



AI IN ACTION

USING AI TO SIMPLIFY WORKFLOWS,
SUPPORT BETTER DECISIONS, AND
HELP TEAM EFFICIENCY

LET'S START!



HI. I AM NICOLE.

digital
strategist

lean thinker

problem solver

positive
opportunist

occasional
techie

strategically
energy efficient

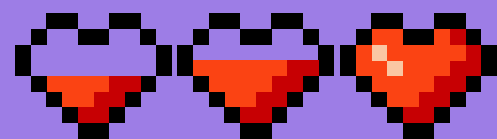


QUICK POLL:

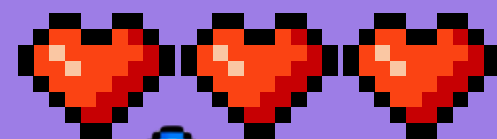
ARE YOU USING AI IN
YOUR MARKETING?



ESCAPE THE MARKETING CHAOS



PLAYER 1: NICOLE



PLAYER 2: ATLAS

VS

THREE HORSEMEN



FRAGMENTED
DATA

COGNITIVE
OVERLOAD



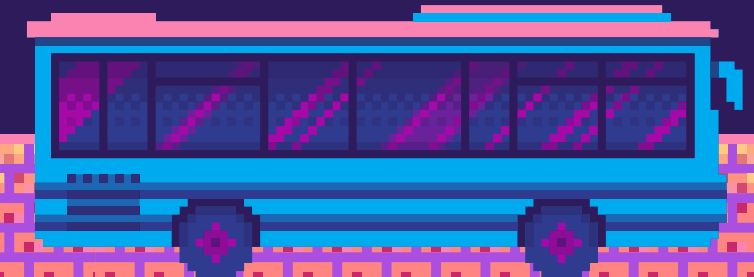
WORKFLOW
BOTTLENECKS

ENGINEERING SMARTER HEALTHCARE MARKETING

NOT A TOOLS TALK –
APPLICATIONS AND IDEAS TALK

THE THEME IS THIS: **AI
ACCELERATES DISCIPLINED
THINKING.** IT DOESN'T REPLACE
STRATEGY.

IF YOU LEAVE WITH ONE THING,
IT'S THAT **AI WORKS BEST WHEN
YOU BRING IT CONSTRAINTS,
CONTEXT, AND CLEAR GOALS.**



THREE-LAYER ACCELERATION FRAMEWORK

01

HUMAN-LEAD
STRATEGIC CONTROL

02

AI-ASSISTED
ACCELERATION ENGINE

03

HUMAN-LEAD
MARKETING IMPACT

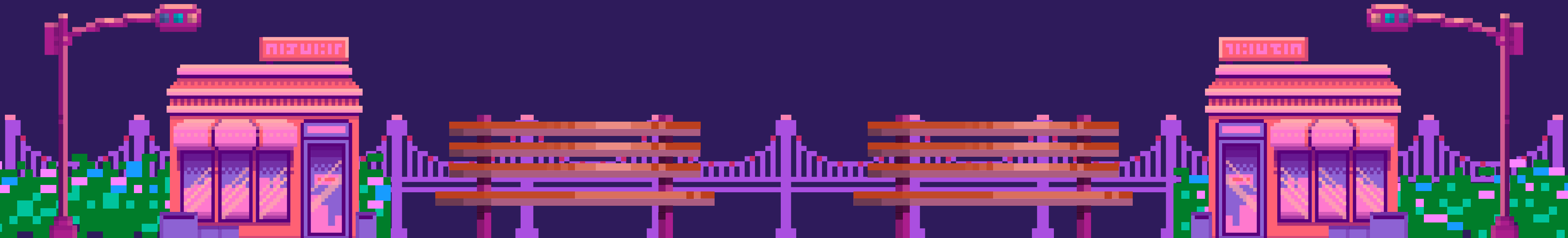
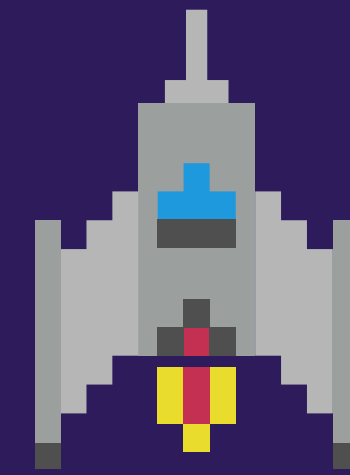


AI DOES NOT REPLACE MARKETING LEADERSHIP.

TRUE

FALSE

IT COMPRESSES
EXECUTION LAYERS
SO HUMANS
OPERATE AT A
HIGHER STRATEGIC
ALTITUDE.



HUMAN + AI WORKFLOW FRAMEWORK

LET'S EXPLORE



THE IMPACT OF FRAMEWORK

- » 40–60% CYCLE TIME REDUCTION
- » LOWER COGNITIVE LOAD ON TEAM MEMBERS
- » HIGHER THROUGHPUT WITHOUT ADDITIONAL FTE



LEVEL 1: WEBSITE CONTENT UPDATE

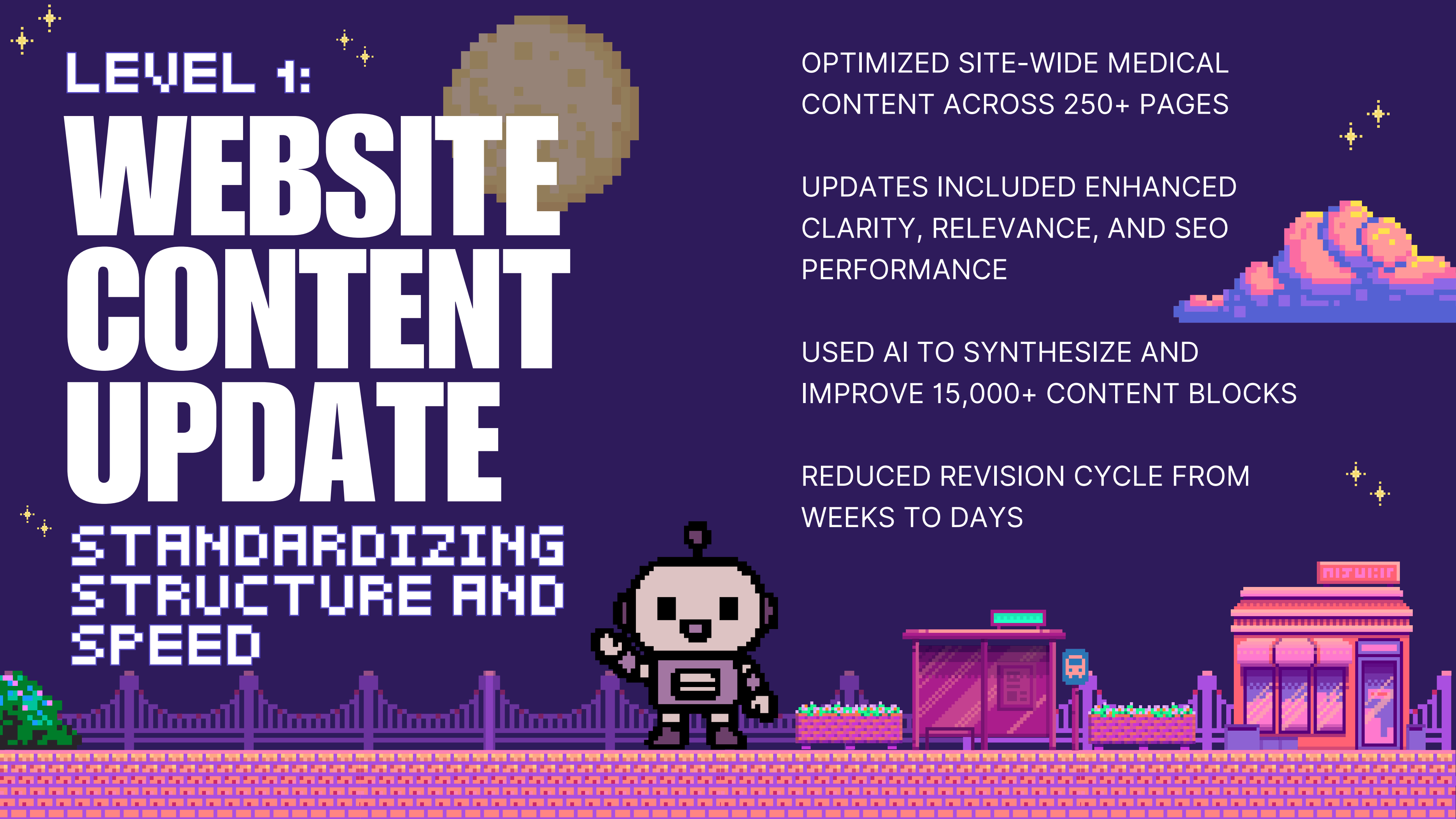
STANDARDIZING
STRUCTURE AND
SPEED

OPTIMIZED SITE-WIDE MEDICAL
CONTENT ACROSS 250+ PAGES

UPDATES INCLUDED ENHANCED
CLARITY, RELEVANCE, AND SEO
PERFORMANCE

USED AI TO SYNTHESIZE AND
IMPROVE 15,000+ CONTENT BLOCKS

REDUCED REVISION CYCLE FROM
WEEKS TO DAYS



LEVEL 1: WEBSITE CONTENT UPDATE

TIME REDUCED FROM 3-4
WEEKS TO ABOUT 3-4 DAYS

BEFORE AI

MANUALLY REVIEW AND
REWRITE CONTENT
BLOCKS

CROSS-REFERENCE
CONTENT AGAINST
MEDICAL GUIDELINES

RUN REPEATED
KEYWORD AUDITS & SEO
CHECKS

DRAFT AND SUBMIT
UPDATES FOR REVIEW

AFTER AI

RAPID SYNTHESIS &
ANALYSIS OF CONTENT

CONTENT REFINEMENT
USING UP-TO-DATE
MEDICAL GUARDRAILS

AUTOMATED
IMPROVEMENTS IN
KEYWORD OPTIMIZATION

ACCURATE, LEADERSHIP-
READY CONTENT

LEVEL 1: CALL TRACKER REPORTS

UNDERSTANDING
PATIENT
ACQUISITION

THOUSANDS OF INBOUND PATIENT CALLS
TRACKED ACROSS MARKETING CHANNELS

DATA INCLUDES CALL SOURCE, LOCATION, CALL
DURATION, AND NEW VS RETURNING PATIENTS

REVEALS WHERE PATIENT DEMAND IS ACTUALLY
OCCURRING ACROSS SERVICE LINES

AI HELPS SYNTHESIZE LARGE DATASETS TO
SURFACE PATTERNS AND OPERATIONAL INSIGHTS

ESTIMATED TIME:
4-6 HOURS PER
REPORTING CYCLE

LEVEL 2:

CALL TRACKER REPORTS

TIME REDUCED FROM 4-6 HOURS TO ABOUT 1 HOUR PER REPORTING CYCLE

BEFORE AI

EXPORT THOUSANDS OF CALL RECORDS INTO SPREADSHEETS

MANUALLY FILTER BY FACILITY, SERVICE LINE, AND CAMPAIGN

SCAN DATA MANUALLY FOR PATTERNS

DRAFT INSIGHTS FOR REPORTS

AFTER AI

RAPID SYNTHESIS OF THOUSANDS OF RECORDS

AI SURFACES PATTERNS IN VOLUME AND DEMAND

IDENTIFIES ANOMALIES

HIGHLIGHTS TRENDS

PRODUCES STRUCTURED REPORTS

LEVEL 3: GOOGLE REVIEW REPORTS

ANALYZING
PATIENT
SENTIMENT

CENTRALIZED AND MANAGED 2000+
PATIENT REVIEWS PER MONTH

AI AIDED IN RESPONDING TO PATIENT
FEEDBACK AND MAINTAINING BRAND
CONSISTENCY

HELPED IDENTIFY TRENDS AND
OPERATIONAL INSIGHTS ACROSS
FACILITY RATINGS

IMPROVED OVERALL ONLINE
REPUTATION ACROSS
100+ PROVIDERS



LEVEL 3: GOOGLE REVIEW REPORTS

ANALYSIS TIME REDUCED
FROM 6-8 HOURS TO 30
MINUTES PER REPORT

BEFORE AI

AGGREGATE THOUSANDS
OF PATIENT REVIEWS

MANUALLY COMPOSE
RESPONSES CONSISTENT
WITH BRAND TONE

EXAMINE REVIEW DATA
FOR TRENDS AND
EMERGING ISSUES

DRAFT SUMMARY REPORTS
FOR LEADERS

AFTER AI

AI-MANAGED
AGGREGATION OF
REVIEWS

CONTENT-AWARE AI
CRAFTED RESPONSES
MAINTAINING BRAND
VOICE

IDENTIFIED TRENDS AND
INSIGHTS

LEADERSHIP-READY
PERFORMANCE REPORTS

ADDITIONAL AI SUPPORT

STORY TELLING FRAMEWORK WORKFLOW DOCUMENTATION

STRATEGIC THINKING PARTNER IMAGE EDITING

REPUTATION INTELLIGENCE MARKET TREND ANALYSIS

SEARCH INTENT STRATEGY PROCESS ENGINEERING

STRATEGIC DEVELOPMENT KPI SUMMARIZATION

EXECUTIVE COMMUNICATION CONTENT GAP ANALYSIS

WEBSITE CONTENT ARCHITECTURE

RAPID IDEATION & CREATIVE TESTING

CAMPAIGN FRAMEWORK DEVELOPMENT

PATTERN DETECTION COMPETITIVE INTELLIGENCE

NARRATIVE DEVELOPMENT PERFORMANCE INSIGHTS

WORKFLOW DESIGN LARGE-SCALE DATA SYNTHESIS



AI + LEAN MODEL

BEFORE AI

HEAVY TIME INVESTMENT IN FIRST DRAFTS.

STRATEGY AND WRITING COMPETED FOR CALENDAR SPACE.

LIMITED CAPACITY TO SCALE INITIATIVES SIMULTANEOUSLY.

AFTER AI

AI HANDLES STRUCTURED FIRST DRAFTS AND FORMATTING.

MARKETER FOCUSES ON STRATEGY, REFINEMENT, AND LEADERSHIP ALIGNMENT.

INCREASED PROJECT THROUGHPUT WITHOUT ADDITIONAL HEADCOUNT.

EQUIVALENT TO:

- 2–3 FULL WORKWEEKS
- WITHOUT ADDING HEADCOUNT
- WITHOUT CUTTING SCOPE
- WITHOUT SACRIFICING QUALITY

ESTIMATED TOTAL:
80–120 HOURS SAVED

PRODUCTIVITY IMPACT

**THIS IS NOT
AUTOMATION.**

**THIS IS
OPERATIONAL
LEVERAGE.**

EXPANDED MARKETING OUTPUT CAPACITY
WITHOUT EXPANDING TEAM SIZE

A TEAM RUNS 15–20 MAJOR INITIATIVES
ANNUALLY AND AI COMPRESSES DRAFTING
TIME BY 40%

EFFECTIVE OUTPUT CAPACITY INCREASES
WITHOUT INCREASING FTE COST

FINAL THOUGHTS: THE REAL LESSON

AI DOESN'T REPLACE STRATEGY.
IT ACCELERATES DISCIPLINED
THINKING.

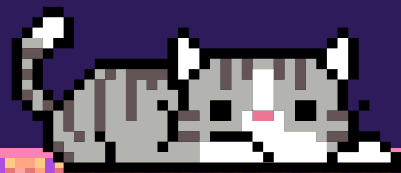
- ➔ IN HEALTHCARE MARKETING, ALIGNMENT AND CONSISTENCY OUTPERFORM CHAOS.
- ➔ INNOVATION ISN'T ABOUT TOOLS—IT'S ABOUT STRUCTURE.
- ➔ STRUCTURE WINS IN HEALTHCARE.



PERSONAL THOUGHTS:

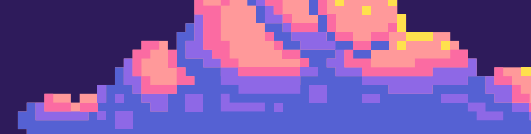
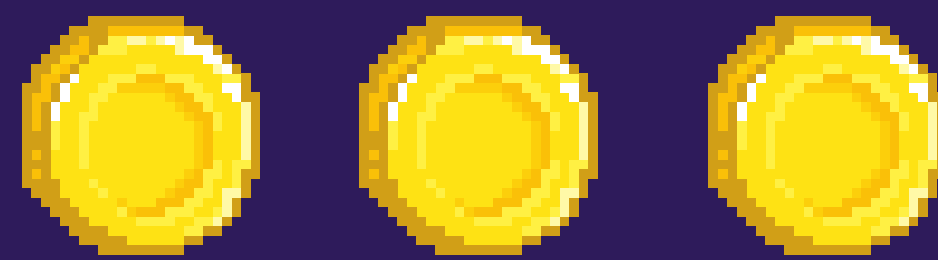
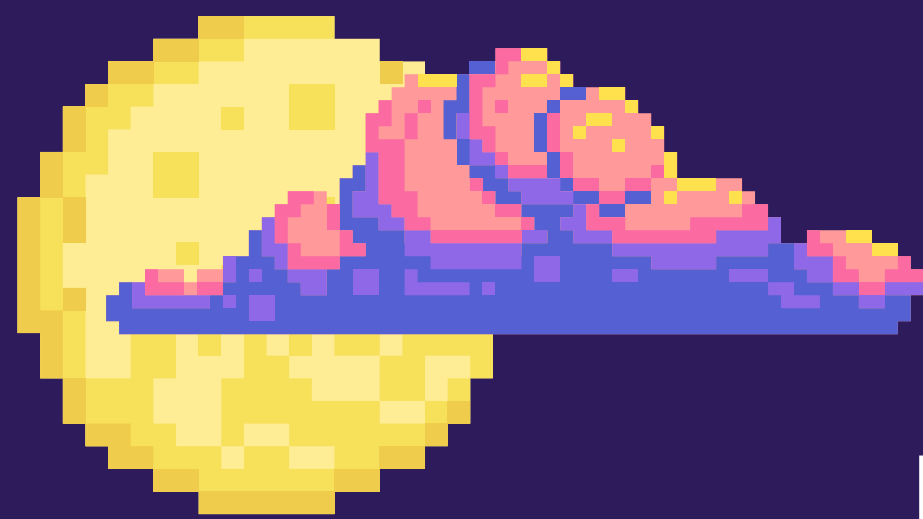
AI IS A BOLD SIDEKICK

- ➔ HELPS US **THINK SHARPER**, CLEARS RUNWAY FOR **BIG IDEAS**, PRESSURE-TESTS WITH AGILITY
- ➔ AI IS LIKE A SHARP ROOKIE - THE CLEARER YOUR DIRECTION, THE BETTER THE WORK
- ➔ REAL BREAKTHROUGH ISN'T FASTER DRAFTS, IT'S **BIGGER IMPACT** AND **SMARTER STRATEGY**
- ➔ FREES US TO DO WHAT WE DO BEST: **FORWARD-THINKING STRATEGY** AND **CUT-THROUGH-THE-BS** STORY TELLING

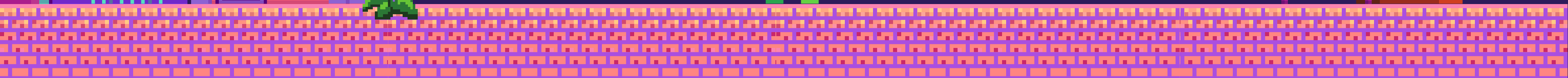
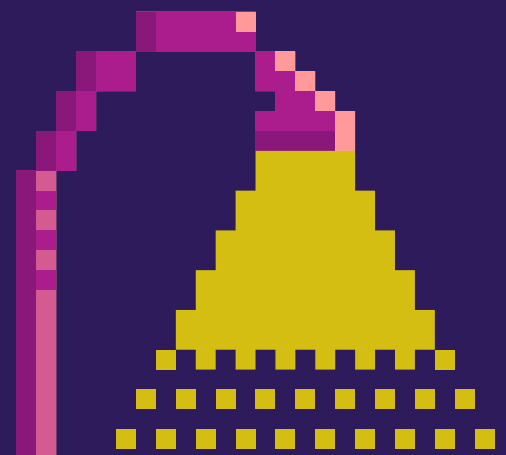
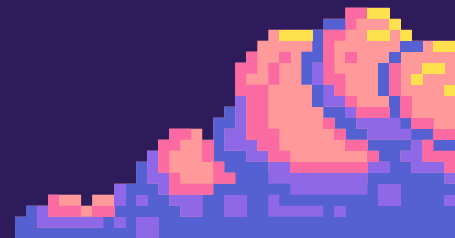


GAME OVER





QUESTIONS?



THANK YOU!

