



Reshaping Healthcare Marketing with AI

The use of artificial intelligence in the healthcare industry is projected to skyrocket.

According to a [new report](#) from Accenture Consulting, the market for health-related AI is expected to grow at an annual rate of 40% through 2021 - to \$6.6 Billion, from around \$600 Million in 2014.

As doctors and patients benefit from faster discoveries and more sophisticated health tools, brands stand to benefit as well from personalized, more authentic customer experiences.

Overcoming Unique Challenges

Healthcare marketers have always operated within a paradox. Consumers' healthcare needs are deeply personal, yet data privacy laws restrict marketers from leveraging much of the data collected by AI to facilitate more meaningful connections with consumers. It's a quandary that has left many consumers feeling disconnected from the brands they rely upon to keep them healthy, fit, and full of energy.

Artificial intelligence systems hoping to serve the healthcare industry will have to overcome significant barriers around privacy and personal data. While this poses a significant challenge, it hasn't thwarted progress.

Enhancing Quality of Life

Preventable, adverse events lead to [millions of hospital admissions each year](#). AI engines can mitigate the risk of preventable medical scenarios in three critical ways:



1. Automate reminders that help patients take medication within a prescribed regimen.



2. Identify people at high risk of needing intervention and trigger medical staff alerts and individualized care plans. [IBM Watson is already testing these practices in the fight against opioid addiction](#).



3. Deliver personalized dosage recommendations based on a patient's unique body chemistry and environmental factors.

Unleashing the Power of AI Diagnosis

Trained AI engines can quickly and accurately diagnose a wide range of ailments. Using sophisticated image analysis to read and interpret x-rays and scans, these systems speed up diagnostic results and reduce human error. In fact, [a Florida community hospital is already set to put AI driven diagnostics to the test](#).

Doctors aren't the only ones who can benefit from this advancement. Marketers can apply image technology to help customers assess which of their products would best serve their needs. For example, a consumer could scan their skin to determine what lotion would best eliminate dryness. Or a tooth whitening service could provide an assessment based on an uploaded picture of a consumer's smile.

Being Present When Consumers Need You Most

In many places around the world, access to trained medical professionals is few and far between. AI can fill the gap to improve care in even the most remote locations. For example, [researchers from Thomas Jefferson University in Philadelphia](#) developed an AI engine that accurately finds tuberculosis (TB) on a scan, eliminating the need for technicians to be present, and speeding treatment options to contain outbreaks.

Similar technology can be used to create valued conversations between brands and their customers via wearable devices, home appliances, and smartphones. Imagine refrigerators delivering health recommendations based on medical conditions and fitness goals. Based on customer input, the refrigerator could produce shopping lists and recipes, send them directly to your smartphone, or even integrate with a smartphone shopping app to build a grocery list. Now that's an authentic customer experience!



Artificial intelligence in healthcare represents a huge opportunity for marketers.

For brands that are struggling to create authentic relationships with their consumers and drive long-term loyalty, this AI revolution can help design treatment plans, manage large amounts of data, provide online consultations, and open up new possibilities for personalization with consumers.