: Enhancing Accessibility and Independence

AI-powered assistive technologies are making everyday life more inclusive, with innovations like the **WeWalk Smart Cane** transforming mobility for the blind and visually impaired. This intelligent device combines AI and GPS technology to provide real-time navigation, detect obstacles, and offer audio guidance, empowering users to move through indoor and outdoor environments with greater confidence and independence.

Beyond mobility, AI-driven assistive tools are expanding into healthcare applications, helping individuals manage chronic conditions and disabilities. Wearable health monitors now provide real-time tracking of vital signs; AI-powered speech recognition tools assist those with neurological disorders; and smart home integrations allow individuals with limited mobility to control their environment with voice commands.

These advancements highlight AI's ability to break down barriers, enhance accessibility, and improve quality of life. As technology continues to evolve, the healthcare industry has an opportunity to champion AI-driven assistive tools that foster greater autonomy, equity, and inclusion for patients worldwide.

So, What Can You Do? Start by Building an Experimental Budget for Smarter Innovation

Encouraging agencies and clients to allocate a dedicated experimental budget enables them to test bold ideas, emerging technologies, and innovative marketing strategies with minimal risk. By investing in small-scale pilot programs, they gain the agility to explore new approaches without significant upfront capital. This controlled experimentation provides real-world data, sharpens strategic direction, and ensures that only the most effective initiatives are scaled with confidence, turning calculated risks into competitive advantages.

Transforming Healthcare Engagement: Smart Tech for Better Decisions and Outcomes

Expand healthcare marketing strategies by integrating interactive tools into the patient and provider experience, enhancing decision-making at critical touch points. By leveraging technology like digital kiosks, AI-driven symptom checkers, augmented reality, and personalized treatment recommendations, healthcare brands can engage patients and HCPs in real-time. These innovations provide relevant medical information, treatment options, and adherence support while capturing valuable insights into patient behavior and needs. This data-driven approach enables pharma and healthcare organizations to optimize their offerings, improve patient outcomes, and create a more connected, informed healthcare experience.

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AI + Human: Smarter, More Impactful Healthcare Marketing

AI enhances efficiency by processing vast datasets, automating workflows, and generating insights at scale, but human expertise is what turns those insights into strategic, impactful marketing. By combining AI-driven data analysis with human creativity, empathy, and industry knowledge, healthcare marketers can craft more relevant, personalized, and compliant communications. This approach ensures AI is not just a tool for automation but a catalyst for smarter decision-making, delivering solutions that are both data driven and deeply human.

Conclusion: Shaping the Future of Healthcare With Innovation and AI

CES 2025 reinforced that AI is no longer a futuristic concept—it is an active driver of transformation across industries, including healthcare. From agentic marketing to AI-driven personalization and assistive technologies, the innovations showcased offer unprecedented opportunities to enhance patient care, optimize engagement, and accelerate business growth.

However, while AI is a powerful tool, it is not the sole answer. True innovation happens at the intersection of technology and human expertise. As AI continues to reshape how healthcare brands communicate, diagnose, and deliver solutions, it's critical to balance automation with empathy, strategy, and creativity. This means optimizing content for AI-driven platforms, just as we once did for search engines, while maintaining brand authenticity and differentiation.

At **Omnicom Health, we believe in Humanizing Technology**—ensuring that AI and data don't replace human connection, but enhance it. Healthcare is personal, and the most impactful innovations are those that seamlessly integrate technology with human insight to create smarter, more compassionate solutions. By blending AI's efficiency with human expertise, we can build a future where technology empowers better decision-making, strengthens relationships, and ultimately improves patient outcomes.

For healthcare marketers, the future is clear: success lies in harnessing AI's power to drive efficiency while ensuring human insight guides its application. Those who embrace this synergy will not only keep pace with change but lead the charge in defining the next era of healthcare innovation.

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Roshen is a seasoned marketer with 25 years of experience driving innovation at the intersection of technology and marketing. He began his career at Yahoo! Enterprise Solutions during the Internet boom, pioneering media experiences across industries, including healthcare. Transitioning to the agency world, he joined Omnicom Precision Marketing Group (OPMG), where he led consumer brand and experience strategy for Merck brands like Gardasil and Singulair, solidifying his passion for healthcare marketing.

He then took his expertise client-side as AVP of Digital Media & Emerging Technology at AT&T, spearheading innovation in media, sponsorships, and ad tech to integrate creative and media strategies. Returning to Omnicom, he focused on healthcare marketing, serving as Chief Experience Officer at TBWA\WorldHealth and Wildtype, leading oncology brands such as Keytruda and Lynparza. Today, as Chief AI & Innovation Officer at SSCG Media Group, Roshen continues to shape the future of healthcare marketing through AI-driven strategies and cutting-edge innovation. Roshen holds a Bachelor of Science in Information Systems from the University of Texas at Arlington (UTA) and an MBA from Southern Methodist University (SMU), equipping him with a strong foundation in technology, business strategy, and digital transformation.

If you'd like to learn more or have any questions, please reach out to Roshen Mathew at roshen.mathew@sscgmedia.com

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