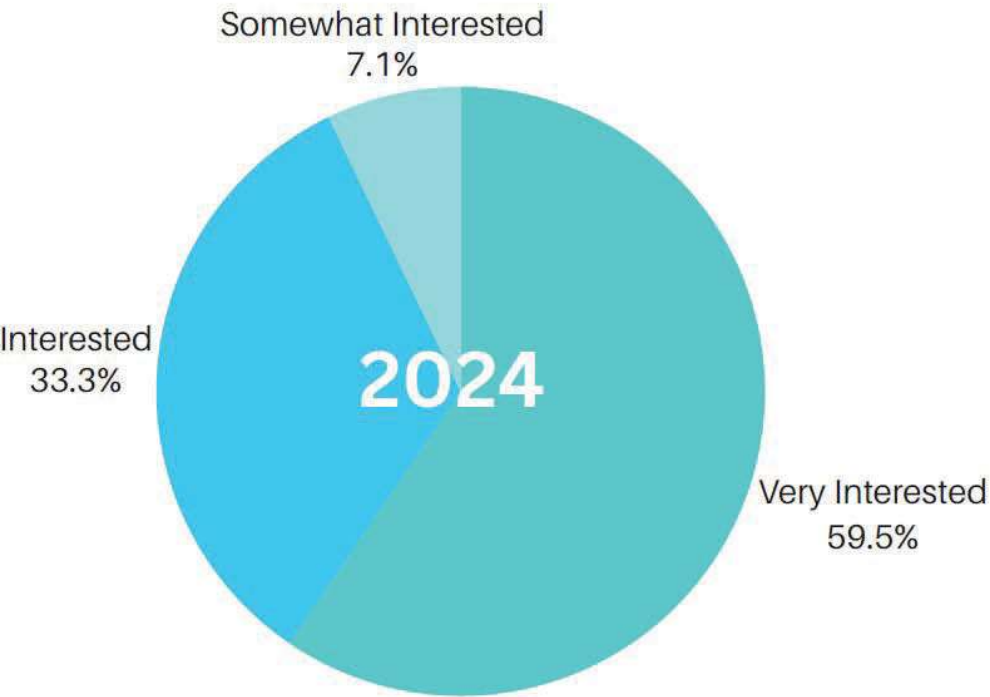


Today's Top Topics

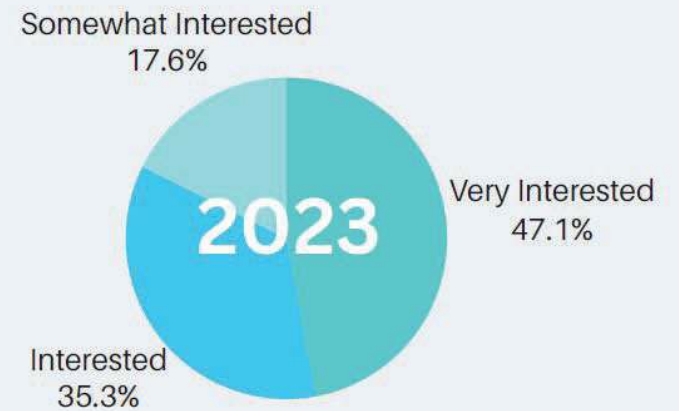
A futuristic scene featuring a white and blue humanoid robot on the left and a man in a grey suit on the right. They are standing in a dark, minimalist environment with a light-colored floor. Between them is a glowing, vertical digital interface that displays a complex network of white circuit lines and a central glowing blue sphere. The robot's right hand is extended towards the interface, and the man's right hand is also near it, suggesting a collaborative interaction with the technology.



CUSTOMER EXPERIENCE IN 2024

DISCUSS: How are you seeing the evolution of “customer experience” in our industry?

Over 10% increase in “very interested” year over year based on results of 2023 industry trends survey.



Integrated Approaches Come First



Data compiled from DHC report using ChatGPT-4

"AI" - THE 2024 BUZZ WORD?

Not currently using AI technology, platforms and/or resources

12%

Evaluating the use of AI technology, platforms, and/or resources

58%

30%

Actively using AI technology, platforms, and/or resources at various levels within our core processes and deliverables

Q: Have you/your department begun to utilize artificial intelligence (AI) technology within the commercial or clinical research you manage or support?

AI in 2024

December 2024 will make
ChatGPT-4 in 2023 look like a stack
of diskettes.



CX and AI

We're seeing marketers take a holistic approach rather than point solutions.

Focus on the results, not the technologies.



Image from ChatGPT-4 with DALL-E

"AI" - GREATEST OPPORTUNITIES

DISCUSS: How would you predict AI shows up in a meaningful way in 2024?

Survey Q (open end): What are the greatest opportunities to utilizing AI technology within the pharma/biotech/med device industry?

Predictive Support:

- AI for HCP and consumer queries
- AI identifies potential patients
- Identifying and predicting patient progression

Customer-Centric Approach:

- Global patient and program centricity
- Identifying improvement areas
- AI in Omnichannel and NBA
- 24/7 virtual assistant for communication
- Content and digital patient journey
- AI identifies patients and enhances messaging
- AI in commercial activities and therapeutics

Research and Discovery

- AI in drug discovery and personalization.
- Investigating rare disease diagnostics.
- Exploring R&D internally

Automation for Efficiency:

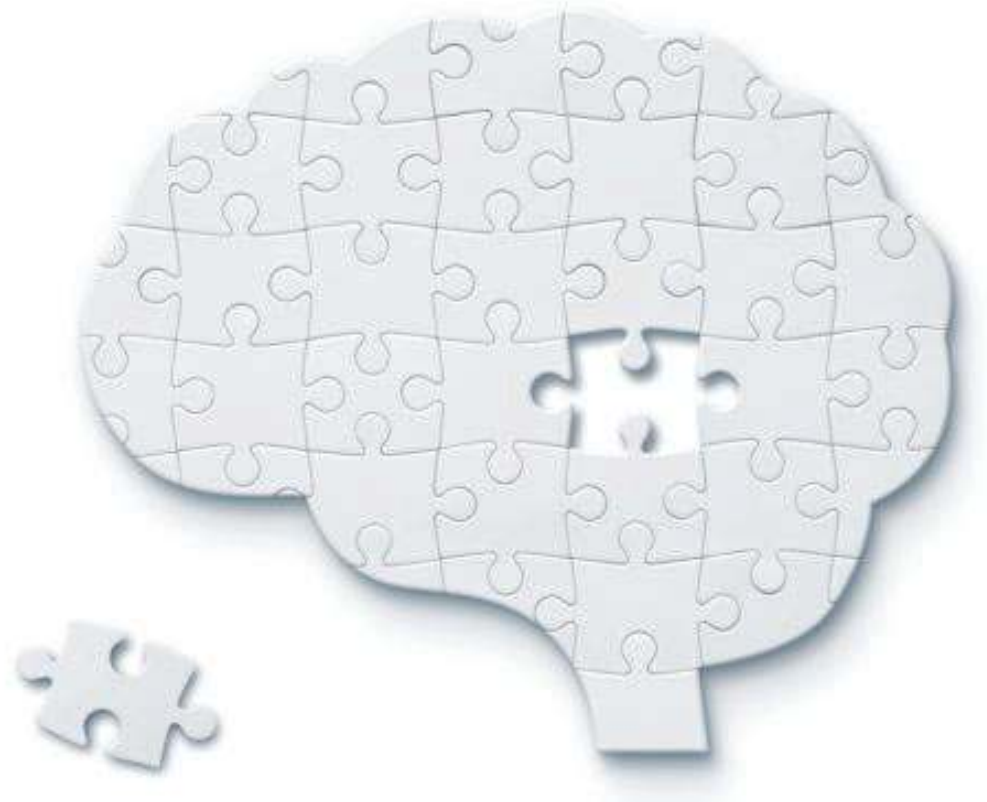
- Automating internal processes efficiently
- Personalizing learner journeys
- Quality insights and operational efficiency focus
- Automated MLR review for content
- Operational efficiency in healthcare

Data Analytics and Optimization:

- Real-time monitoring
- Data analytics, operations monitoring
- Insights analytics, medical information systems
- Leveraging data for better experiences
- Accelerating data analysis

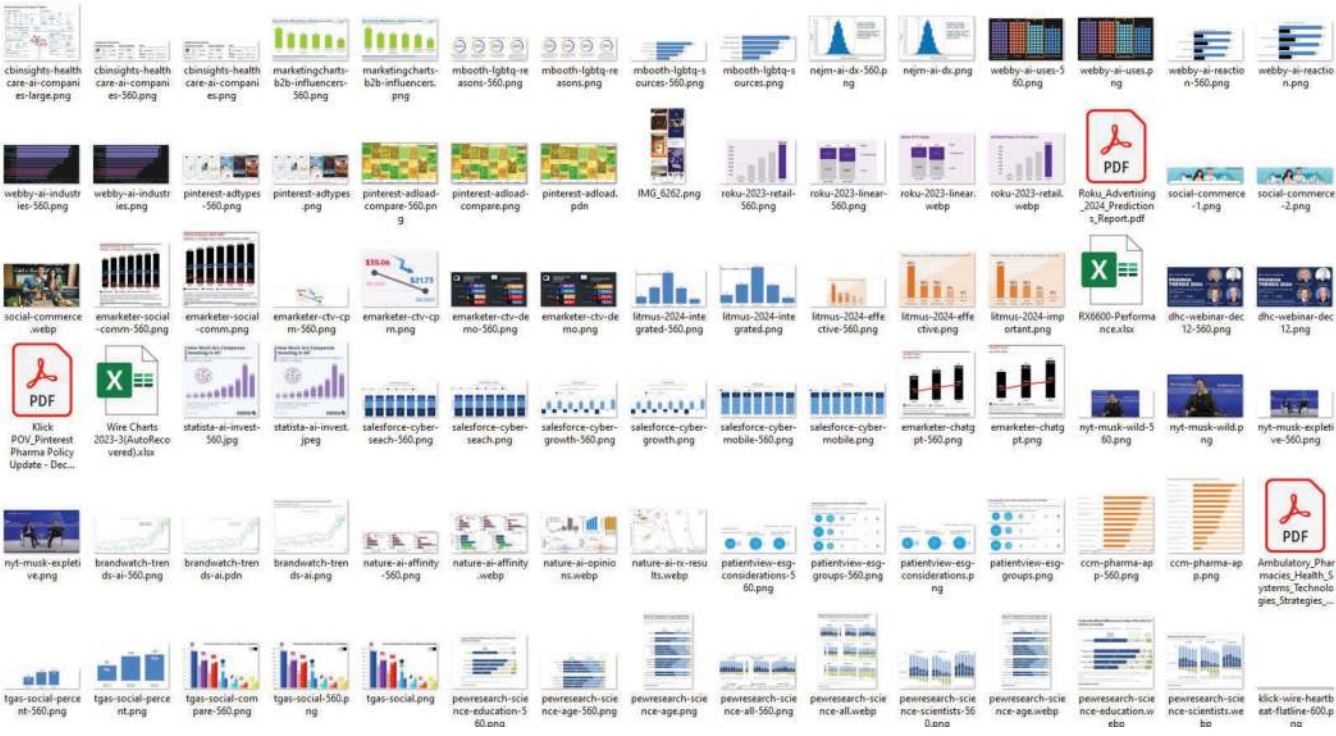
Back to AI

You miss 100% of the shots
you don't take.



Klick Wire GPT

- Remix
- Renew
- Reimagine



Klick Wire GPT

Personalization: It's like crafting a bespoke suit; each message needs to fit the HCP or patient perfectly. Personalized content, driven by data analytics, ensures relevancy and engagement.

Omnichannel Marketing: It's not just about email blasts anymore. Integrating various digital platforms – think social media, apps, webinars – creates a seamless experience. It's like being everywhere at once, but in a non-creepy way.

Data-Driven Insights: Knowledge is power, and data is its currency. Using analytics to understand HCP behaviors and patient preferences is like having a GPS for your marketing strategy.

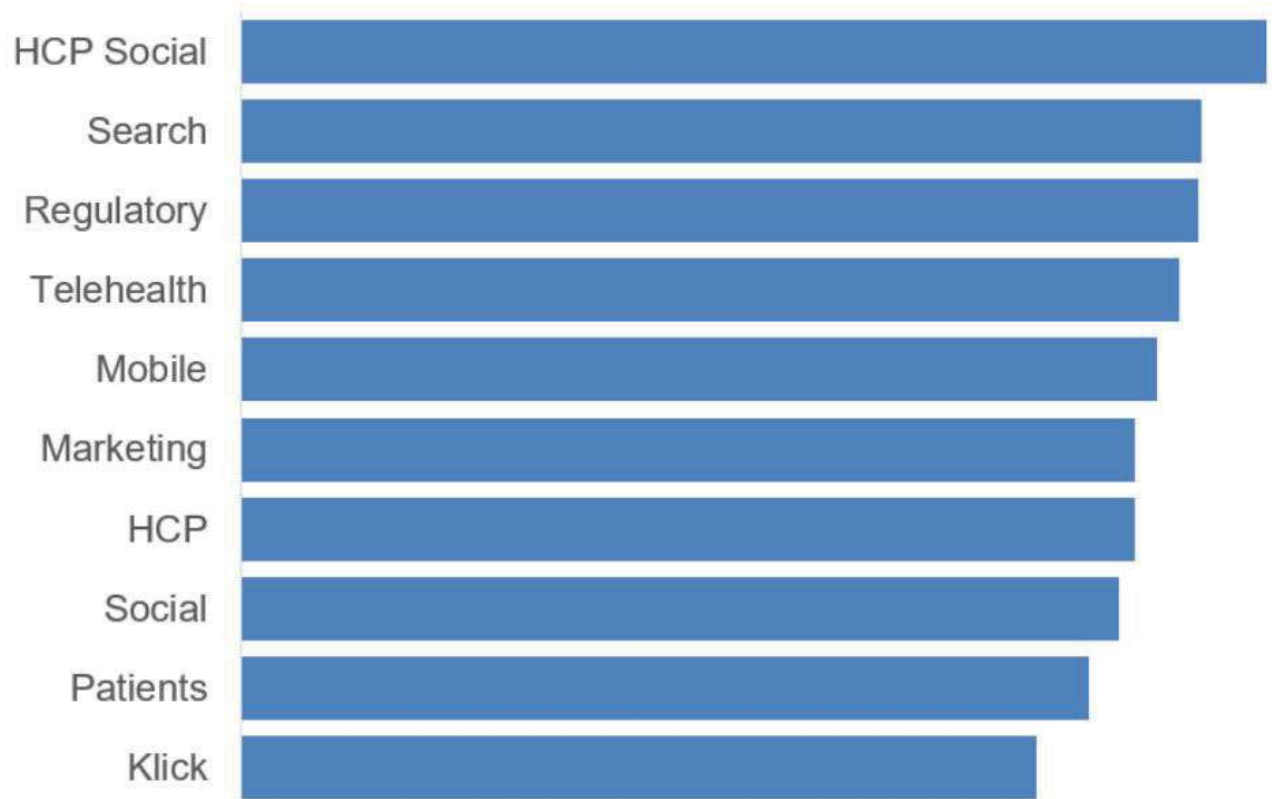
Engaging Content: Dry, scientific jargon is out. Engaging, easy-to-digest content is in. It's like turning a textbook into a blockbuster movie.

Regulatory Compliance: As exciting as marketing can be, playing by the rules is crucial. Adhering to regulations while being creative is like doing a tightrope walk, but it's a necessary skill.

<https://chat.openai.com/g/g-uuNXqv2TR-ask-the-wire>

Trends in the Most Popular Wire Topics

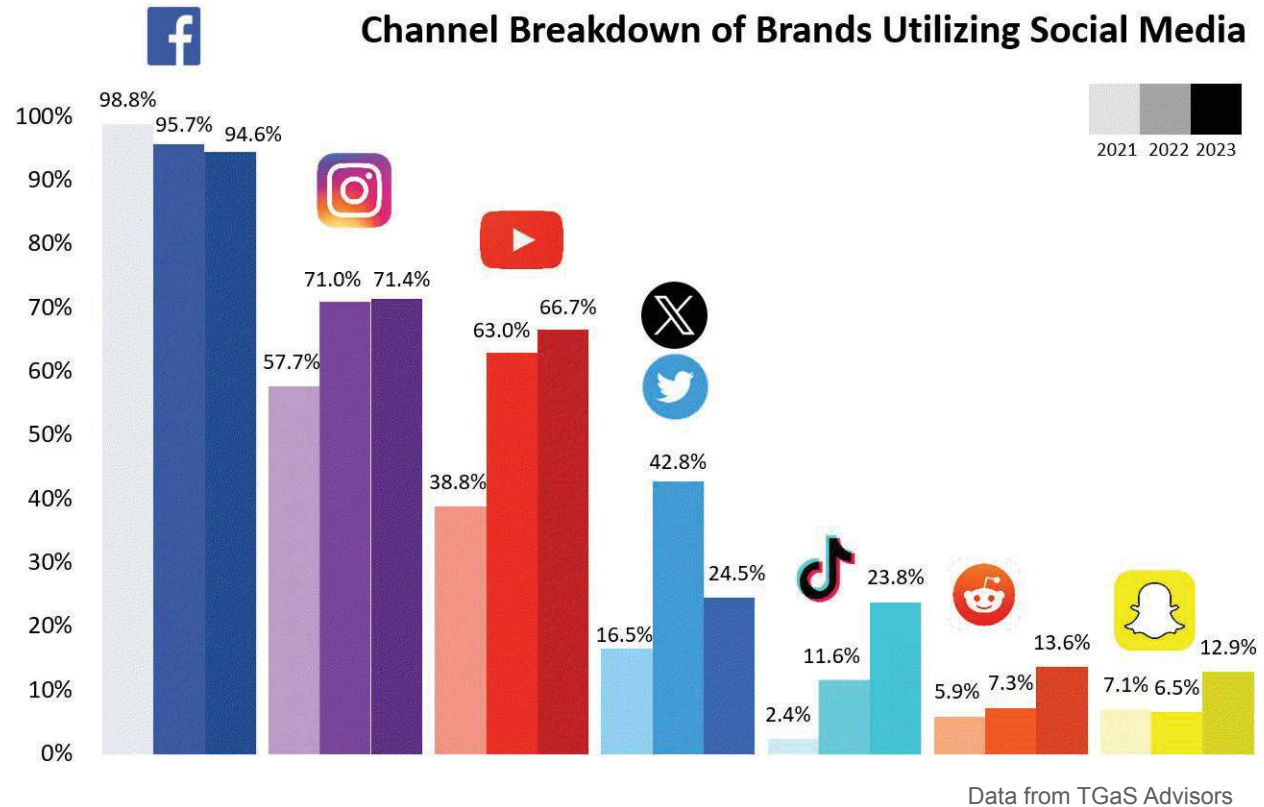
We still focus on the basics in our day-to-day



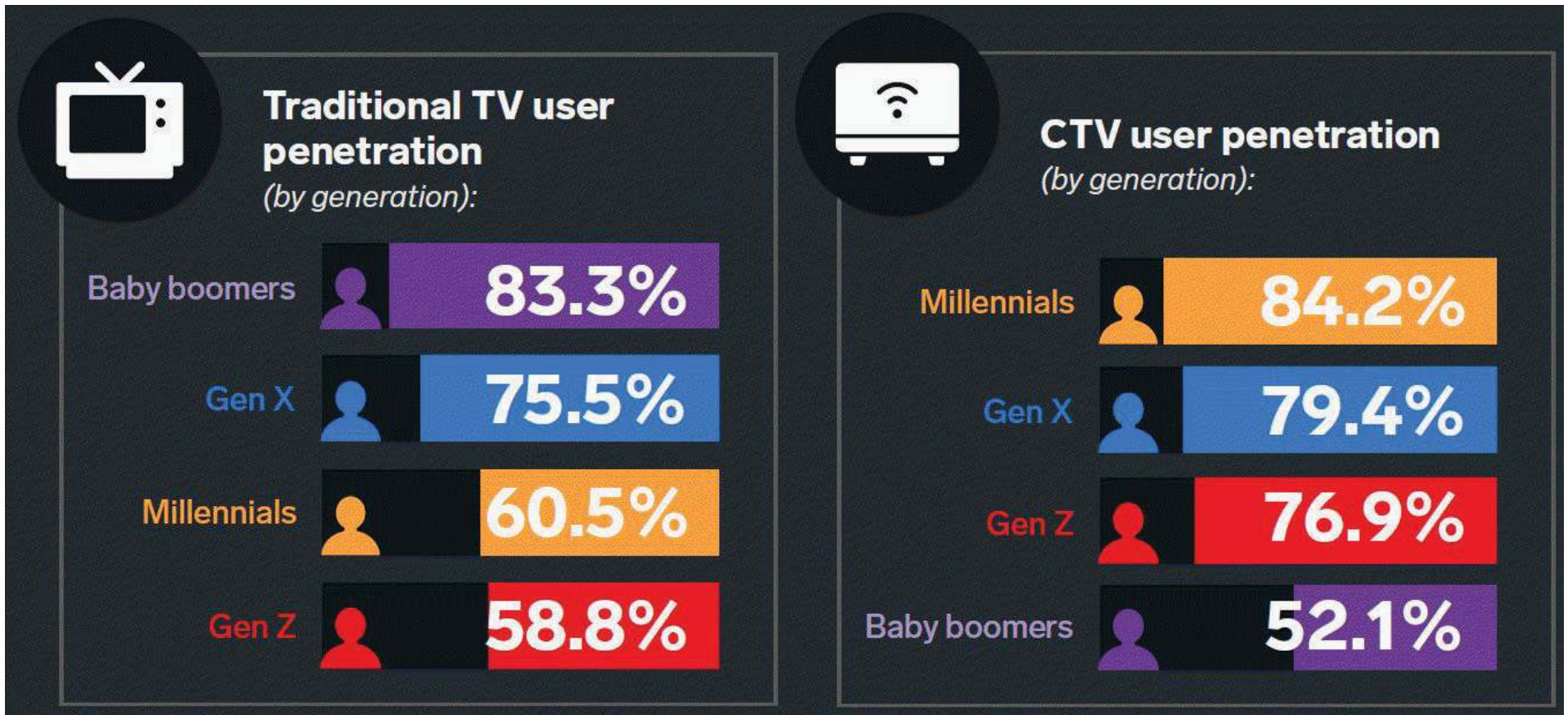
Social Disappears as Now Block and Tackle

Top Topics:

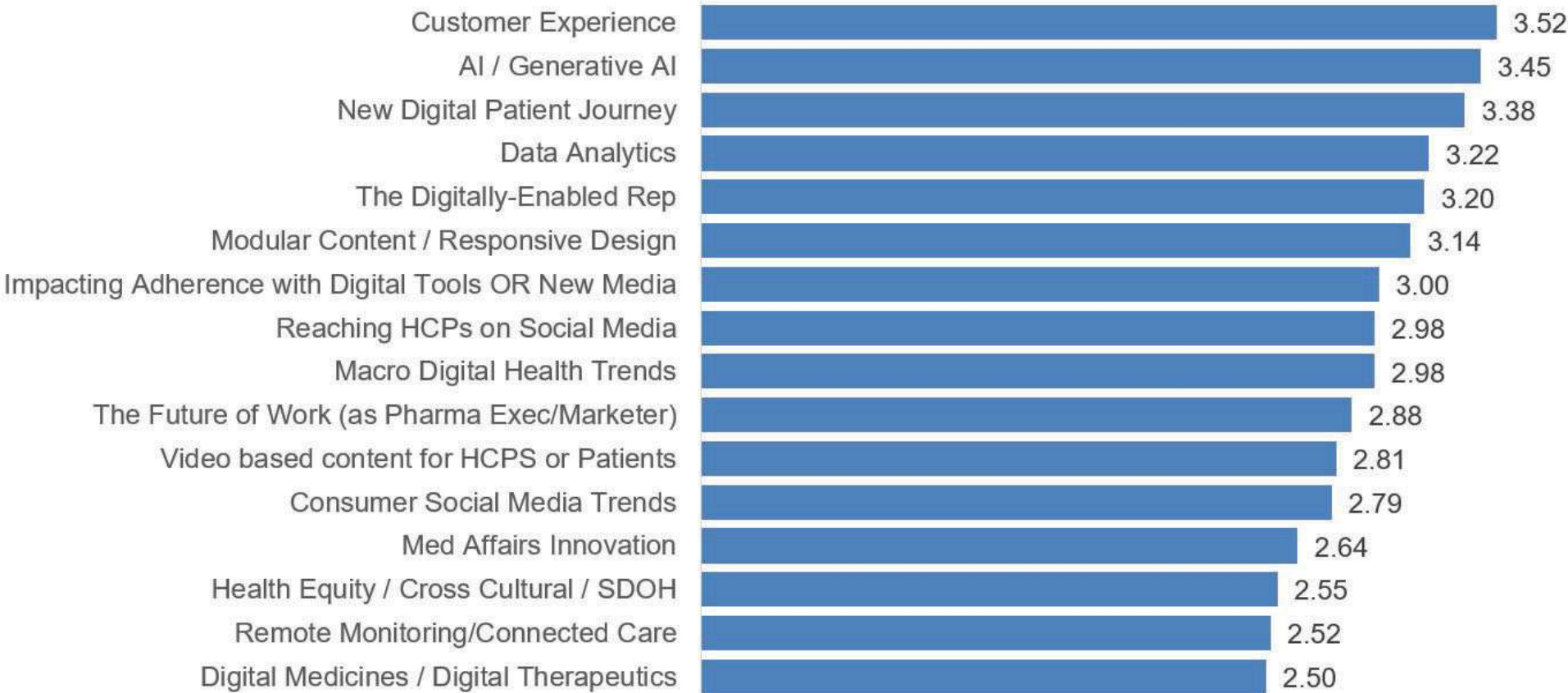
1. Customer Experience
2. Generative AI
3. Digital Patient Journey



Wild Card: CTV



In 2024 We're Looking for Integration



Data compiled from DHC report using ChatGPT-4