

Next Month:
Living in the Digital World - Part 2

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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LIVING IN THE DIGITAL WORLD

Sam Baker

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Kaitlyn Macisco

Spring & Bond

Roshen Mathew

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Helen Moran

Formedics

Kevin Woodworth

With **Melanie Lysaght**

CMI Media Group

AMM Nexus Awards Recap

1977

PRACTICAL GASTROENTEROLOGY
launches as the first independent
Gastroenterology journal

The world's first home computer goes on sale



The US population reaches 216 million



NAVSTAR launches first Global Positioning System

The Dow Jones Industrial Average is 831

NASA flies the test shuttle Enterprise



The cost of a gallon of gas is 65 cents



President Jimmy Carter succeeds
Gerald Ford as the 39th President of the United States

The average cost of a new home is \$49,300

A first class postage stamp is 13 cents

Federal Reserve interest rates are 7.75%



Star Wars opens in Theaters

Top Films: Saturday Night
Fever, Close Encounters
of the Third Kind



Top Musicians: Barbra Streisand,
Stevie Wonder, Fleetwood Mac, The Bee Gees

2025 is Our 49th Year!

We begin our fifth decade continually providing cutting edge, educational articles to our loyal readers. Reaching your audience, we bring relevant content in our unique series format, always delivered First Class. Thank you for working with us.

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Dear Healthcare Marketer,

Welcome to Living in the Digital World – Part 1. We had such a wealth of content for this digital trends issue that we decided to divide it into two parts. Trust me, you'll be glad we did. These are the kinds of issues I always learn the most from. Whether it's the latest and greatest in AI, breakthroughs in healthcare, or the must-know digital advancements transforming industries, there's something in here for everyone.

Over the years we've focused on the digital world, I've personally found the stories and articles life-changing. I've discovered new apps well worth downloading, binge-worthy series to escape into, dynamic groups to join, and podcasts that spark true personal growth. Some of my favorite discoveries include the series *Emily in Paris* (guilty pleasure!), *The Mel Robbins Podcast* for a motivational kick, and another podcast, *New Heights With Jason and Travis Kelce*, for a dose of fun and energy. I've also found genuine connection through online groups like *50 and Over Women in Montclair* – a community that's as empowering as it is inspiring. And let's not forget the magic of tools like ChatGPT. I've used it to write birthday poems for friends, plan travel itineraries, compare medications, and even to help me craft speeches. It's become a go-to companion for both creativity and clarity.

I've also learned a great deal about the tremendous impact the digital world is having on healthcare. Wow – there are advances happening today, especially in AI, that were unimaginable years ago! In this issue, **Sam Baker** (AbelsonTaylor Group) highlights some of the latest powerful, high-impact, and promising AI-enabled medtech products he encountered at CES (Consumer Electronics Show) 2025. **Roshen Mathew** (SSCG Media Group) shares how some of the latest evolutions in AI are reshaping healthcare. As he sees it (and I agree), the future is not AI or human, but the intersection of both. **Mandy Graziani** (SSCG Media Group) tells us about how she uses AI tech at home and at work, plus the value she finds through collective knowledge and crowdsourced advice online.

Drew Glenn (SFC Group, Inc.) provides a detailed and insightful analysis of how AI is improving and will continue to improve healthcare with more accurate diagnoses, personalized care, and greater efficiency, while advertising and marketing benefit from more precise and effective reach. **Kevin Woodworth** (CMI Media Group) conducts an informative interview with **Melanie Lysaght** (CMI Media Group, Director, Innovation) about her perspective on the heels of attending this year's SXSW (South By Southwest). (Did you know progress is being made in bringing back the Woolly Mammoth? Read on...) **Kaitlyn Macisco** (Spring & Bond) tests her knowledge and memory with a quiz site, and turns to a favorite podcast for laughs and perspective on life. We also have **Helen Moran** (Formedics) giving us a captivating inside look at her life in this month's *Personal Exchange*. Be sure and check out the photos from the 2025 AMM Nexus Awards. Congratulations to Rising Star Sales Rep of the Year **Nicole Peddicord** of RxNT and Sales Rep of the Year **Todd Eberhart** from Impiricus.

This issue and the next are packed with stories, recommendations, and tools that can shift how we live, work, connect, and unwind. I hope, as I have, you discover something that inspires you.

Here's to innovation that improves our world,

**WHY WORK HERE?**

We'd love to hear from employees and employers!

What are your hiring practices?

- Ideal candidates
- What do you look for?
- Interview tips and strategies
- Changes in hiring processes
- In-person or online interviews
- Recruitment practices

What are your company perks?

- Clubs, Groups, Resources
- Professional Development
- Holidays and Celebrations
- Education
- Internships
- Personal Experiences
- Mentorships
- Volunteer Opportunities

Send your submissions to Nancy at NALeonard@HMEExchange.com or call 973-420-1192 to discuss.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

Alexion Pharmaceuticals, Inc., has announced the appointment of **Cherie Dennis** as Associate Director, Veeva System, Promotional Review and Operations.

Astellas Pharma US has announced the appointment of **Alicia A. Stout** as Director, Consumer and Key Customer Marketing Oncology.

BGB Group has announced the appointment of **Eric Brandel** as Executive Vice President, Managing Supervisor, and **Vivi Le, PharmD**, as Account Supervisor.

CMI Media Group has announced the appointment of **Alexander Belli** as Associate Data Analyst. He can be reached at Alexander.Belli19@gmail.com.

DDB Health New York has announced the appointment of **Lindsay LaVigne** as Senior Vice President, Management Supervisor. She can be reached at Lindsay.lavigne@ddbhealth.com.

Digitas Health has announced the appointment of **Matthew Paul** as Senior Vice President, Engagement Strategy, and **Jon Goldberg** as Vice President, Director.

Doceree has announced the appointment of **Karima Sharif-Ali** as Senior Vice President. She can be reached at karima.sharif@doceree.com.

Eli Lilly and Company has announced the appointment of **Kara Clinton** as Oncology Chief Commercial Officer.

EVERSANA INTOUCH has announced the appointment of **Brent Scholz** as Executive Vice President, Managing Director, Creative. He can be reached at brent.scholz@eversana.com.

Frontline Publications/Medscape has announced the appointment of **Jessica Jimenez** as Director of Business Development. She can be reached at jjimenez@mdedge.com.

Galderma has announced the appointments of **Jen Brown** (jen.brown@galderma.com) as Senior Director, Head of HCP Marketing Immunology, and **Kim Urquhart** as Associate Director, Specialty Channel Accounts – Immunology.

Greater Than One has announced the appointment of **Danielle Stokes** as Digital Operations Manager. She can be reached at daniellestokes@gmail.com.

Guideline Central has announced the appointment of **Ethan Armstrong** as Director, Business Development. He can be reached at earmstrong@guidelinecentral.com.

Havas Health CX has announced the appointment of **Adriana Tayracó** as Head of Social. She can be reached at adriana.tayracó@havas.com.

Havas Media Network has announced the promotions of **Megan Schleicher** (megan.schleicher@havasmedia.com) to Vice President of Client Experience, **John Whitcomb** to Vice President, Social Media, **Daniel Lopez** (Daniel.lopez@havasmedia.com) to Director, Digital Investment, and **Sydney Palotta** (Sydney.palotta@havasmedia.com) to Supervisor, Digital Investment. Joining the company is **Desiree Gonzalez** (desiree.gonzalez@havasmedia.com) as Director.

Haymarket Media US has announced the appointment of **Mike Graziani** as Chief Executive Officer. He can be reached at Michael.graziani@haymarketmedia.com.

Heartbeat has announced the appointment of **Abhilasha Shah** as Media Director.

Inizio Evoke has announced the appointments of **Shannon Maniscalco** as Senior Vice President, Client Partner, **Matthew Hoelzle** as Chief Medical Officer, and **Karsten Risch** (Karsten.risch@inizioevoke.com) as Chair, Medical Strategy.

Johnson & Johnson Innovative Medicine has announced the appointment of **Steve Martorana** as Product Director, Professional Education – TREMFYA® GI.

Merck has announced the promotion of **Julia Jeges** to Manager on the Oncology HCP team.

Moon Rabbit has announced the promotion of **Aimee Turner** to Vice President of Media and Analytics. She can be reached at Aimee.turner@wearemoonrabbit.com.

OMD has announced the appointment of **Alex Rapoport** as Executive Director, Integrated Media Planning. He can be reached at Alex.raपोпорт@omd.com.

Pfizer has announced the appointments of **Nicole Schwabe** as Senior Director, Chief of Staff, Oncology Commercial Office; **Lauren Carroll** and **Nicholas Ricci** as Senior Managers, Paid Social; **Natalie Mariotti** as Manager, Paid Social; and **Madison Monka** as Senior Associate, Media Measurement and Optimization.

Publicis Health has announced the appointment of **Holly Moscatiello** as Managing Director, Client Services. She can be reached at [Holly.moscatiello@publicishealth.com](mailto:moscatiello@publicishealth.com).

Real Chemistry has announced the promotions of **Theresa Schmidt** (tschmidt@realchemistry.com) to Senior Vice President, Access Innovation; **Jenna Marzilli** and **Camille Hoffman** to Account Directors; **Leah Cooper**, **Madeleine Thero**, and **Olivia Mennillo** to Senior Account Directors; **Samantha Hershman Feinland** to Managing Director, Social Media; and **Mary-Catherine Canavan** and **Amanda Canter** (acanter@realchemistry.com) to Associate Directors, Social Media.

Saatchi & Saatchi Wellness has announced the appointment of **Brendan Gallagher** as President.

Society of Hematologic Oncology has announced the appointment of **Nick Luciano** as Chief Media Sales Director. He can be reached at nluciano@sohonline.org.

Spring & Bond has announced the appointment of **Raymond Lee** as Media Supervisor.

The American Journal of Managed Care (AJMC) has announced the appointment of **Megan Bochner (Halsch)** as Director, National Accounts. She can be reached at mbochner@ajmc.com.

NEW & NOTEWORTHY

awards • mergers • approvals

AbbVie has received U.S. FDA approval for RINVOO® (upadacitinib), 15 mg, once daily, for the treatment of adults with giant cell arteritis (GCA).

Johnson & Johnson has received U.S. FDA approval for IMAAVY™ (nipocalimab-aahu), a human FcRn-blocking monoclonal antibody, for the treatment of generalized myasthenia gravis (gMG).

Neurelis, Inc., has received U.S. FDA approval for VALTOCO® (diazepam nasal spray) for short-term treatment of seizure clusters (also known as "acute repetitive seizures") that are different from a person's normal seizure pattern in people two years and older.

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Learn More



The Crucial Role of AI in Revolutionizing Healthcare

BY DREW GLENN

Artificial Intelligence (AI) is transforming the healthcare industry, offering unprecedented opportunities to improve patient care, streamline processes, and enhance medical research. As AI technologies continue to evolve, their importance in healthcare becomes increasingly evident, making them indispensable tools for healthcare professionals and patients alike.

EARLY DIAGNOSTIC ACCURACY

One of the most significant benefits of AI in healthcare is its ability to enhance diagnostic accuracy. AI-powered systems can analyze vast amounts of medical data, including images, lab results, and patient histories, to identify patterns and make more accurate diagnoses. For instance, AI algorithms have shown remarkable success in detecting cancer at earlier stages, which can significantly improve patient outcomes. By assisting healthcare providers in making more precise diagnoses, AI helps to reduce misdiagnoses and improve the overall quality of care.

PERSONALIZED PLANS

AI also plays a vital role in personalizing treatment plans. By analyzing individual patient data, AI can help healthcare providers tailor treatments to the specific needs of each patient. This personalized approach can lead to more effective treatments, fewer side effects, and improved patient satisfaction. Moreover, AI can help predict how patients will respond to certain treatments, allowing doctors to make more informed decisions about the best course of action.

GREATER EFFICIENCY

In addition to improving diagnostics and treatment, AI can help optimize healthcare operations. AI-powered systems can analyze data to identify inefficiencies, streamline workflows, and reduce costs. For example, AI can help hospitals manage their resources more effectively, ensuring that staff and equipment are used efficiently. This can lead to shorter wait times, reduced costs, and improved patient experiences.

IMPROVED PATIENT OUTCOMES

AI is also revolutionizing medical research. By analyzing large datasets, AI can help researchers identify new drug targets, predict the efficacy of potential treatments, and accelerate the drug discovery process. This can lead to the development of new, more effective treatments for a wide range of diseases, ultimately improving patient outcomes.

ENHANCED CAMPAIGNS

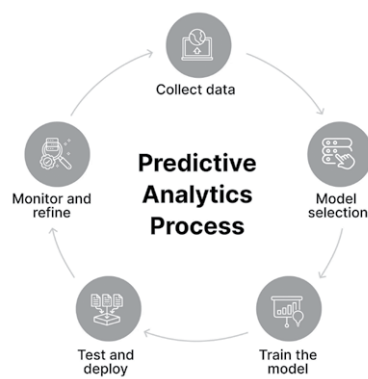
Additionally, AI can significantly benefit advertising and marketing teams by providing innovative solutions and data-driven insights to enhance healthcare campaigns.

Here is how it can be leveraged:

1. **Personalized Campaigns:** AI can analyze vast amounts of patient or consumer data (anonymized and compliant

with regulations like HIPAA) to identify trends, preferences, and behaviors. Marketers can use these insights to craft hyper-targeted campaigns — think tailored messaging for specific demographics, like promoting diabetes management tools to at-risk groups or wellness apps to fitness enthusiasts.

2. **Predictive Analytics for Strategy:** AI tools can forecast healthcare trends, such as rising demand for telehealth

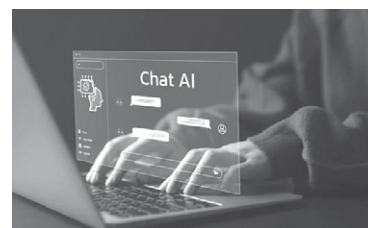


or seasonal flu shot campaigns. This enables marketers to implement proactive strategies, positioning themselves ahead of competitors with timely, relevant ads — like a hospital promoting virtual consultations during a predicted surge in demand.

3. **Content Optimization:** AI can analyze how audiences engage with healthcare-related content (e.g., blog posts, videos, or social media). Agencies can refine ad copy, visuals, or calls-to-action based on what resonates — say, tweaking a pharmaceutical ad to emphasize side-effect transparency if that's what builds trust.



4. **Chatbots and Customer Insights:** Many healthcare providers use AI-powered chatbots for patient interaction.



Brand leads can tap into chatbot data (where permissible) to understand common pain points or questions, then design campaigns that address them — like ads for a clinic

highlighting short wait times if patients frequently ask about delays.

5. **Efficiency in Ad Placement:** AI can optimize media buying by predicting which platforms, times, or formats (e.g., video vs. static ads) will yield the best ROI. For a client like a medical device company, this might mean targeting professionals on LinkedIn during work hours or patients on Instagram in the evening.

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The Future of Healthcare Marketing: An Interview With Melanie Lysaght

BY KEVIN WOODWORTH

The healthcare marketing landscape is constantly evolving, fueled by technological advancements, shifting consumer behaviors, and a growing emphasis on patient empowerment. To understand the future of this dynamic field, I spoke with Melanie Lysaght, Director, Innovation, at CMI Media Group. Our conversation explored emerging technologies, changing consumer preferences, and innovative solutions poised to revolutionize healthcare marketing.

Q: BASED ON YOUR OBSERVATIONS AT SXSW, ARE THERE ANY TECHNOLOGIES THAT HEALTHCARE MARKETERS SHOULD BE PREPARING FOR?

A: AI dominated SXSW, and for good reason. It's transforming everything, impacting not just healthcare marketing but our daily lives. Panelists discussed leveraging AI to reach specific audiences, focusing on understanding its potential as a strategic tool.

However, my observations went beyond AI's immediate appeal. A panel on reaching diverse audiences, particularly in the American Heartland, highlighted a critical oversight. Marketing strategies, often conceived on the coasts, tend to

treat America as a monolith, neglecting the nuances of the Heartland.

The study emphasized the need to acknowledge this region's distinct voice, often overlooked and judged. To connect effectively, marketers must understand their values and connect authentically, not just reflect back what they think they want to hear.

As a member of our Innovation team, I believe a solid understanding of the basics is crucial for true innovation.

This includes connecting with your key audience and leveraging audience insights, a CMI strength. By incorporating these insights into campaigns, marketers can stay ahead.

Ultimately, while AI is crucial, we also need to revisit fundamental principles to truly innovate. This means grounding strategies while exploring AI's possibilities.

Q: BEYOND THE SPECIFIC TECHNOLOGIES SHOWCASED, WERE THERE ANY SHIFTS IN CONSUMER BEHAVIOR YOU OBSERVED THAT YOU FEEL MARKETERS NEED TO ADDRESS?

A: Podcasting was another key focus. While not new, it's experiencing a resurgence, especially among millennials and Gen Z. Podcasts are now deeply embedded in the culture.

For marketers, understanding podcast advertising nuances is crucial. Differentiate between 30- or 60-second ads and custom podcast series or episodes. Each has strengths and challenges. For specific product launches or awareness campaigns, short ads can be effective, leveraging existing listening habits.

However, to shift perspectives or educate on complex topics, invest in custom content. Custom episodes or series offer evergreen content for repurpose, providing a greater ROI.

While custom podcasts require creative effort and navigating content approval, industry professionals agree it's worth it. Podcast studios like iHeart can guide marketers through the development process, ensuring effective and compliant content.

Q: LOOKING TOWARDS THE FUTURE, WHAT EMERGING TECHNOLOGIES OR TRENDS DO YOU THINK WILL HAVE THE BIGGEST IMPACT ON HEALTHCARE MARKETING IN THE NEXT THREE-TO-FIVE YEARS?

A: AI will undoubtedly remain dominant. We're seeing growing patient empowerment since Google's rise. Patients are more informed and engage in meaningful discussions with doctors.

With online resources, patients research symptoms and suggest diagnoses, especially for chronic diseases. This transforms the patient-doctor dynamic, particularly for women. Historically, women's health concerns have been dismissed. By researching beforehand, women can help drive the conversation and investigation with their physician with supporting evidence, revolutionizing their experience.

For physicians, AI offers easy access to vast data, helping them synthesize information quickly. This transforms care delivery and alleviates burdens on HCPs. Furthermore, AI allows brands to target HCPs seeking solutions, providing relevant information at the moment they are searching for information and are likely most receptive to a brand's message

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Melanie Lysaght, Director, Innovation, alongside Carly Kuper, Senior Vice President, Public Relations and Corporate Communications, and Melissa Giordano, Chief Client Officer, upon arriving at SXSW.



Melanie with cast members of the Netflix reality series, *Love Is Blind*, in front of the promotional statue for the series.

Lysaght Interview *(Continued from page 6)*



Melanie experiencing the K-Beauty Mart pop-up shop at SXSW.

Q: WHAT SKILLS OR EXPERTISE WILL BE MOST CRITICAL FOR HEALTHCARE MARKETERS TO DEVELOP TO STAY AHEAD OF THE CURVE?

A: Innovation requires a pioneering mindset. Everyone wants innovation, but few are willing to be first. When vetting suppliers, the common question is, "Has anyone done this before?" However, innovation often lacks case studies. To navigate this, cultivate a pioneering mindset and substantiate

ideas with strong hypotheses. Support this with audience intelligence insights and strategic planning. Grounding ideas in data mitigates risks.

Q: WHAT IS THE MOST EXCITING INNOVATION YOU SAW AT SXSW THAT HAS THE POTENTIAL TO REVOLUTIONIZE HEALTHCARE MARKETING?

A: SXSW offers insights beyond our industry. I attended a panel featuring Joe Manganiello, an investor in Colossal, a genetics company bringing back the Woolly Mammoth. While they are years away from the rebirth of a real Woolly Mammoth, Colossal recently announced the existence of the Woolly Mouse, a prototype, and the first step towards bringing back the Woolly Mammoth.

Where AI, Mammoths, and Healthcare intersects is most interesting. Colossal believes de-extinction can help save the planet and conserve species that play a vital role

not only in our ecosystem but in healthcare advancement as well. Some endangered species may hold clues to combat cancer.

Colossal is leveraging AI to synthesize tremendous databases in the fight to preserve our planet's biodiversity. The future of healthcare marketing hinges on AI and the embrace of innovation. By developing a pioneering mindset, grounding strategies in data, and exploring emerging technologies, marketers can navigate this dynamic landscape and drive meaningful impact.

The path forward for brands demands bold thinking, data-driven strategies, and a relentless pursuit of what's next. It's a journey of continuous learning, experimentation, and adaptation. By embracing these principles, we can not only navigate the future of healthcare marketing, but also shape it, creating a healthier and more equitable world for all.



Melanie alongside colleagues, including Mark Pappas, Executive Vice President, Innovation, and Mollie Garza, Head of Brand/Agency Sales, Sports Innovation Lab, at a networking event at SXSW.



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AI in Healthcare *(Continued from page 5)*

6. Sentiment Analysis: By scanning social media or online reviews, AI can gauge public perception of a healthcare brand or issue. Agencies can use this to pivot campaigns – e.g., if skepticism about a new treatment emerges, they might focus ads on patient testimonials or expert endorsements.

AI doesn't just make ads – it makes them smarter, faster, and more effective. It's about connecting healthcare solutions to the people who need them most, with precision that traditional methods can't match.

In conclusion, the importance of AI in healthcare cannot be overstated. From enhancing diagnostic accuracy and

personalizing treatment plans to optimizing operations and accelerating medical research, AI is playing a crucial role in revolutionizing healthcare. As AI technologies continue to advance, their potential to improve patient care and transform the healthcare industry will only grow, making them an essential tool for healthcare providers and patients alike.



Drew Glenn is Director of Digital and Performance Analytics, SFC Group, Inc. He can be reached at drew@sfcgroup1.com and 614-507-6293.

2025 Digital Trends: AI – It's an Evolution, Not a Revolution

BY ROSHEN MATHEW

These days, almost every “trend” is tied to artificial intelligence (AI) – and rightly so. AI is arguably the most significant advancement since the creation of the Internet. It's a topic that dominates both personal and professional conversations and, no matter the conference or event, AI will find its way into a panel's discussion. However, while generative AI is currently generating excitement, it's important to remember that early AI subsets, like machine learning and deep learning, have been embedded throughout the digital media ecosystem for over a decade. So, while generative AI may seem like a sudden “flip of the switch,” it's simply the next step in AI's evolution, with potentially more subsets to come before we reach artificial general intelligence (AGI).

THE AGENTIC MARKETING ERA

AI dominated CES and SXSW 2025, with “agentic marketing” emerging as the defining concept. In this model, AI assistants – think OpenAI's Operator or next-generation Siri – guide consumers, patients, and clinicians through decisions in real time, replacing fragmented touchpoints with seamless, continuous guidance. This marks the beginning of a new continuum for the exploration of knowledge: 1) searching for it, 2) interrogating it, and 3) acting on it.

In healthcare, for example, an agent could explain a new diagnosis, surface clinical trial options, or connect a caregiver to adherence support – always providing medically accurate, compliant answers. Although these agents are not direct advertising channels, they will evaluate and relay brand content. Simply optimizing for search is no longer sufficient. Brands must expand their efforts in search engine optimization (SEO) of branded content and evolve it to a concept of knowledge-ecosystem optimization (KEO). This will ensure content is AI-ready for ingestion, compliant, and, for the time being, largely text.

AI PERSONALIZATION: FROM ASSUMPTION TO ACTIONABLE CARE

This year, brands demonstrated how AI is solving practical problems. L'Oréal Cell BioPrint, for instance, scans skin and recommends custom skincare regimens in seconds – an advancement over earlier tools. Translated to healthcare, AI can combine medical history, genomics, and lifestyle data to

create individualized treatment plans, detect diseases earlier, encourage adherence, and monitor patients continuously. Personalization has thus shifted from a marketing gimmick to a core clinical value.

AI PROGRAMMATIC ACTIVATION OF RETAILER TRANSACTIONAL DATA

Media networks operated by major retailers like Walmart, Albertsons, CVS, and others already analyze loyalty data to infer shopping habits, such as frequent purchases of heart-healthy or low-sugar products. These retailers' transactional data, combined with their own licensed demand-side platform (DSP) instances, are enabling pharma brands to target their customers as new consumer audiences that have

an above average propensity to engage with their advertising.

AI + HUMAN: THE HYBRID ADVANTAGE

It's been five years since the first market-ready generative AI products entered the scene, and almost three years since ChatGPT became available. By 2025, it's clear that generative AI still has limitations in producing accurate, high-quality content on its own. However, when used judiciously, it can amplify what people can achieve – digesting vast amounts of source material in seconds, probing questions in depth, and automating tasks that once took hours or even days.

As your own experiment, treat the technology as a delegated analyst. Visit and instruct a platform like www.Perplexity.ai and ask it to draft a detailed product and digital marketing analysis of a brand, perhaps your competitor, sourcing only online information within the last two years. Then use your knowledge and expertise to verify facts, add nuance, and iterate on the narrative with Perplexity. Also, Perplexity won't be insulted if you ask it to double-check its information and show you the URL where it obtained any part of the information. The result is sharper, current, and the insights are produced in a fraction of the time it would take a team of consultants. The future is not AI or human, but AI with human judgment guiding the output and applying the finishing touches. But remember, you are 100% accountable for any final product – finger pointing at AI is, well... pointless.

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Useful Tech at Home and at Work

BY MANDY GRAZIANI

AI HELPS

I use AI-powered tools daily in both my personal and professional life. At home, I often rely on AI to support my kids with their homework. For example, I use tools like ChatGPT to break down complex topics into simpler explanations, brainstorm ideas for school projects, or help proof-read essays. It's made learning more engaging and accessible for my kids.

Professionally, AI tools play a big role in content creation. I use platforms like Grammarly to refine and polish my writing, and tools like ChatGPT or Jasper AI to brainstorm, draft content, or create social media posts. Whether it's generating ideas, improving clarity, or just saving time, AI has truly changed how I approach work.

It's also worth noting that the AI tools we use, like ChatGPT and Jasper AI, are secured and private to our company, with no data being used to train external models. Personally, I find AI especially helpful for getting started – sometimes, the hardest part is staring at a blank page. Even if the AI's suggestions aren't perfect, they're a spark that gets the creative process moving.

REDDIT – COLLECTIVE CONNECTION AND SHARING

My favorite social media platform is Reddit because it serves as an incredible resource for finding Q&A discussions on a wide range of topics, including health and personal issues I may be experiencing. I love how

Reddit's communities (or subreddits) allow people to share their experiences, advice, and tips in an open and supportive way. For example, I frequently use it to seek advice and solutions for challenges with my cats, especially since introducing a new one into our household. Subreddits like r/cats or r/CatAdvice have been invaluable for learning how to



manage their behavior, reduce stress during the transition, and troubleshoot any issues that arise.

I don't follow specific people on Reddit, as the platform doesn't focus on individual influencers, but rather on collective knowledge and crowdsourced advice. Instead, I use Reddit as a search tool, typing in specific questions or browsing relevant subreddits to find tips and discussions that apply to my situation. It's an amazing platform for connecting with a community of people who have gone through similar experiences and are willing to share their insights.

Recently, Reddit has introduced several features that enhance the user experience.

- **AI-Powered Search:** The upcoming "Reddit Answers" feature will provide curated summaries of relevant discussions, making it easier to find comprehensive information on specific topics. TechCrunch+2AI-Chief+2AI Brief+2
- **Post Insights:** Users can now access detailed analytics on their posts, including views, engagement trends, and more, helping to understand what resonates with the community. Reddit Help+19to5Mac+1
- **Community Suggestions and Post Check:** These tools assist users in finding the appropriate subreddit for their content and ensure that posts comply with community rules before publishing. Tech Times+2TechCrunch+2The Verge+2

These enhancements make Reddit even more user-friendly and valuable as a platform for shared knowledge and support.



Mandy Graziani is VP, Director, Media, SSCG Media Group. She can be reached at mgraziani@sscgmmedia.com.

2025 Digital Trends *(Continued from page 8)*

CONCLUSION: INNOVATION AT THE INTERSECTION OF TECHNOLOGY, EXPERTISE, AND EXPERIMENTATION

The 2025 conferences have confirmed that AI is already reshaping healthcare – from agentic marketing and hyper-personalization to retail-data fusion and assistive devices. Yet technology alone is not the answer. Lasting progress occurs when automation is balanced with strategy, creativity, and measured risk-taking. Setting aside an experimental budget for small pilots allows brands to test emerging technologies with minimal risk, generate real-world evidence, refine strategies, and scale only the ideas

that demonstrably improve engagement and outcomes. By optimizing content for AI platforms, funding disciplined experimentation, and keeping human insight at the center, healthcare brands can deliver smarter interactions, better adherence, and healthier patients in an increasingly AI-powered world.



Roshen Mathew is Chief AI and Innovation Officer, SSCG Media Group. He can be reached at roshen.mathew@sscgmmedia.com and 972-897-9900.

AI-Enabled Medtech Shines at CES 2025

BY SAM BAKER

The earliest AI-enabled medtech products got off to a slow start. Concerns about accuracy, data privacy, algorithmic bias, and other important issues hindered adoption by patients and providers alike. Overpromises and a glut of novelty products, many lacking significant value, lowered expectations further.

Fortunately, some companies successfully tackled these problems, using AI with skill and creativity to develop innovative healthcare products that help address the needs of underserved audiences, reduce costs, eliminate barriers, and otherwise improve healthcare access. Many of these products were showcased at the 2025 Consumer Electronics Show (CES), the world's largest and most influential showcase of new technology. Here are some highlights of innovative new products only possible with AI.

NAQI NEURAL EARBUDS

These wearables use a range of embedded sensors and AI learning algorithms to allow users to control wheelchairs, computers, and other technology through gestures as slight as a glance, head tilt, or movement of the jaw muscles. The earbuds – which in one product demo enabled the user to control a Boeing 737 flight simulator hands-free (!) – won a 2025 CES Innovation Award.



Naqi (<https://www.naqilogix.com/>)

BLING BY BRAINDECK

Combining improved learning algorithms with integrated microphones, speakers, cameras, and a built-in projector, this wearable for speech-impaired people converts atypical speech and sign language into clear audible speech in real time. Bling creates new communication opportunities for a wide range of users, including patients who may be recovering from a cerebrovascular event, traumatic brain injury, or living with a progressive disease like dementia.

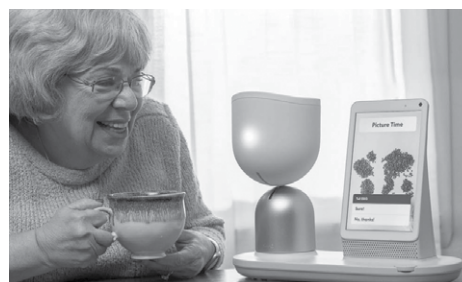


Braindeck (<https://www.braindeck.net/>)

ELLIQ ROBOT ASSISTANT BY INTUITION ROBOTICS

Unlike other chatbot-style devices that replace human interaction with AI communication, ElliQ facilitates

face-to-face conversations with family and friends through prompted video chats. Significantly, the device encourages



ElliQ (<https://elliq.com/>)

active conversations about health and aging, exploring such topics as quality of life, medication adherence, mental health, and experiences of pain. Paired with the new ElliQ Caregiver Solution, the companion robot can help caregivers monitor the health of homebound seniors by detecting issues like behavioral or sleep pattern changes and alerting the caregiver.

XANDER GLASSES

These smart glasses, featuring one of the most mature applications of AI learning models, overcome concerns about weight, battery life, and privacy, which have limited the appeal of other captioning glasses.



Xander (<https://www.xanderglasses.com/>)

They listen to conversations and show a live transcript within their field of view of what's being spoken. Added features provide translation options and environmental comprehension to aid people with cognitive challenges.

Without the need for a camera sensor or high-resolution graphics, these glasses can remain smaller, lighter, cheaper, and more durable than competitors.

CONTINUOUS GLUCOSE MONITORS

As with GLP-1 inhibitors, products originally developed for people with



Abbott (<https://www.hellolingo.com>)

(Continued on page 11)

Thinking and Chatting

BY KAITLYN MACISCO

JETPUNK

Jetpunk.com

This site has all sorts of quizzes, both educational and fun. When I want to keep my brain working but also want to relax a bit, I go to JetPunk and look at their featured quizzes. I try to challenge myself by choosing quizzes on topics I don't know a lot about, so I can learn.

For example, there is a world capitals quiz I took recently. I knew a few, but once the quiz timed out and I saw the other answers, I read through them and tried to remember. In a few days, I will go back and retake this quiz again and, hopefully, I'll find I have retained some knowledge! I also love taking quizzes on TV shows I have watched. Typically, I enjoy listing out the cast members of different shows as well as questions about the characters. I even have created my own quiz about the cast members of MTV's *The Challenge*!



GIGGLY SQUAD

gigglysquad.com/pages/listen

Giggly Squad is a podcast hosted by Paige DeSorbo and Hannah Berner. They got their start on one of my favorite Bravo shows, *Summer House*, and started Giggly Squad together after. The podcast isn't about the show, but more about life. Hannah is a comedian, which contributes to the quippy attitude of the podcast. Both women are in their early 30s; Hannah is navigating marriage and Paige is newly single. As a 30-year-old, I find them highly relatable and listening to them feels like I'm listening to two of my close friends chat.



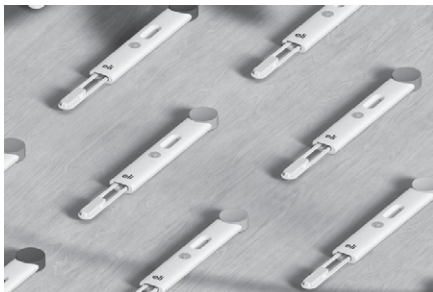
Kaitlyn Macisco is Media Supervisor, Spring & Bond. She can be reached at 203-985-5417 and kaitlyn@springandbond.com.

Medtech (Continued from page 10)

diabetes are finding a wider audience in health-conscious consumers. Devices like Abbott's Lingo and Dexcom Stelo are now targeting fitness enthusiasts and people who are prediabetic, offering insights on diet, exercise, and glucose impact. These devices promote metabolic health and personalize strategies for maintaining a healthy weight and lifestyle, with AI enabling more nuanced customization and forecasting.

HORMOMETER BY ELI HEALTH

With new questions about genetic testing platforms since 23andMe filed for bankruptcy in March, consumers are cautious about the privacy of their biometric data. The politicizing of healthcare policy further jeopardizes access and confidentiality. The Hormometer uses AI-trained models to analyze saliva samples by smartphone rather than



Eli Health (<https://eli.health/>)

a lab, addressing concerns that your data and physical specimens could fall into the wrong hands. The test currently analyzes cortisol and progesterone, empowering patients to better track stress and manage conditions like Polycystic Ovary Syndrome. Eli Health plans to expand testing to include testosterone and estradiol.

CAUSE FOR OPTIMISM

A successful launch at CES doesn't guarantee commercial success, but it does give innovative, AI-enabled medtech products the chance to demonstrate their brilliance and point the way to new healthcare solutions, untapped audiences, and new business opportunities. At this year's CES, AI-enabled medtech products also demonstrated more responsiveness to users, showing that developers are proactively working to fill the unmet needs of their audiences as well as address their concerns. AI-enabled medtech is hitting its stride and driving innovation, with impressive results.



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Helen Moran

Birthplace: Birmingham, Alabama

Marital Status: Married

Children: Liam (12) and Fiona (7)

Job Title: Chief Content and Product Officer (CCPO)

Years in Industry: 25+ years

College: Princeton University

*"Sometimes, I've believed
as many as six impossible
things before breakfast."*

— Lewis Carroll,
Alice in Wonderland



WHO IS YOUR MENTOR AND HOW DID HE/SHE IMPACT YOU?

Steve Zatz, former CEO of WebMD/Medscape, asked me to take on Product – a role I had not previously considered. He recognized that from within editorial, I was always pushing for innovative new product offerings to deliver user engagement. I'm grateful to him to this day for pointing me toward a career that has been so fulfilling.

WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

1. Seeing the northern lights.
2. Hiking and fly fishing in New Zealand.

DO YOU HAVE ANY PETS?

Pepper, a German Shepherd puppy.

WHO DO YOU MOST ADMIRE FOR THEIR HUMANITARIAN OR CHARITABLE EFFORTS?

Doctors Without Borders.

WHAT IS YOUR FAVORITE RESTAURANT?

I had many memorable evenings at Les Halles, Anthony Bourdain's NYC restaurant, including dinner on the night my husband Kevin proposed. In addition to the delicious steak frites, great wine list, and warm ambiance, I loved the dramatic presentation of their bananas foster flam-bé. I also enjoyed Kevin's embarrassment when other diners would turn to watch the show. And yes, we ordered it the night we got engaged.

HOW DO YOU STAY FIT?

I'm a self-confessed Peloton addict. We have the bike and row at home. I also love walking my dog and hiking with my family.

HOW DID YOU GET STARTED IN THE INDUSTRY?

I come from a family of physicians and always swore I would have nothing to do with medicine. I went to grad school for journalism and focused on online publications – back when the World Wide Web was still relatively new. I quickly discovered that not only was I one of the few journalists interested in covering health topics, but I also truly enjoyed meeting with physicians and working in a hospital setting. My specific role and the mission of the companies that I worked for have evolved over the years, but I have never questioned remaining in the healthcare field.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Direct, Decisive, Creative.

WHAT IS YOUR FAVORITE WEBSITE AND/OR APP?

Every morning, my dad and I compete against each other in Wordle. We text our results. I love starting my day with a cup of coffee and seeing who gets five green squares first. It's a tight competition.

WHAT WOULD YOU LIKE TO LEARN TO DO?

Play chess with my kids. Learn how to identify birds – both by sight and song.

WHAT WOULD YOU DO OR BUY IF YOU WON THE LOTTERY?

If the win was large enough, I'd love to buy a horse ranch, ideally in Wyoming. I'd also like to donate money, taking inspiration from MacKenzie Scott's model of making unrestricted grants.

DO YOU HAVE ANY HOBBIES?

My schedule is busy with work, family (including a son in travel hockey), and exercise, leaving little time for hobbies. When possible, I enjoy baking with my kids, doing puzzles, building Lego sets, and reading mysteries. My daughter often involves me in her craft projects, even though she's usually better at them.

WHAT IS YOUR PET PEEVE?

Condescension.

HAVE YOU EVER HAD A BRUSH WITH FAME?

In college, I was accepted into an American Studies seminar with Toni Morrison – at the time when she won the Nobel Prize in Literature.

WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING US TODAY?

Intolerance.

WHAT IS YOUR MOST MEMORABLE BIRTHDAY?

In the hospital following the birth of my first child.

WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

It's actually a channel: HGTV. The shows offer a welcome mental break and it's reassuring to know everything will always turn out beautifully in the end.

IF YOU COULD WORK DOING ANYTHING IN THE WORLD, REGARDLESS OF THE INCOME, WHAT WOULD YOU DO?

I'd be a children's book author and illustrator. I lack the talent, but I would love to be able to contribute to the magic of one of my favorite moments – reading with kids.

WHAT IS YOUR FAVORITE VACATION SPOT?

A lake in the Catskill Mountains. I've been going there since I was a child and now get to share it with my family. Everything slows down, you are surrounded by nature, and your perspective shifts. As an added bonus, there's no cell service when you leave the house.



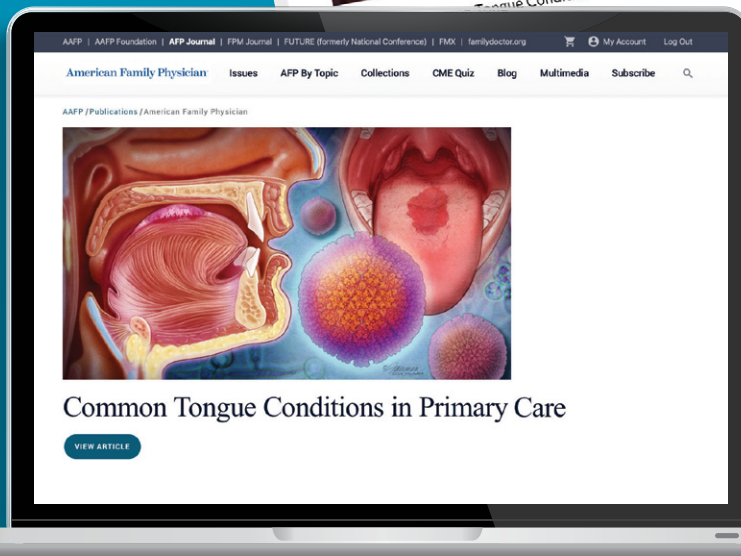
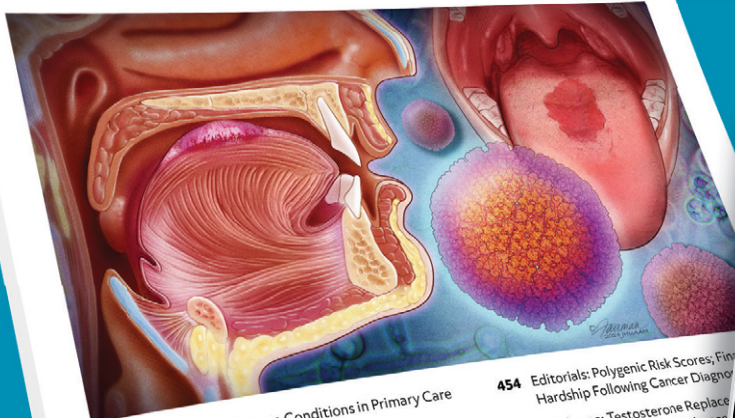
Kevin, Liam, Fiona, and Helen in Bermuda, 2024.

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*Source: Medical/Surgical Media Measurement, 2025, Table 402 Average Issue Readers and Average Page Exposures.