HEALTHY.AI

AI REIMAGINED FOR HEALTHCARE

Introducing Healthy.AI: The end-to-end AI solution in healthcare, transforming healthcare communication with the seamless integration of machine learning and human insight.

Artificial Intelligence (AI) holds great promise in healthcare, yet its implementation faces significant challenges: privacy, data accuracy, and ethical considerations. At Omnicom Health Group (OHG), we champion healthy.AI, leveraging data for innovation while ensuring compliance with healthcare standards.

STRATEGY + INSIGHT

Healthy.AI provides market-specific perspectives and predictive audience analytics to inform strategic decisions. By rapidly synthesizing medical content and unifying customer journey data, our integrated solution enables unique audience insights, actionable reach, and enhanced customer experiences.

CREATIVE + CONTENT

Healthy.AI uses AI (including generative tools) and automation to boost the quality and speed of content creation while maintaining regulatory compliance and brand guidelines. Content is developed in a secure environment, adhering to brand voice and medical, legal, and regulatory (MLR) requirements. A centralized MLR-approved repository accelerates content development, boosting quality and speed.

PRODUCTION + ACTIVATION

Omnicom's modern production center of excellence is critical to Healthy.AI, combining human creativity with machine capabilities to deliver rapid, scalable, and personalized healthcare communications. Through feedback loops and adaptive learning, production and distribution are adjusted based on customer response, enhancing speed to market and reducing costs while ensuring adherence to healthcare guidelines.

PERFORMANCE + OPTIMIZATION

Healthy.AI revolutionizes performance management with automated optimization of content, placement, and budget. Utilizing reinforcement learning, Healthy.AI enhances campaigns and content by integrating health, audience, content, and behavioral data to provide actionable recommendations, refine strategies, and identify new opportunities for continuous improvement.

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