

# Artificial Intelligence in Health Marketing and Communications

## Views From Across the Globe

Artificial intelligence is revolutionizing the global health communications and marketing industry. Through data analysis, AI can predict health trends, AI-powered chatbots are enhancing patient engagement, automated content creation tools are assisting health marketers in producing educational materials and overall, it's streamlining the monitoring of health communication. Ultimately, AI is not only improving the efficiency and reach of health communication but also fostering trust by delivering more accurate, relevant, and timely health information to global audiences.

Lets take a look at the global trends we expect to see AI impact across the health marketing and communications industry in 2025:

### Michelle Strier

Chief Strategy Officer, Spectrum Science



AI is vastly changing many parts of the healthcare ecosystem enhancing patient engagement through personalized virtual assistants, AI-driven mental health chatbots, and real-time medical translation tools.

In terms of healthcare communications, it is boosting operational efficiency so that our teams are able to focus on the highest value work, offering clients more effective use of their budget dollars on the strategic work that matters most to success.

Here at Spectrum Science we are deploying AI tools across the business to enable improved productivity, speed to insight, creativity and innovation. Our ability, as an independent agency, to upskill our entire workforce and drive wholesale adoption of this transformative technology is a competitive edge that allows us to think innovatively around resourcing and actively translate enterprise AI fluency into value for our clients.

### Helena Rodriguez

Managing Partner, Improve Communications



In 2025, AI is transforming health marketing and communication in Mexico by enabling data-driven insights and predictive analytics. AI Chatbots and virtual assistants are improving patient access to healthcare information, but could also be turning the patient-HCP relationship into an almost "robotic" approach. AI-driven analysis is allowing healthcare brands to monitor public perception, enabling faster responses to consumer concerns and emerging health trends, but despite its advantages, AI adoption in Mexican healthcare marketing faces challenges such as data privacy concerns, regulatory compliance, and the need for ethical AI governance.

## Priti Mohile

Co-Founder & Managing Director, MediaMedic



India is on the brink of a transformative era in healthcare and marketing communications, with AI poised to revolutionize the landscape. After a period of cautious exploration, the country is now embracing AI with a flurry of initiatives that hold the promise of significant change.

In a diverse country as India with multiple languages, AI is playing a critical role in breaking down communication barriers. It enables personalized information to be accessed in multiple languages, and allows campaigns that cater to specific demographics and health needs, while facilitating immediate responses to queries through chatbots.

The use of data analytics is further enhancing the speed and efficiency of information dissemination and content creation. From research to the creation of videos, AI is helping innovation and speed. Virtual assistants are efficiently managing patient queries and appointment scheduling.

Government and industry leaders support this adoption to meet the healthcare system's challenges. Many startups are working on innovations using AI that will further help solve the challenges in healthcare accessibility, delivery and patient care. The possibility of AI-powered tools to deliver educational content and health awareness campaigns to patients, promoting proactive health management, is a close reality.

## Eugenia de La Fuente

Partner & Director, Paradigma



Artificial intelligence is rapidly expanding in Argentina and across the region, with various stakeholders exploring how to maximize its potential. However, despite AI's growing presence in Latin America, significant challenges remain, including limited investment in technology, accessibility barriers, and a lack of widespread training.

In healthcare, AI has numerous applications, and Argentina stands out as a hub for health-focused impact technology. The country has been home to pioneering startups, including the development of the first AI-powered tool designed to assist doctors in determining colon cancer screening recommendations and optimal surveillance intervals—leveraging an intelligent calculator based on the latest scientific evidence. AI is also transforming marketing and communication, enabling more accessible content tailored to the diverse cultural and socioeconomic landscape of the region.

In medical education, AI-driven e-learning platforms offer personalized training experiences, enhancing the development of healthcare professionals. Currently, regulations governing AI in health and pharmaceutical marketing are still evolving, presenting vast opportunities for innovation. Advancements in this field will not only enhance access to health information but also improve professional training and strengthen doctor-patient relationships.

## Carol Levine

Co-Founder & CEO, energipr



AI is accelerating health marketing and communication in Canada by streamlining regulatory processes, optimizing patient engagement, and enhancing clinical trial recruitment. We are seeing AI-driven insights enable more precise targeting, ensuring the right messages reach healthcare professionals and patients at the right time. These resources are also improving efficiency in content development, from medical writing to real-time patient engagement, while maintaining adherence to stringent health regulations.

AI-driven data analysis is helping identify patient populations for clinical trials more efficiently and supporting Canada's position in global research initiatives. In regulatory affairs, AI-powered tools are being explored to assist with pre-screening materials for PAAB review, potentially reducing approval times while ensuring compliance with stringent Canadian advertising guidelines. PAAB is a self-regulatory industry body. While the potential for AI is considerable, discussions around data privacy, transparency, and ethical AI use are critical to ensuring responsible innovation.

## Corinna Schubert

Business Director, fischerAppelt



AI will support the analyzation of health data and consumer behaviour which will allow for more personalized marketing strategies. Health messages and campaigns can be more tailored to individual needs and preferences. AI's ability to process vast amounts of data can help predict trends in the field of marketing, healthcare and healthcare marketing. This enables us to tailor our communication and marketing strategies more effectively.

## Emma Thompson

CEO, Spurwing Communications



AI is transforming healthcare marketing across APAC, but the success of its deployment depends on getting the localisation right in this diverse and fragmented region. Our clients are using AI to personalise content, predict trends, and engage patients in ways that speak to the unique needs of each market. Initial results shared by our clients are showing that AI-driven content is resulting in higher engagement levels, more informed HCPs and patients, and stronger connections. It's an exciting time, and I'm proud of how our team is helping clients embrace change and seize new opportunities.

# Chris Bath

Managing Director, Aurora



The fascinating thing for me about AI is we're only just getting started. We see AI already enhancing our ability to develop strategically aligned content that can be tested against any audience we ask it to, or allow us to more precisely pin-point what channels are working best, with what content, and even allow us to predict what is likely to work best in real-time, via predictive analytics.

But the key one for me is speed to insight. As AI becomes commonplace, we need to find new ways to become an invaluable partner to clients. If AI can generate insights in real-time, we, the agency and client, can spend more time solving problems together. AI is really about Augmenting our own Intelligence, to better equip us with what we need to create value for our clients, and in turn, healthcare professionals and patients.