

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

**Angela Ferrigno**

CMI Media Group

**Roshen Mathew**

SSCG Media Group

**Kaitlin O'Hara**

Sermo

**Bhavya Raj-Diasio**

ClinicalMind

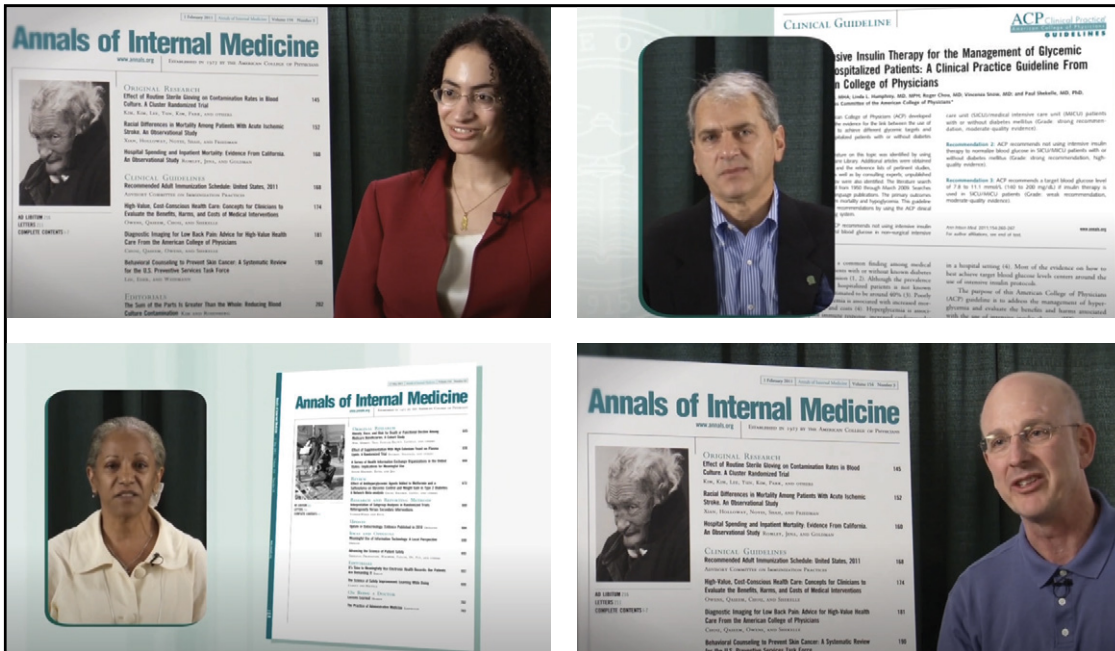
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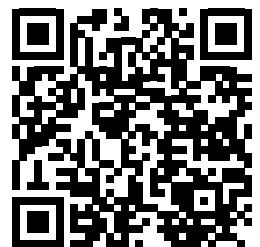
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\*Source: Kantar Media, May 2023 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Table 402

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## Dear Healthcare Marketer,

**W**ow, the response to our *Living in the Digital World* survey was tremendous! Given the response, we had enough material for two issues.

This issue focuses on the business side of digital, with an emphasis on AI (artificial intelligence). There are so many advancements now and on the horizon when it comes to healthcare. In fact, you'll see that one of the articles on the following pages references a tremendously helpful innovation in Parkinson's Disease. **Angela Ferrigno** from CMI reports on the GyroGlove that instantly reduces tremors from Parkinson's. I immediately told my good friend who suffers from severe Parkinson's related tremors. These kinds of advancements bring so much hope to those who need healing.

We have a few insightful articles about what's ahead that I think you'll find exciting and motivating. In addition to the GyroGlove, **Angela Ferrigno** (CMI Media Group) shares about more technological accessibility breakthroughs featured at this year's CES (Consumer Electronics Show). These developments will truly impact and enhance the lives of those with disabilities, which by definition is one in four people. **Kaitlin O'Hara** from Sermo tells us about the results of a survey of healthcare professionals' perception on AI. SSCG Media Group's **Roshen Mathew**, on the heels of CES and SXSW, explores patterns in the evolution of AI and what we can expect in the future. **Bhavya Raj-Diasio** from ClinicalMind shares reviews of her choice of the best business news site, as well as her pick for personal investing.

Many of our survey questions left space for respondents to share comments...and comment so many of you did! LinkedIn turns out to be the most-used social media platform. The comments we share will give you insights into why and how often this powerful social network is used. I can say that I myself use LinkedIn several times a day for *The Exchange*. Two key ways we use it is to keep our circulation list current and to connect with new readers. But we also use it for a million other things – announcements, article solicitation, and lots more. When it comes to AI, there is so much to discuss. The many comments on this topic cover how AI is being adopted and adapted for use in our industry, challenges on integrating this technology, and training and development of AI within individual companies. One thing is abundantly clear, when it comes to industry use, there is not yet a lot of consistency in this quickly emerging technology.

After reading the articles in this issue, I'm so excited about how much more control over our health we have now and that news will keep getting better. There are also tremendous advances in cancer and other diseases. My start in the industry was in market research and to me, AI is market research on steroids. More and more data is being collected so that we can make more informed decisions. The future is certainly bright!

Next month, the focus is on the personal side of the digital world. We've got lots more ideas and insights on fabulous favorite podcasts from fascinating to funny, top picks for websites and apps, the latest on wearables, best series for binging, online groups, a look at the positive outcomes of using AI to improve our personal lives, and a ChatGPT success story.

Onward and Upward,

*Nancy*



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\*All submissions will be entered into a Random Drawing to win a Yeti® cooler.



# ANNOUNCEMENTS

## ONWARD & UPWARD

promotions • additions

**21GRAMS** has announced the promotions of **Areej Khan** to Account Director and **Emma Coates** to Senior Vice President, Creative Director.

**AbelsonTaylor** has announced the promotion of **Megan Encarnacion** to Director, Paid Social. She can be reached at [megan.encarnacion@abelsontaylorgroup.com](mailto:megan.encarnacion@abelsontaylorgroup.com).

**Arrowhead Pharmaceuticals** has announced the appointment of **Janna Jagoe** as Executive Director, Head of Marketing. She can be reached at [jjagoe@arrowheadpharma.com](mailto:jjagoe@arrowheadpharma.com).

**Biolumina** has announced the appointment of **Tom Mullins** as Senior Vice President, Creative Director.

**BroadcastMed** has announced the appointment of **Joshua Norton** as Director of Sales, ASCO Network. He can be reached at [Joshua.norton@broadcastmed.com](mailto:Joshua.norton@broadcastmed.com).

**Butler/Till** has announced the promotion of **Rachel Hughes** to Associate Director, Integrated Planning.

**CMI Media Group** has announced the following appointments: **Monica Robinson** as Associate Analyst, Client Finance; **Hannah Vickers** as Associate Analyst, SEM; **Julia Sus** as Analyst, Programmatic; **William Miekoski** as Senior Analyst, SEM; **Kate Davids** as Supervisor, Social Intelligence; **Alexandra Jones** as Senior Analyst, Social Intelligence; **Ciara Kiefner**, **Suhanya Pathman**, and **Craig Zirpolo** as Associate Analysts, Paid Social.

**Compas** has announced the appointment of **Amanda Morris** as Senior Director, Purchasing and Partnerships.

**ConcentricLife** has announced the appointment of **Sarah Liebowitz** as Executive Vice President, Group Creative Director. She can be reached at [Sarah.liebowitz@concentric.life](mailto:Sarah.liebowitz@concentric.life).

**Digitas Health** has announced the appointment of **Erika Paré** as Director, Marketing and Growth.

**Eli Lilly and Company** has announced the promotion of **Michael Brucker** to Director of Diabetes and Obesity Market Research.

**EssenceMediacom** has announced the appointment of **Ashley Carlisle** as Associate Director, Media Planning.

**EVERSANA INTOUCH** has announced the promotion of **Emily Felletti** to Account Supervisor.

**Fishawack Health** has announced the promotion of **Kate Dettbarn** to Senior Vice President, Creative Director. She can be reached at [kate.dettbarn@avalerehealth.com](mailto:kate.dettbarn@avalerehealth.com).

**Greater Than One** has announced the promotion of **Ben Errichetti** to Senior Media Planner. He can be reached at [berrichetti@greaterthanone.com](mailto:berrichetti@greaterthanone.com).

**Havas Health Plus** has announced the promotion of **David Emanuel** to Group Copy Supervisor.

**Havas Creative Network** has announced the promotion of **Sarah Spicher** to Creative Director.

**Healio Strategic Solutions** has announced the promotion of **Courtney Cashman** to Vice President, HemOnc.

**Horizon Media** has announced the promotion of **Hillary Brown** to Director, Digital.

**Inizio Evoke** has announced the appointment of **Stephanie DeViteri** as President, North America. Promoted at the company was **Sydney Wilcox** to Vice President, Client Partner, and **Kalie Manning** to Media Manager.

**Ipsen**, a biopharmaceutical company, has announced the appointment of **Keira Driansky** as Executive Vice President, President of North America.

**Klick Health** has announced the appointment of **Rebecca Berkman** as Senior Talent Strategy Partner.

**MERGE** has announced the appointment of **Lynda M. Meador** as Vice President, Talent Leader, and the promotion of **Rachel Gunderson** to Senior Account Executive.

**minds+assembly** has announced the promotion of **Nicholas Kong** to Vice President, Creative Director.

**Patients & Purpose** has announced the appointment of **Andreas Hansson-Odelius** as Senior Vice President, Project Management. He can be reached at [andreas.odelius@patientsandpurpose.com](mailto:andreas.odelius@patientsandpurpose.com).

**Pfizer** has announced the appointment of **Andrew Baum** as Chief Strategy and Innovation Officer, Executive Vice President. **Andrew** succeeds **Aamir Malik** who has moved into a new position as Chief Commercial Officer, Executive Vice President.

**Phreesia** has announced the promotion of **Olivia Botet** to Senior Client Experience Manager.

**PRECISIONeffect** has announced the appointment of **Jordan Rowe** as Media Strategist. He can be reached at [rowecj2@gmail.com](mailto:rowecj2@gmail.com).

**Publicis Groupe (CoLab)** has announced the appointment of **Antonio Pradas** as Account Supervisor.

**Razorfish Health** has announced the appointment of **George Starr** as Vice President, Creative Director.

**Real Chemistry** has announced the promotion of **Kate Contreras** to Senior Group Director.

**RevHealth** has announced the appointments of **Stacey (Duskin) Crowley** as Senior Vice President, Growth, and **Jessica Margolis** as Director of Project Management. **Stacey** can be reached at [Stacey.Crowley@revhealth.com](mailto:Stacey.Crowley@revhealth.com).

**Sanofi** has announced the appointment of **Courtney Woodring** as Associate Director, Consumer Marketing, Type 1 Diabetes Franchise.

**Symbiotix, LLC**, has announced the appointment of **Jamie Freeman** as Account Group Supervisor. She can be reached at [jamie.freeman@havas.com](mailto:jamie.freeman@havas.com).

**VDX.tv** has announced the appointments of **Nikola Polak** and **Mike Thomas** as Account Strategists. Promoted at the company were **Jessica Foley** to Senior Account Strategist and **Cathryn Silvera** to Director of Client Partnerships, Pharmaceuticals and Healthcare. **Nikola** can be reached at [nikolawpolak@gmail.com](mailto:nikolawpolak@gmail.com) and **Cathryn** at [caytie.silvera@vdx.tv](mailto:caytie.silvera@vdx.tv).

## NEW & NOTEWORTHY

awards • mergers • approvals

**Abbott** has received U.S. FDA approval for **Esprit™ BTK Everolimus Eluting Resorbable Scaffold System**, a breakthrough innovation for people with chronic limb-threatening ischemia (CLTI) below the knee (BTK). Previously there were no stents or drug-coated balloons approved for use below the knee.

**Boehringer Ingelheim** has received U.S. FDA approval for the high-concentration, citrate-free formulation of **Cyltezo® (adalimumab-adbm)**, the company's interchangeable biosimilar to **Humira® (adalimumab)** to treat multiple chronic inflammatory diseases.

**Freedom Biosciences** has received U.S. FDA approval for its **FREE001-TRD-201** study for its lead program **FREE001**, a ketamine-based combination therapy for the treatment of treatment-resistant depression (TRD). **Freedom Bio** will initiate its Phase 2a clinical trial.

**Johnson & Johnson** has entered into an agreement to purchase **Shockwave Medical, Inc.**, aiming to enhance its presence in cardiovascular and ramp up sales growth and margin.

**Labcorp** has received U.S. FDA approval for **nAbCyte™ Anti-AAVRh74var HB-FE Assay**, a companion diagnostic (CDx) to determine patient eligibility for treatment with **BEQVEX™ (fidanacogene elaparvovec-dzkt)**, **Pfizer's** recently FDA-approved hemophilia B gene therapy.

**Neurocrine Biosciences, Inc.**, has received U.S. FDA approval of **INGREZZA® SPRINKLE (valbenazine)** capsules prescribed for the treatment of adults with tardive dyskinesia and chorea associated with Huntington's disease. **INGREZZA SPRINKLE** provides an alternative administration option for those who experience dysphagia or have difficulty swallowing.

**Novartis** has received U.S. FDA approval for **Lutathera® (lutetium Lu 177 dotatate)** for the treatment of pediatric patients 12 years and older with somatostatin receptor-positive (SSTR+) gastroenteropancreatic neuroendocrine tumors (GEP-NETs), including foregut, midgut, and hindgut NETs.

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# Innovating Inclusivity: The Breakthrough Accessibility Technology at CES and SXSW 2024

BY ANGELA FERRIGNO

According to the CDC, disabilities affect up to 1 in 4, or 27%, of people in the United States. They define a disability as “any condition of the body or mind that makes it more difficult for the person with the condition to do certain activities and interact with the world around them.” That said, while the concept of a disability may conjure up images of visual or mobile impairments, for some, the reality is far broader. Disabilities can extend beyond physical limitations and include sensory, cognitive, and mental health impairments.

## HORIZONS OF INCLUSION INNOVATIONS

Given how many people are impacted by disability, it was encouraging to see many inclusion-related innovations at recent industry conferences like CES and SXSW. This includes new devices centered around equity and accessibility, as well as panel sessions and presentations themed around inclusion. Some of our very own employees participated in panels at SXSW 2024 that discussed the importance of innovations, such as AI, and equity was a major theme throughout.

There is immense value in prioritizing accessibility needs, especially within the healthcare space. Opening the doors to the needs of this specialized demographic allows room for innovation and creativity. This will impact more than just the disabled community. As new technology is developed to fit the needs of people with disabilities, more can be said for the population at large as technology advances. This drives progress and exceeds expectations in healthcare. Recognizing and serving the disabled community fosters inclusion and equity in the healthcare landscape.

## VALUE-ALIGNED ADVANCEMENTS

Given that the disabled community is vast, this amplification can aid not only from a moral standpoint but as a strategic business decision as well. The industry is only beginning to unleash the potential in this market. By addressing these needs, healthcare and pharmaceutical companies are tapping into an underserved yet sizable market segment and will drive growth with long-term success. Tending to the different preferences and expectations regarding accessibility will open their customer base to a not only larger, but loyal population. A positive brand image

will then follow with the increase in prioritization of inclusivity and social responsibility, as consumers want to support brands whose values align with their own. While this can attract new consumers, it will also increase customer retention rates and foster a positive brand image.

“Accessibility inclusion has become increasingly attainable through technology. From something as simple as AI dictation all the way to something as complex as robotics, many solutions now exist that companies can tap into rather than needing to build or design something custom,” said Josh Simon, Senior Vice President, Social Center of Excellence, CMI Media Group.

## EXAMPLES OF INNOVATION

At CES 2024 and SXSW 2024, there was a plethora of new groundbreaking devices that offer practical solutions to those with varying kinds of disabilities. Following is a list of some of the innovations, each offering the potential to change lives. These devices range in functionality, whether it be mobility, communication, or sensory aids, and

show the start of the commitment to addressing accessibility needs.

### *GyroGlove ([gyrogear.co/testimonial](http://gyrogear.co/testimonial))*

The GyroGlove is a simple glove that instantly reduces the hand tremors of those with Parkinson’s. This non-invasive, drug-free, and eco-friendly glove uses leading end innovation and intricate technology to create an easy-to-use device. This device has changed consumers’ lives. Testimonials on GyroGlove’s website state how this device has allowed those with Parkinson’s to put their “muscles at ease” and be able to do everyday tasks themselves again, as well as picking back up the hobbies they did before their diagnosis (Source: Gyrogear 2024).

### *MouthPad ([www.augmental.tech](http://www.augmental.tech))*

MouthPad is the world’s first available “hands-free touchpad.” This pressure-sensitive device is placed on the roof of one’s mouth, giving them the ability to use the “tip of their tongue” to control any computer, smartphone, or tablet. This Bluetooth technology offers a seamless way to use devices for those who may have mobility difficulties or just crave a “new way to unleash their creativity.” Their mission statement highlights how everyone should be able



CMI Media Group had Mark Pappas, EVP Innovation, Oleg Kornfeld, Chief Technology Officer, and Jose Ferreira, EVP Product Strategy and Transformation, at CES 2024.

to have the same access to the technological devices we all use every day, and this is one way to reach that goal (Source: Augmental 2024).

**Transcribe Glass** ([www.transcribeglass.com/features.html](http://www.transcribeglass.com/features.html))

Transcribe Glass is an “affordable and comfortable” small display that attaches to any pair of glasses. The device connects to a smartphone, transcribes whatever it hears, and prints that text on the display above the eye. Its convenience and lightweight feel are two of its most unique features, as it can just “snap on to any pair of reading glasses or empty frames.” The devices’ customizable nature fits each user’s needs, whether that be font-size adjustment, speed of text, or language. This helps those who are deaf or hard of hearing to level the playing field for them in a minimally invasive fashion (Source: Transcribe Glass 2024).

**Glidance “Glide 2”** ([glidance.io/product](http://glidance.io/product))

The Glide 2 is a robotic device that guides the movement of sight-impaired individuals. The device guides the user by steering its wheels in certain directions to “avoid obstacles, find doors, elevators and stairs, and audibly describe active scenes.” Glide 2 has various sensors to detect “both stationary and moving objects” to aid travel on a congested route. With just a one-hand hold, this AI technology uses data to create favorable and calmer routes so users can get wherever they need to go with ease, whether they are walking to the grocery store or taking an afternoon stroll (Source: Glidance 2024).

**Ballie** ([www.zdnet.com/article/i-saw-samsungs-ballie-robot-assistant-at-ces-and-it-actually-seems-helpful](http://www.zdnet.com/article/i-saw-samsungs-ballie-robot-assistant-at-ces-and-it-actually-seems-helpful))

Samsung re-released their home robot “Ballie” after showcasing it for the first time at CES 2020. This bowling-ball-sized home robot can perform various tasks around the house, such as managing appliances, changing thermostats, adjusting lighting, and monitoring home security cameras. It also can communicate, reminding users of anything on their calendar or initiating voice calls. Lastly, Ballie also has a projector feature that projects anything and everything on a wall or ceiling. Whether it be a TikTok or workout video, Ballie can play it at a moment’s notice anywhere in the house. This appliance changes the game for smart home assistants and highlights how these devices are coming to life sooner than we might think (Source: ZDNET January 11, 2024).

**DotPad** ([www.dotincorp.com/page/31?gbn2=DotPad](http://www.dotincorp.com/page/31?gbn2=DotPad))

DotPad, the winner of both the Best Innovation Award at CES 2023 and Best of Show at SXSW 2024, aids

sight-impaired individuals by converting any input into “a tactile graphic.” By utilizing an image processor based on AI technology, DotPad connects to any device, and an output is created that sight-impaired individuals can feel. The device is easy to use and functional. It has a six-button intuitive control system, USB-C and Bluetooth connectivity, and a small build for portability. With DotPad,

the possibilities are endless as this device allows the low-vision community access to anything from the Internet to movies or productivity tools.

**Honda’s UNI-One** ([global.honda/en/tech/Hands-free\\_seated\\_personal\\_mobility\\_device\\_UNI-ONE](http://global.honda/en/tech/Hands-free_seated_personal_mobility_device_UNI-ONE))

Honda exhibited their hands-free personal mobility vehicle at SXSW. It leverages shifts in body weight to allow for hands-free operation, catering to people who may have lower and/or upper mobility issues. This device is also empowering as it raises itself to a higher position near average eye level to give users a more inclusive height to those who

are standing. UNI-One is so cool that Honda and Universal theme parks are discussing the potential for creating interactive rides and experiences.

**A FUTURE OF INCLUSIVE INNOVATION**

Highlighting these advancements and recognizing the future potential for innovation and the needs of the disabled community is imperative. These cutting-edge designs provide tangible benefits to those with disabilities. Investing in inclusive design tactics and prioritizing the development of accessibility innovation could help ease the lifestyles of a group that tends to be overlooked. Not only does this level the playing field between individuals, but it also fosters a more equitable, inclusive, and accessible society.

“It’s important to conscientiously consider the disabled audience during the innovation process. Innovation transcends mere novelty, instead focusing on problem-solving and enhancing quality of life. Leveraging technology and strategic marketing promotes equity benefits to all stakeholders,” said Mark Pappas, Executive Vice President of Innovation, CMI Media Group.



Susan Dorfman, President and CEO, and Carly Kuper, SVP, Public Relations and Corporate Communications, at SXSW alongside other influential client partners.



**Angela Ferrigno** is Public Relations Intern, CMI Media Group. She can be reached at 215-606-1740 or [aferrigno@cmimediagroup.com](mailto:aferrigno@cmimediagroup.com).



# Healthcare Professional Perceptions on AI in a Data-Driven World

BY KAITLIN O'HARA

The digitalization of healthcare has propelled AI adoption, reshaping the future of market insights that support patient care. Market researchers are at the forefront of harnessing new AI-powered technologies to extract actionable intelligence from healthcare professionals to inform pharmaceutical brands' strategies across the product life cycle.

But amidst this transformative wave, questions arise about physicians' trust in integrating AI into their clinical practice and how the healthcare market research industry can leverage AI for deeper insights from HCPs. To address these questions, we've turned to insights gathered by Sermo's RealTime technology from 500 verified physicians who are active survey takers across North America, EU5, and APAC regions<sup>1</sup>. These physicians also represent a mix of primary care and key specialties where Sermo conducts the highest volume of market research activities. Let's dive in!

## UNDERSTANDING HOW HCPs USE AI TOOLS PERSONALLY AND PROFESSIONALLY

It's no surprise that 95% of physicians use AI in some capacity in their personal lives, with 77% utilizing AI-powered tech once to multiple times a day. Common applications include virtual assistants like Siri and Alexa (70%), content recommendation engines from platforms like Netflix (64%), and AI-powered communication tools such as ChatGPT (55%) and Grammarly (33%).

Professionally, 71% of physicians express familiarity with AI tools designed to support their day-to-day activities. Notably, 74% report using professional AI tools multiple times a day, primarily for patient care, including EHR systems (50%), telemedicine platforms (45%), and diagnostic and medical imaging analysis (41%).

While physicians hold more favorable opinions towards AI-powered technologies in their personal lives (82%) compared to professional settings (70%), trust remains a key driver, emphasizing AI as a support tool rather than a replacement for patient care.

## HCP PERSPECTIVES ON AI IN MARKET RESEARCH

The market research industry is embracing (and bracing for) AI. Even back in 2018, Qualtrics<sup>2</sup> reported that 90% of market research professionals predicted AI significantly impacting the industry within the next five years, with 80%

anticipating a positive effect despite uncertainties about the specifics. AI's current implementation in market research spans questionnaire development, AI assistants, advanced analytics tools, and enabling optimized survey fielding with more representative sample and efficient data collection. However, despite this vast array of use cases, only 15% of HCP respondents report participating in market research that disclosed AI usage, highlighting a gap in transparency.

Physicians express willingness to participate in market research leveraging AI, particularly when used in survey questionnaire development (84%), but express reluctance towards speaking survey answers to AI bots (66%). This was not surprising to me. Physicians' research-focused backgrounds give them a unique perspective to see the benefits of leveraging AI for research-facing efficiencies. However, when they put on their "respondent" hat, their personal convenience and trust of AI-technology is the driving force on if they will participate in the study. While excited about

AI's potential benefits for market research, such as minimized errors and personalized survey invites, physicians also express concerns about the loss of human touch, data privacy issues, and the impact of AI-generated false information.

## THE ROLE OF AI IN POWERING DATA ANALYSIS

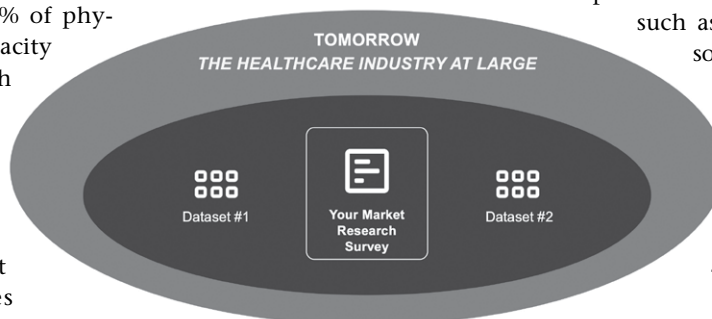
Before we dive into the power of AI-driven data analysis, the good news is physicians express the highest comfort level (79%) with

AI applications in data analysis within healthcare market research. This comfort stems from AI's ability to streamline and enhance various aspects of data analysis processes, ensuring more robust and insightful findings.

Traditionally, healthcare market research insights have been confined to the boundaries of structured questionnaires. AI now supercharges these boundaries by making connections within datasets that are not visible to the human eye. What we find especially fascinating is the ability to enrich market research datasets with additional sources of data, providing context and deeper understanding within specific topics or therapeutic areas.

At Sermo, we leverage AI to analyze organic physician conversations on various topics and peer-to-peer drug ratings from our walled-garden social platform. This combination of directed and organic insights provides a compre-

(Continued on page 10)



AI enables us as market researchers to "think outside the box" by powering more robust data analysis and enriching primary data with supplementary datasets for added context within the subject or therapeutic area.



# The Dawn of AI-Aided Design in Altering Digital Marketing's Trajectory

BY ROSHEN MATHEW

**C**ES and SXSW, the two leading conferences that digital marketers look to for new discoveries, technologies, and techniques, have both concluded in 2024. And as you might expect, artificial intelligence (AI) was a consistent theme. In the world of media advertising, evolutions of AI have been integral to our pursuit of efficiency and effectiveness since the emergence of digital and biddable media. However, I feel compelled to share some additional thoughts on the evolving landscape of AI considering all the cross-industry sensation swirling around generative AI.

## SHINY OBJECTS

Each year, there's a "new shiny thing" in technology that captures the ad industry's attention. In their "hype cycle" framework, Gartner (the technological and research firm) refers to the explosion of excitement around new things as the "peak of inflated expectations," which leads to the "trough of disillusionment." An example of a past hyped technology would be 3D printing, which forecasted a future where everything from appliance parts to food would be produced in our homes very soon. And while 3D printing has made significant commercial impacts, they haven't reshaped our daily lives as quickly or tangibly as initially imagined. Instead, technology has become behind the scenes enabling technologies, securing their own "plateau of productivity."

A similar pattern emerged with Web3 and the Metaverse, which created a buzz a few years ago. Despite the hype, a palpable disconnect existed between expectations – fueled by portrayals in movies and books – and the reality of the Metaverse today. The disillusionment has lasted a while, arguably many companies are still in this state. The vision has yet to be realized due to lagging infrastructure, including client-side device technology and connectivity networks. Three years after the Metaverse dominated headlines, we've only just recently seen Apple's entry into device gear and

Microsoft's second iteration of HoloLens for AR (augmented reality), after several years of its initial launch. There's no doubt, the Metaverse will have its day in terms of reaching audiences in scale, but it's not today. More on this later.

## SOON AI TALKING WILL NOT BE ALL THE TALK

At CES, the buzz was about generative AI and natural language interfaces for large language models. The ability to actually converse with data and include it in brainstorming sessions is not just exciting – it's here now. Data doesn't

just have to be a resource to your teams, it can be a member of them. The Omnicom Group's "Omni Assist," a natural language interface to the Omni data orchestration platform, is an exciting example. However, to be clear, the conversation around talking with AI will likely peak in 2024, as the novelty wears off and it becomes a new baseline expectation, augmenting traditional ways to query data or convert it to valuable information.

## THE ROAD AHEAD

Looking back can often provide clues to the future. Computer Aided Design (CAD) was introduced in the 1960s, but it was in the 1980s that it changed architecture and the approach to designing homes, buildings, and even networks. For example, prior to CAD, architects relied on pencil, paper, rulers, and

calculators for every iteration of their designs. Imagine the opportunity for human error and costly revision time. CAD enabled the rapid development and iteration of designs with mathematical precision, accelerating construction and telecommunication projects.

The concept of AI is set to fade into the background of everyday conversation; not because it's becoming any less critical, but because it will be ubiquitous. Like CAD, advancements in AI, particularly in generative solutions, will continue to quietly enhance the technologies we rely on daily. The focus will shift from the technology itself to enhanced capabilities and services.

(Continued on page 10)



## AI-Aided Design *(Continued from page 9)*

We will soon be entering an era of “AI-Aided Design” that will make an exponential impact. It will act as a catalyst for technological development across the board, becoming the rising tide that lifts all boats of technology. AI-Aided Design will expedite the advancement of software, firmware, and hardware, with human oversight, at an unprecedented rate.

### HOW AI-AIDED DESIGN WILL HELP HYPED TECH

Returning to the topic of the Metaverse, AI-Aided Design will be key to unlocking its full potential at a faster rate. It will advance software programming, material design, and ergonomic design all tested within AI simulations. Devices will provide a more realistic experience, improved efficiency, comfort, and a longer battery life.

The Internet’s networks will also evolve more quickly. Data compression algorithms will rapidly improve, along with more efficiently designed networks. With the introduction of 5G by AT&T and Verizon, we’ve seen a leap in speed and a reduction in data latency. AI-Aided Design could accelerate the pace of evolution, and potentially bring currently theoretical network technologies such as Terahertz or Light Fidelity (Li-Fi) to humanity sooner than much later.

For me and my colleagues in media advertising, an AR/VR channel that grants audience scale means an exciting new medium with the potential to reach audiences in a highly personalized way. New targeting, formats, and placements will emerge. While challenges of decentralized and unconnected virtual environments remain, standards may develop for individuals to seamlessly move from one virtual space to another with a consistent identity and account.

In conclusion, AI-Aided Design is set to drive humanity’s next significant leap forward in all industries. While we await the first wave of AI robots to make our favorite dinners from scratch, it’s the silent progress in AI-Aided Design that will truly shape our future over the next three years.



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## Healthcare Perceptions on AI *(Continued from page 8)*

hensive snapshot, confirming findings, adding additional context, and identifying areas for further exploration.

AI is already deeply integrated into both the personal and professional lives of healthcare professionals, offering vast potential for transforming patient care and market research practices. As we look to authentically integrate AI into HCP marketing strategies, transparency and choice are paramount. Disclosing AI usage and providing respondents with options to engage with AI ensure authenticity and trust in market research initiatives. Additionally, AI should be viewed as a support tool, enhancing human capabilities rather than replacing them.

## Go-Tos for Business News and Investing

BY BHAVYA RAJ-DIASIO

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1. Sermo HCP Sentiment Part 14, February 2024. n=500 physicians
2. Qualtrics “How AI will reinvent the market research industry”, August 2018

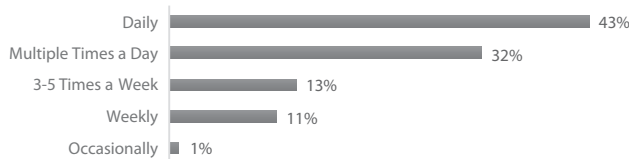
**SURVEY RESULTS**

**LinkedIn** The Most-Used Social Media Platform

**91%** of those who took our survey indicated they use LinkedIn. But why? Well the reasons are many, but related. More than anything, LinkedIn seems to offer unparalleled opportunities for keeping up with the latest industry news and trends (one person mentioned AI in particular – a big topic in this issue of The Exchange), job opportunities, learning through professional groups, webinars, and articles, sales prospecting, business development, and keeping in touch, both professionally and personally...in a word – connecting.

A few people noted they use LinkedIn to follow industry leaders, gain professional inspiration, and find mentors. And those in sales find LinkedIn a good resource for qualifying prospects and making the connection in a world where in-person meetings are increasingly difficult to come by. Mentioned was LinkedIn Sales Navigator, stand-alone sales intelligence software that helps users – salespeople, managers, and specialists – make the connection between the product they’re offering and the people who are qualified buyers.

**How often do people check LinkedIn?**



**When asked what do you use LinkedIn for, these were the responses.**

- Look for career opportunities.
- Track company updates.
- Enhance your personal brand.
- I look to it for industry news, content, networking, and when seeking a job.

*Use it to stay up to date with what's happening in the work world, especially regarding AI.*

- Explore industry dynamics.
- Join a professional group.
- Current events and updates with friends and family professionally.
- Use to promote products of my company and industry opportunities.
- I check my LinkedIn every day and use it to catch up with people professionally and personally. I also like to see what old colleagues are up to.

*I use LinkedIn daily, as I have my own marketing discussion group, plus to keep abreast of conversations and current events in the health vertical. I also use it to help build and keep my brand awareness up amongst my network.*

- I connect with peers, colleagues, and potential partners, expand my professional network, and stay in touch with them through LinkedIn’s messaging feature.
- I primarily use LinkedIn for news updates about the industry and company news but I also use it to get updates on my connections and their work achievements.

*I follow industry leaders and institutions to keep up with the latest industry developments, trends, and news.*

- To get insight on what people are talking about in the market.
- Publish professional content; participate in webinars.
- Understand the company culture.

*I check LinkedIn multiple times a day. I keep it open always on my work computer and am kind of addicted to the notifications when I see I have new ones. Always interested in what's going on in the work world.*

- Find an industry mentor.
- Connecting with prospects is the main reason.
- Use it for customer connections, updates, new prospects, etc.
- I look up new individuals I work with, and it is great to see where they’ve worked, how long they’ve been in our industry.

*Mostly use it to see updates from colleagues or friends and to get inspiration for my own work.*

- Attend industry events.
- Look for volunteer and training opportunities.
- Business development, keeping in touch with professional contacts.
- One stop to see career changes, organizational growth, and evolving offerings.

*I've been using it more being that I'm in a sales role and it has been increasingly difficult to meet people in-person. I use it to qualify sales leads that come in through our website.*

- I enjoy staying connected to colleagues and also it helps me stay up to date on industry trends, especially new product approvals and campaigns.
- I use LinkedIn to connect with peers in my industry and to get opportunities; aid researchers like I am doing right now. This is very fulfilling to me.
- LinkedIn Navigator – It’s my go-to resource.



## SURVEY RESULTS

### All Things AI, Professionally

Remember when Artificial Intelligence (AI) was on the horizon? Well, no more! As evidenced by the trends and usage in our companies, and the innovations featured in the big tech meetings like SXSW and CES, AI is here to stay and utilized more every day.

Below you'll find specific ways our industry is using AI. As an overview, companies are able to predict customer behavior, make personalized recommendations, and offer data support, all of which can increase sales and customer satisfaction. AI helps companies run more efficiently, reducing failure rates of equipment, providing business insights, improving inventory management. Through AI, security is tighter. AI can streamline and often automate repetitive tasks and decision and energy systems, optimizing efficiency.

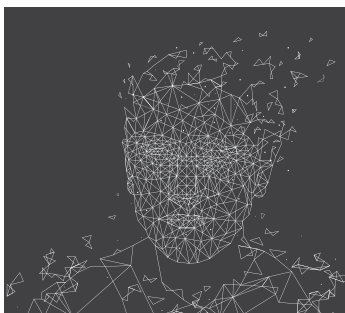
On the medical front, AI is being adopted for improved diagnosis, earlier detection, and smart health monitoring. And in the creative realm, AI is used as an enhancement tool for artwork and design, writing content and emails, brainstorming that can lead to more variety and inspiration for copy, titles, and campaign development. AI is even being used for taking meeting notes.

If used properly, AI can simplify our lives, save time, reduce errors, and enhance user experiences both professionally and personally.

Here are the responses to our survey question, **Can you provide examples of specific use cases where AI technologies have been successfully implemented in your company?**



- Predictive maintenance reduces equipment failure rates.
- Intelligent customer service robots improve customer service efficiency.
- Smart contracts simplify legal document processing.
- We have fully embraced AI to service many repeatable processes as well as automate processes like quality control and support many functions with the media activation process.
- Image recognition improves security monitoring.
- Intelligent market analysis provides business insights.
- Predictive analytics to improve inventory management.
- Data analysis to optimize marketing strategies.
- I believe colleagues have utilized tools like Grammarly to help with writing emails.
- I believe some experimentation has taken place on content creation.
- Great for title ideas for new proposals. I have used it get my brain going when you don't want to use the same words in some new order.
- We use it a lot to develop or enhance artwork and creative design.
- Shopper traffic, purchase activity, and trending.



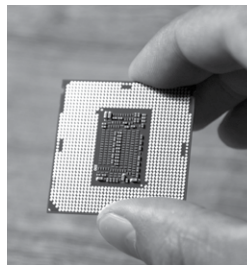
- Recommending products that may be of interest to users based on their purchase history, browsing behavior, and preferences increases sales and customer satisfaction.
- Sentiment analysis improves customer feedback processing.
- We are starting to venture more into using AI tech. For day-to-day use, we've been using AI for helping with meeting notes, organizing attendees, etc., but continue to explore how we can use AI in more areas.
- Image and Video Analysis: AI-powered computer vision technologies are used for tasks such as image recognition, object detection, facial recognition, and video analytics.
- Using ChatGPT sparingly for email correspondence but notice that perspectives change. Seeing the benefits of using Copilot in Microsoft Edge for sales mining.
- Intelligent manufacturing optimizes production efficiency.
- Generating online client campaigns of new products and offers.
- We have built a product (I'm product manager) to detect PV (pharmacovigilance aka drug safety) issues for pharma.
- We built a diabetes detector based on your voice.
- We've used AI to summarize answers from open-ended questions in surveys I have fielded.
- Intelligent voice recognition improves user experience.
- Automated decision systems increase efficiency.
- Intelligent monitoring system to enhance security.
- Intelligent recognition technology improves recognition accuracy.
- Intelligent financial analysis provides data support.

## SURVEY RESULTS

- Improved its search engine and voice assistant services to enable users to search, access information, and perform tasks more accurately, improving the quality and speed of search results.
- Smart health monitoring provides caring services.
- We use a machine learning algorithm in our Galleri multi-cancer early detection test.
- Machine learning optimizes production processes.
- Intelligent navigation system simplifies route planning.
- There have been a couple of “games” used at pharma congresses where AI was implemented really well.
- We are currently researching how it can be used internally following recommendations set by ISMPP (International Society for Medical Publication Professionals). So, we are not using it yet but it seems inevitable.
- I spearhead the Innovation Task Force at my company. We developed an entire agency blueprint dedicated to unpacking AI, driving adoption, and getting credit. We are actively developing our own AI tool and use the current tools (compliantly).
- Our smart thermostats use AI algorithms to analyze usage patterns and adjust temperature settings accordingly, optimizing energy consumption
- AI helps automate routine tasks, which saves time and reduces the risk of human error.
- We’ve used AI for internal purposes for ideation, creative inspiration, and refining text.
- Virtual assistants improve office productivity.
- Natural language processing speeds up information processing.

### Have there been any challenges in integrating AI technologies with your existing infrastructure?

When it comes to challenges with AI, security risks, privacy, confidentiality, and data protection are a concern. Interestingly, security was also listed as a way the use of AI has been successfully implemented. Another concern is the integration of the old systems with AI, leading to incompatibility. Since AI is unfolding and adoption is too, there are challenges with new hardware, development, support, implementation, costs, standards, and quality control. The consensus seems to be proceeding intentionally and with professional support and tight security in place is essential.



- Security risks increase.
- Data integration is difficult.

- Old systems are difficult to update.
- The key is finding the right solution for the well-defined objective and test and enhance. Building AI is not the issue, it's the data used to train the models that I've seen where others could be missing the boat.
- Training costs increase.
- New hardware is required.
- Requires custom development.
- Organizational culture changes.
- Infrastructure data often involves sensitive information, such as user personal information and trade secrets, so security and privacy regulations must be strictly observed when integrating AI technologies. Ensuring data security and privacy protection is key.
- Insufficient management support.
- There are issues of making sure no confidential data is being used in tools such as ChatGPT.
- Data cleaning is required.
- Technical standards are not uniform.
- The cost is high.
- Existing infrastructures may use different technical standards and platforms, which can lead to technical compatibility issues between AI technologies and existing systems. Solving integration problems between different technologies takes time.
- It's difficult to build out the business rules to implement into the AI model.
- We're just trying to determine how to integrate it into our workflow for content development. I believe any use of AI will be far in the future.
- Data security and privacy, since AI systems require large amounts of data for operation and training.
- Data quality is inconsistent.
- Need a strong network foundation.
- We have a robust process of testing various AI tools and capturing notes on our experiences. We then decide if we want to incorporate into our workflow or not.

### How is your company addressing the need for training and skill development in AI for employees?

Based on the responses to our Digital Survey, it seems companies are at varying degrees of AI use – some people indicated they're not sure of their companies' use, while others are continually adopting the newest advancements in technology, including AI. There's no question that training access and availability and information updates as listed below are clearly necessary. From online resources and email inbox communication to books, seminars, sessions, professional development, and

*(Continued on page 14)*

## SURVEY RESULTS

### All Things AI *(Continued from page 13)*

even certification, companies are providing support and education as AI technology rapidly continues to evolve.

Here's the support that's available now as company use of AI continues to expand.

- Provide online training resources.
- Full ahead, we've been embracing AI for years in many of our processes and continue to incorporate as we reimagine our own tech products.
- Provide study subsidies.
- Provide professional book resources.
- Training seminars and meet and greets.
- Set up internal AI learning groups.
- By making sure everyone is constantly receiving updates in our inboxes as to what AI is, and recent developments with AI.
- Industry webinars.
- We pay for training for anyone who wants it.
- Work with professional training institutions to bring in external training resources to provide employees with access to AI-related training courses, seminars, or workshops.
- Internships are available.
- We have been having trainings of how to use existing AI tech and brainstorm for how we can continue to expand our AI uses in the day to day.
- Good, monthly meetings on training and skill development in AI.
- No formal training yet, but leadership is gathering staff recommendations on tools currently being used.
- Provide AI certification exam support.

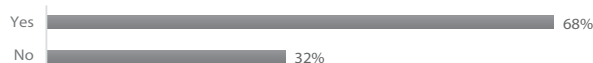
- Provide skills assessment services.
- Companies can develop personal development plans with their employees to tailor their AI skills development paths based on their interests, abilities, and career goals, and provide training and support accordingly
- Establish professional development channels.
- We're testing many products...but it's not very helpful so far.
- We have had townhalls for AI discussions, but no formal training that I know of has been scheduled.
- We've set up an internal task force to research the use of AI in med comm.
- Prioritize potential use cases.
- Identify potential knowledge and skill gaps.
- The company identifies tasks that are automated, then chooses employees from a different department to get the training on how to operate the AI.
- We have had a few trainings but they are looking to formalize training in best practices and which AI platforms are most useful for different job functions.
- Provide guidance from professional tutors.
- We also make it available so anyone can attend trainings that are reasonably priced as long as they are willing to share their learnings.



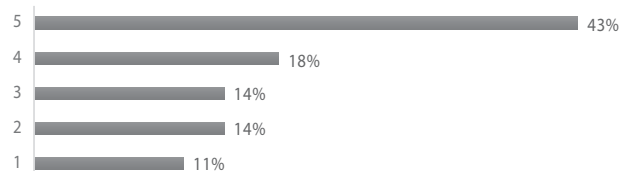
#### Has your company initiated a return to office policy?



#### Does your company collaborate with external partners or vendors for AI-related solutions or expertise?



#### How would you rate the overall level of AI adoption within your company on a scale of 1 to 5 (1 being minimal, 5 being extensive)?



#### Do you have a designated workday that is free of virtual meetings?





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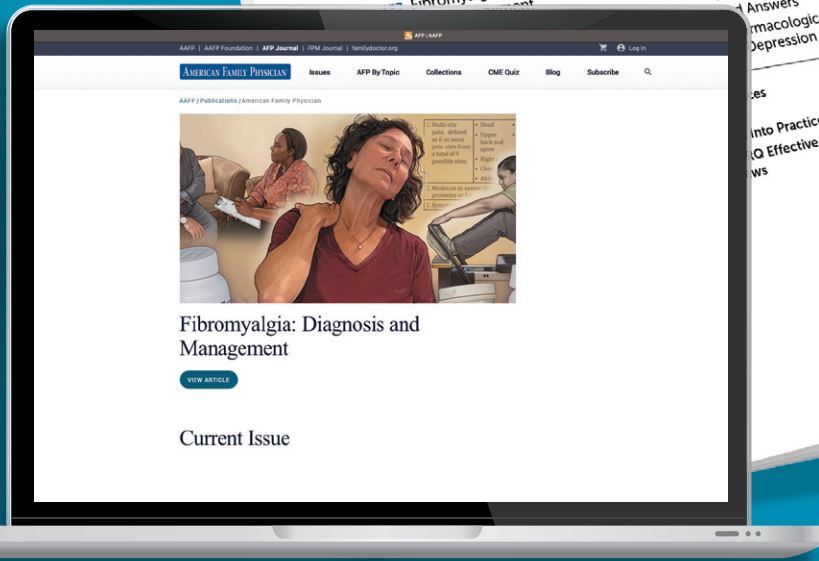
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Fibromyalgia: Diagnosis and Management

VIEW ARTICLE

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<sup>1</sup>The Essential Journal Study for Primary Care, The Matalia Group, 2019

The infographic features a central circular logo for PDQ Communications, Inc. with the text "HEALTHCARE INFORMATION IN A FLASH" and "pdq COMMUNICATIONS, INC.". Below the logo, it says "Include Interactive DIRECT MAIL As Part Of Your Multi-Channel Marketing Plan". Surrounding this central text are four rounded square boxes: "TELL A STORY" (blue), "BREAK THE MOLD" (red), "STAND OUT" (red), and "MAKE IT POP" (blue). A red dashed line forms a circle around the central text and a red envelope icon below it. Navigation arrows are present: a red arrow pointing up at the top, a red arrow pointing down at the bottom, a blue arrow pointing left on the left side, and a blue arrow pointing right on the right side.

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