



AI in Action

Real-world success stories from our HCA community: Inspire your next step!



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Artificial intelligence (AI) is transforming how we generate content and insights, and its applications are now more accessible than ever. From inspiring creativity, through enhancing engagement, to automating research analysis. Here we share several use cases across different disciplines, highlighting the tangible benefits AI can bring to the work we do; this is by no means a comprehensive list, and other commercially available AIs are being developed and used.

As always, before taking these steps, please ensure your actions are fully aligned with your company's AI policy, client MSAs and any requirements regarding GDPR, data privacy and confidentiality.

Thanks to the AI leaders of Langland, Inizio, and IPG Health Medical Communications for their contributions.

The HCA Foresight Committee

The Foresight Committee is committed to helping us as a profession stay future fit. Here they showcase real-life examples from trailblazing members of our HCA community who have successfully integrated AI into their daily practice. We hope these examples inspire you to take bold steps in exploring AI's potential in your own work. We would like to encourage you to share your own AI experiences so the Foresight Committee can continue to curate and share valuable insights in future articles as this exciting landscape evolves.

Medical Communications Strategy and Medical Writing

Challenge/Opportunity

How to polish medical content – from abstracts to papers – under a high-pressure timeline.

AI Solution

Paperpal.com offers the kind of copy editing that can help you shift your content to align with the space and brief constraints of the target copy you are drafting for your scientific deliverable.

Example Prompt

You can input an abstract that is too long by 43 words and Paperpal will trim out some of the unnecessary verbiage, helping you get closer to the submission requirements. Alternatively, another feature of the platform will help you paraphrase existing or starter content so that you don't have to stare at a blank sheet of paper, allowing you to make more progress with a "pal/partner" than you could on your own

Insight

As a navigator to writing, Paperpal speeds time to draft enabling a wide range of medical writing deliverables to be completed

Challenge/Opportunity

You've been given some content by a client that "knows what they want to say" but needs the finishing touch with the support from missing reference(s).

AI Solution

Scite Assistant is currently being utilised by academics, publishers and medics around the world.

Example Prompt

What evidence supports the use of factor 9 in hemophilia?

Response

Factor IX is a critical component in the treatment of hemophilia B, a genetic disorder characterized by a deficiency in factor IX clotting activity (Pratap et al., 2020). The standard approach to managing hemophilia involves the prophylactic administration of coagulation factor concentrates, with recombinant factor products playing a significant role in this treatment strategy (Miesbach et al., 2019). Studies have confirmed the safety and efficacy of recombinant factor IX products in the palliative care of individuals with hemophilia (Rodríguez-Merchán et al., 2021).

Here are the top 25 publications (NB for purposes of the example, a partial list is shown) that Assistant used to draft the initial response. The final reference list might be lower than this as some can be excluded during fact-checking.

Zaree et al. "Hemophilia Gene Therapy; Clinical and Molecular Aspects" Journal of human genetics and genomics (2017) doi:10.5812/jhgg.80764

George "Hemophilia gene therapy comes of age" Hematology (2017) doi:10.1182/asheducation-2017.1.587

Insight

This route provides a view into the scientific literature supporting key evidence in a given field, utilizing both traditional AI (machine learning/deep learning/NLP) and modern AI (generative AI) to produce value.

Challenge/Opportunity

Stuck for symposium title ideas.

AI Solution

ChatGPT/MS Copilot/Gemini etc.

Example prompt

Acting as a pharmaceutical company running a symposium about [insert specific topic] at an international medical congress, suggest 15 ideas for titles, highlighting [insert communication objective]

Insight

AI can provide a great starting point for creative titles for your meetings. Rarely (if ever!) will it give you a suggestion that you will use verbatim, but often it will give you a head start. Perhaps you will combine ideas or identify a word pairing that you can develop into something that works. It might also be helpful to refine the suggestions by asking your gen AI tool to focus on a particular angle ("Provide more suggestions using the phrase, "XXX").

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Challenge/Opportunity Creating speaker biographies for a panel event.

AI Solution
ChatGPT/Copilot

Example Prompt
Create a 200-word biography from this CV. [Upload speaker’s CV - ensure you are working in a closed system if the CV is not publicly available]

Insight
AI can pull information into a narrative format. You may wish to further refine the output by asking gen AI to focus on particular aspects of a KTLs professional history; you may also wish to play with the tone, to make it more or less formal, depending on your needs. Watch out for cliques and sensationalist language that may not be appropriate, and (as always) check the output carefully for accuracy.

Challenge/Opportunity Quickly and effectively extract and synthesize key insights from research papers.

AI Solution
Scholar GPT offers advanced natural language processing capabilities that assist in analysing and summarizing research papers, providing clear and concise insights that can be directly applied to medical communications and strategic decision-making.

Example prompt
Start by saying ‘I’ll provide a research paper link; Please analyse it’, then provide it the URL, or the PDF. Then ask, ‘What other analyses can you do?’ You can input just one, or a collection of research papers on a specific topic, and Scholar GPT will generate a comprehensive summary highlighting the key findings, trends, and gaps in the research. For instance, if you have 10 papers on a new immunotherapy treatment, Scholar GPT can synthesize the main outcomes, methodologies, and conclusions, presenting them in an easily digestible format.

Insight
Scholar GPT enhances the efficiency of gaining insights from scientific literature, enabling medical communications professionals to quickly understand and leverage the latest research findings. This accelerates the development of informed strategies and high-quality deliverables, meeting the demands of tight project timelines without compromising the depth and accuracy of the insights derived.

PR strategy and Content Generation

Challenge/Opportunity

Cutting through the noise with a perfectly crafted pitch.

AI Solution

PRophet and Prowly offer instant pitch development and media list creation. However, if you're not ready to purchase a specific PR AI tool, then ChatGPT or Copilot could still be used to good effect.

Example Prompt

You are a PR professional working for a biotech company. You will generate a 200-word pitch to healthcare journalists that highlights your company's perspective to personalised medicine, the potential for transforming patient care, and the scientific breakthroughs involved. You will pull from the language available on the biotech's website: [insert]. You will be offering the journalists an opportunity to meet with the company's CEO onsite at the upcoming BIO conference in San Diego. The pitch must be immediately engaging, with a compelling tone and concise, impactful sentences. The first version you will generate will engage journalists from SCRIP, specialising in biotechnology, the second will aim to engage business reporters.

Response

AI tools can help you formulate a personalised pitch note and build a media list in an instant, but their effectiveness with ChatGPT is heavily reliant on the depth and precision of your prompts. For more specific tools, geared towards these common comms tasks, prompts may not be needed but your ability to overlay all outputs with your own experience and knowledge of the sector or therapy area is still critical. When it comes to pitches, no AI-generated email will trump the human connections, nuanced insight and longstanding relationships your team has built with your key journalists.

Challenge/Opportunity

An increasing demand for engaging, insight-driven thought leadership content for LinkedIn.

AI Solution

ChatGPT and MS Copilot can act as generators, editors and even provide constructive criticism on human-drafted content.

Example prompt

You are a senior pharmaceutical executive with extensive experience in public health. You will generate a 400-word LinkedIn article that expands on the following insight: 80% of all heart disease, diabetes and stroke could be prevented if behaviour-related risk factors were eliminated. You believe that the key to powerful public health campaigns is public-private collaboration and campaigns grounded in empathy. The article must be immediately engaging, with a professional tone and quick, directive style. You will provide 3 versions of this article, each looking to engage a difference audience. The first article will engage fellow pharmaceutical executives, the second post will aim to engage policymakers and the third will be aimed at healthcare professionals who could be future employees. All examples will include relevant hashtags.

Insight

The better the prompt and the more personal or unique the insights given to the tools, the better the output. But don't expect any AI-generated content to meet the standards set by your team of experienced writers - these tools can help you brainstorm and get rid of that blank piece of paper - they may even give you a handy list of instance references - but you'll need to spend time refining the prompt and the output, to get it to level your clients will expect.

