



advertising

5 FAST TRACK AI PLAYS FOR HEALTHCARE CMOS

*A Practical Guide to Smarter,
Marketing-Led Transformation*

By Patrick Soto

Powered by ab+a **GiG Model:**





The AI Question Facing Healthcare CMOs

AI is no longer a futuristic concept—it's a practical tool in every healthcare marketer's toolkit. But the real challenge? Knowing **where and how** to apply it.

Across health systems and plans, CMOs are being asked to prove ROI faster, personalize at scale, and show up with more relevance—all while budgets tighten and consumer trust fluctuates. AI is often presented as a catch-all solution. But in practice, poorly matched tools and scattered strategies can do more harm than good.

That's where the GiG Model comes in. At ab+a, we believe AI should:

- ▶ **Grow** what matters—volume, loyalty, or capacity
- ▶ **Impact** marketing outcomes and experience in measurable ways
- ▶ **Do Good** by making healthcare more accessible, human, and effective

The following five AI plays aren't theoretical. They're being implemented by marketing teams across the country—teams just like yours. We unpack not only what they are and why they work, but also what to watch out for, what to measure, and what's next.

Predictive Member Segmentation

What It Is:

AI-driven predictive segmentation uses behavioral signals, clinical indicators, and engagement data to surface patterns that traditional demographic segmentation can't detect.

Why It Works:

Healthcare journeys aren't linear. A patient in their 30s with high digital engagement may be more likely to respond to preventive screening prompts than a 60-year-old with low activation scores. AI enables nuanced segmentation models that evolve in real time—tracking how people behave, not just who they are.

Depth + Application:

- ▶ Combine claims data with social determinants of health (SDoH) for more equitable targeting
- ▶ Use propensity modeling to anticipate defection risk or service line interest
- ▶ Trigger journey-based automation sequences for specific member segments (e.g., expecting parents, post-op patients)

Risks to Manage:

- ▶ Garbage in, garbage out: Segmentation is only as good as your data hygiene
- ▶ Be transparent about the use of AI in targeting, especially with vulnerable populations

GiG Alignment:



Grow
retention and
patient lifetime
value



Impact
engagement
with relevance



Do Good
by targeting
need, not just
demographics

Dynamic Content Generation at Scale

What It Is:

Using generative AI to develop high-volume, channel-optimized messaging variations—without burning out your creative team.

Why It Works:

Patients expect relevance. Yet marketing teams are often stuck in rinse-and-repeat campaign cycles. AI-enabled platforms can generate, test, and optimize content across segments, geographies, and platforms in a fraction of the time.

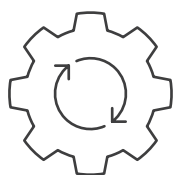
Depth + Application:

- ▶ Create variable headlines, subject lines, and CTAs based on journey stage or risk profile
- ▶ Auto-generate content in multiple languages to support multilingual populations
- ▶ Train AI on your brand voice guide to maintain consistency while scaling outputs

Risks to Manage:

- ▶ Human oversight is critical to avoid tone-deaf or biased copy
- ▶ Overreliance on automation can dilute storytelling if not paired with strategy

GiG Alignment:



Grow

by accelerating
production without
sacrificing quality



Impact

omnichannel
personalization



Do Good

by reaching every
patient where
they are

Conversational AI in Contact Centers

What It Is:

Deploying AI-powered virtual agents to handle tier-one tasks like appointment scheduling, billing FAQs, location guidance, and pre-screening.

Why It Works:

Patients want instant, 24/7 support. But health systems often can't meet that expectation with limited human bandwidth. Conversational AI bridges the gap, improving responsiveness and freeing agents to handle higher-value, human-centered interactions.

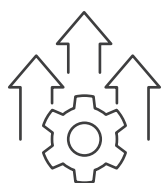
Depth + Application:

- ▶ Integrate AI chat with EHR and CRM to personalize responses in real time
- ▶ Use call intent analytics to improve script routing and reduce transfers
- ▶ Implement voice and text agents that support multi-language and ADA-compliant access

Risks to Manage:

- ▶ Poorly trained bots can frustrate users and erode trust
- ▶ Escalation logic must be seamless to avoid dead ends in care navigation

GiG Alignment:



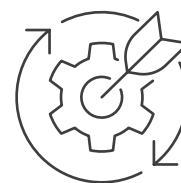
Grow

capacity without
headcount



Impact

satisfaction and
loyalty through
timely service



Do Good

by improving
equitable access
to care

Real-Time Sentiment Analysis

What It Is:

Using natural language processing (NLP) to extract emotional tone and intent from patient surveys, social media posts, review sites, and call center transcripts.

Why It Works:

Brand trust in healthcare is fragile. Sentiment analysis helps CMOs get ahead of perception risks and course-correct messaging strategies quickly.

Depth + Application:

- ▶ Track shifts in public sentiment after major campaigns or policy changes
- ▶ Flag early signs of dissatisfaction in post-discharge surveys
- ▶ Adjust messaging in real-time based on regional or demographic emotional tone

Risks to Manage:

- ▶ Over-indexing on sentiment without cross-referencing behavior or outcomes
- ▶ False positives due to sarcasm, cultural nuance, or language complexity

GiG Alignment:



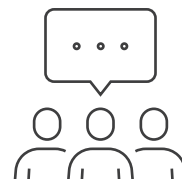
Grow

reputation by
acting on insight



Impact

communications
strategy with real-
world feedback



Do Good

by making patients
feel heard

AI-Augmented Accessibility Tools

What It Is:

AI-driven platforms that help healthcare organizations make digital content accessible through real-time readability scores, automatic alt-text, closed captioning, voice commands, and more.

Why It Works:

Accessibility is no longer optional. It's both a compliance mandate and a moral imperative. AI tools make accessibility scalable across growing content libraries and evolving digital touchpoints.

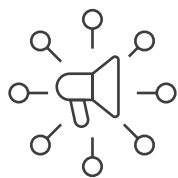
Depth + Application:

- ▶ Integrate AI checks into your CMS or DAM to flag inaccessible elements before launch
- ▶ Automatically generate multilingual closed captions for video content
- ▶ Apply real-time color contrast adjustments and font-size adaptation across web/mobile

Risks to Manage:

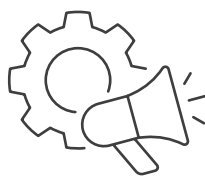
- ▶ Don't use automation as an excuse to skip UX testing with real users
- ▶ ADA compliance standards evolve—maintain human QA alongside AI

GiG Alignment:



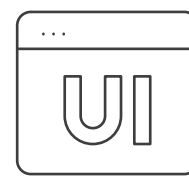
Grow

reach to underserved populations



Impact

inclusivity across marketing efforts



Do Good

by designing for every ability and background

Final Thought: **The Human Still Leads**

The biggest myth in healthcare marketing today?
That AI will replace you.

The reality? It will replace the **inefficient, generic,**
and **disconnected** parts of marketing. The meetings
that go nowhere. The production cycles that burn
out teams. The outreach that misses the mark.

But the vision, the empathy, the big-picture thinking?
That still belongs to you.

**Use AI to amplify your humanity,
not automate it away.**



Want to explore what these fast tracks
could look like inside your organization?

Let's map a path forward together.

Schedule a 15-minute strategy session 