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Hello everyone. Welcome to our presentation for CES 2024. What an amazing conference. I'm Carrie Flam, Group Executive Producer in the Creative Production team and I'm thrilled to share the stage today with my esteemed colleagues who have, I've had the pleasure to spend time with in Las Vegas at the Consumer Electronics Show. Hi everybody, I'm Maya Iverson and I'm the Group Director of Engagement Strategy for FCB Health, Jack Vance. I lead data and activation for IPG Health as well as Solved.

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Hey, everybody. I'm Justin Taranto. I'm Director of Experience Design at McCann Health New York.

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Hey, the Consumer Electronics Show or CES is the largest tech conference in the world held annually put on by the Consumer Technology Association. This year the CTA is celebrating their 100 year anniversary. Wow, congratulations CTA. And the last few years since the Covic era it CES has been a hybrid event with some players showing and covering remotely. This year was the fully in person event since 2020.

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And we'll drive right in. We have 135,000 attendees. I felt like felt like 180 twice that, right?

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There were more than 4300 exhibitors spread over two and a half million square feet. I think that's why my feet hurt so much. A lot of walking.

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And there were over 22150 conference sessions, which collectively, I think we attended most of them, yeah. So today we're going to be going over what we learned from our time there and we divided up our topics based on our disciplines in the network.

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I looked at it from a production lens focusing on general conference tech. Miles will take us through her insights on AI from an engagement strategy point of view, Jack through his love of data and media, and Justin will take us through his digital health learnings. At the end of the presentation, we will have some time for Q&A. So on the right side of your screen, there's AQ and A box. If you have any questions, please put them in and we will get to them with time remaining. So let's jump right in.

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Right. So conference tech, I produce a lot of content and experiences for conferences globally and I attend lots of them at CES. I've seen a lot of new tech and some upgrades to old standbys that I think could work really well for booth experiences we create for our clients. One of the most talked about and displayed tech this year's conference were transparent screens. LG, Samsung and other big brands showcase their new slick screens in different ways.

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Whereas LG had the most flashy and cool display that drew tons of crowds, I found that Samsung, as you can see here on the bottom right panel, showed off their transparent micro LED displays in the most innovative way. They're scalable panels overlaid over other pieces of content to augment the original experience. I think there's a lot of interesting applications of this technology that we could make that could expand out our client booths and make them stand out pretty well.

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On speaking about augmentation, let's take a look at some of the new augmented reality tech out there or Arkansas. There were a number of brands that were showcasing their new AR

glasses and lenses, X-ray and Ray Neo to name a few. Some of them are starting to integrate cameras for spatial computing for the true Arkansas experience.

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I love Arkansas in the conference setting, but currently we build bespoke apps or web apps on phones or on iPads which forces the experience through a handheld device or screen. Having the ability to have a hands free experience I think will lower the barrier for use and invite the user to try something entirely new but familiar.

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Kerry, this might be a good time to let folks know about how the most showy, most exciting things at CSR are the new products on the floor. But the breakout sessions are where we learned a lot and how a lot of what we took on and what we learned intermixed really nicely with a lot of these new products. So with AR specifically, I was listening to a researcher talk a little bit about how there's so many disease states where these things aren't just simply exciting or shall we, but have direct value. And so a woman was talking a bit about how.

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Teens with behavioral issues, for example, are huge gamers and the virtual world is a safe place. And so augmented reality ends up becoming a really nice bridge for patients like those to be able to take them from a virtual world that's safe to the reality, which can sometimes be tougher. I would also say that this is not really just something. I think we tend to look at Arkansas as being something for just for convention experiences, but there are I think myriad applications for our websites as well, knowing that this is such a great tool for so many of our users.

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I think this is a pretty nice and big point of engagement for us to reach out to people in new interactive ways. Cool, interesting. I'll move on to VRVR headsets. They are getting smaller and lighter and they have many uses from entertainment to first person stories and accounts. We use it for gaming and multi user experiences, but VR is a fully immersive experience taking the user out of the conference setting. I'm talking just about conferences here specifically and it invites them into a completely other world or into the mind and body of another person.

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So for the time that they are in our experience, they are a captive audience absorbing the content we wish them to learn. That's for that reason I love creating VR experiences.

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When we talk about immersion at the conference here, we had fully immersive spaces as you can see here.

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It really brought you into their world, into their brand's world through immersive booth design. By bringing you into their spaces, away from the vastness of the conference, it pulls all of your focus into their immersive booth. I love how Walmart did this in this small image here on the right.

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Although their booth was outside the conference space, their fully immersive journey was all Walmart, its history and a deep dive into their supply chain. There were no distractions and with interactive content to learn more about their country, company and culture, it was a really truly immersive experience. Abbott also had a good tie in between immersion and interactivity. Their content was activated by motion tracking cameras in a closed off space. There were different location triggers enticing the user to experience bite sized information about their disease. Diabetes, wearable tracker.

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And the story progressed. I found it clever that the limited info per station allowed for fast flow of users through their booth.

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And it was really, really interesting to see looks cool. Lastly, in the interactive space,

we've done work with a vendor before Hyper Vision.

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Their interactive holographic fan technology.

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Is really, I think, grown since we've last seen it. I was impressed at how responsive the interactivity was in this holographic experience here on the left side, but they also use their tech to create a virtual assistant or a Rep that can be interacted with. There was this little iPad on the left side.

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That you can enter your prompts or ask questions into the microphone and the hologram spoke back. So I thought that was pretty cool. And then how cool here on the right that I was turned into a hologram myself.

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This is really, really cool. So I had a great time at CES and was so happy that I was able to share all these cool conference tactics with you all and create some great booth experiences for our clients. As you can see, Carrie brought his own camera crew with him, so the rest of us were not quite as fortunate.

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So don't get your hopes up quite as much for the remainder of the slides. Yes, that's very true. And thank you for giving me the easy topic of covering AI for everybody.

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My goal when I went to CES this year was to really cut through the noise and the fear of the unknown regarding AI and to really understand what some of the applicable use cases might actually be for our clients. So one of the biggest trends that I definitely noticed on the floor and in sessions had to do with wearable tech technology.

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I mean, wearables in general have always been used. But what I really noticed this year beyond just the gadgets was the integration of AI into all of the wearables, all the way from cradle to grave. There were devices, patches, headbands, rings, bracelets, you name it, that now can monitor so much of our biometric data. And I'll get into what that really means for healthcare marketers in a second. But I did notice is from the.

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Cradle side of things.

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The wearable technology is getting smarter. It's getting smaller. Outlet has this baby sock that can monitor a baby's sleep patterns.

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Their blood pressure, their heart rate sends alerts to the phone to let the parents know if there's anything wrong.

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On the elder care side, there was a very large elder care technology section at CES where lots of monitoring devices for senior citizens.

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Assisted devices particularly are getting smaller and sleeker. They can fit underneath clothing to allow people with mobility issues to have, you know, real ease in walking around during activities like you see here in the video.

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And then something that I really noticed I was very impressed with was the Anura Magic mirror. So there's a consumer version and there's AB2B version. And both versions, this magic mirror can actually detect over 100 different biometric data points, which is really interesting. And on the B2B side, the magic Mirror can actually integrate into telehealth platforms. So what I'm noticing definitely is convenience is a factor people do not need to

leave home in order to get basic healthcare services.

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That they might have to go to currently to urgent care centers or minute clinics, they could do everything like that from their fingertips at home. So this is definitely a trend that will continue to grow this year. Convenience is a value proposition and what I'm really noticing for healthcare marketers and specifically is as consumers get used to the valuable data that they're receiving for themselves to take action, that value transfer proposition for healthcare marketers becomes.

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An easier sell, we can actually OfferUp solutions that are customized and personalized for our customers, patients, caregivers, HCPS and they're comfortable giving up that data because that transfer is there, the value is there.

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And I also predict that apps in general will make a comeback because of that value transfer. People will go back to these apps over and over again because they want to understand more about their own behavior.

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Now a sub segment of the wearables that I noticed at CES is definitely Women's Health tech. I went to a few sessions and one person mentioned that femtech is predicted to be a $1.2 trillion industry by 2027. There are so many wearables right now to really give women access to data that's specific to their female reproductive health and short term, I think that is a wonderful trend for healthcare marketers to take note of because you're dealing with a demographic that is lucrative.

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Hungry for information that they can actually act on for themselves, so please don't ignore them.

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Long term, I do think that the kind of data that we're now going to receive from this very lucrative segment is going to give us valuable information that we can actually take for total female reproductive care solutions across all demographics. So the data that we are now going to have access to will be able to actually deliver solutions that don't just treat their symptoms, but actually treat their overall care.

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So I thought that was an interesting trend.

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Now getting into AI.

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AI, of course, was everywhere.

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I mean, that is an understatement to make.

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What we noticed in 2023.

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Is that it was all about pattern recognition, tracking. That's what we noticed with a lot of the generative AI solutions like ChatGPT and Bard and Bing, et cetera. But what I'm noticing now in 2024, especially when you think about the data that's being collected and all the wearables, the data that's being collected in all the different appliances that were released at CES, is that now AI is maturing and it's going to get more suggestive.

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And it will give people actionable insights and recommendations that they are going to get used to doing and going to get used to seeing. So last year on the stage during Innovation Week, I predicted that AI is going to be ubiquitous and it'll be integrated into every

single application. It will be seamless. People will just use it naturally. And that's what we're seeing actually here in 2024 when I was at CES, I saw chat agents that were integrated.

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In cars, TV's, appliances, like refrigerators.

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Grocery stores are now getting suggestive. So what does that tell us about how people will search for information?

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I predict that traditional search is actually going to die off at some point. Maybe not this year, maybe toward the end of this year. But what's really happening is why would someone turn to Google to search for results on things when they can just ask their TV or their car for information for answers? So what does that mean for healthcare marketers? That means really knowing your customer, because they know themselves now more than ever, and they expect us as marketers to not know, only know who they are.

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Know what? When they want it. So our strategy messaging should be more action oriented. Intel announced that the first time in 30 years it's revamping its keyboard to include Copilot as a button. Now Copilot is Microsoft AI companion, and the fact that it's literally at your fingertips, whenever you want, you can ask it for any kind of request or information. It will give it to you, what I also noticed.

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Is that Copilot is the first AI chat agent that's offering sponsored listings within its responses and so those sponsored listings are giving people action oriented CTA's. So again it's the AI is taking it the next step further to give you suggestions on your request. And so we as marketers need to anticipate that and we need to deliver action oriented content for somebody that we already know who they are.

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And some of the sessions that we saw, one of the key topics with AI was the AI is quickly becoming the new user interface, right as opposed to.

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You having to get a new piece of technology and learn how it works and what buttons you click and how do you go from menu A to menu B just talk naturally with these devices, so you become almost an expert immediately. But it's also a uniform UI across all the devices, so the comfort of 1 device translates really nicely to another device. I think that Copilot example is such a clear one is that if every device on your PC has this one helper that's kind of connecting all of them, you immediately become an expert.

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In all of this technology.

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Because AI is really helping guide you through that experience as opposed to you having to figure it out on your own, right? And that actually brings up a really interesting point that I heard during some of the sessions is that AI is like the democratization technology because it makes things so accessible. The learning curve is flattened, It is so easy to talk to these chat agents. I also wanted to make one specific note why I'm referring to them as chat agents instead of chat bots.

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Is that a chat bot is just a conversation that you might have a back and forth with, right? It could be prescripted or recorded, etc. But a chat agent is a tool that actually delivers a request like based on your query, so it has greater value. And that's what I'm seeing integrated in all of these appliances.

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Cool. Great. Well, let's all remember that Maya just made a prediction for next year, and we're going to hold you to it.

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We're going to move on to Jack here to tell us about media and data trends. Perfect. So media was another one of those big sessions that everyone was talking about because everyone has seen this massive evolution in how media and content are being distributed. So I think everyone who went and looked at their credit card statement recently would see a huge number of subscriptions and an increasing number of subscriptions for where they're getting their content. And a lot of the predictions that CES and these sessions were, that's going to have to change, right, this division of eyeballs and being split across all these different platforms and these new entrants of new streaming platforms.

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Seemingly constantly is overwhelming and it's causing consumers to not really know where to go for their content and really disrupting a business model that's been around a really long time. So this division of eyeballs and then also these players who are taking and putting content out there in a curated format and not generating their own content are also fighting for that same set of eyeballs. So as marketers, we have to see these trends kind of as they're coming along and making sure we are where people want them to be, but also seeing this trend of more customized and even AI driven content that's going to allow content at scale, highly personalized and we're going to need to find people where they are on the platforms that they're on.

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Which kind of leads to, again, kind of that commercialization model that's been around for such a long time kind of breaking down. If you look at the top streaming platforms that people are using these days, the top three are really not your traditional content creators. The way we think of them is the Disney's and the HBO's of the world. These are tech companies that have really alternate ways to commercialize their contents. They make videos and then there are other places that they can push people into it. Amazon doesn't have to make huge amounts of profit on their content business.

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Because they have all of those other businesses that they can pair up with it as long as they're getting stickiness, as long as they're getting that user engagement, which really ends up being the key, right, that user engagement across these platforms is what drives the values for the marketers, but also drives the values for these platforms as well.

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And that user engagement, when you think about commercialization in general, when I noticed where some of the TV's were built in with NFC card chip readers, so it actually reduces the number of times a consumer has to click or go somewhere to purchase something. Now you can just like wave your card in front of your TV and buy the actual product that's being inserted in the commercial itself. So that's really interesting. Let's imagine my 9 year old going on to the TV and just buying stuff.

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Right. It feels super dangerous, but we're also seeing the advent like the Tick Tock shop, right. This is another spot where a business that is kind of thought of as like a content curation business, right. Their job is to put the right content at the right time. But now they have this completely new commercialization model where they can make money off of the content without just the traditional ad revenue that a content provider would typically have. Now they're integrated into e-commerce and providing that highly tailored content with the highly tailored product that goes along with it. So now that.

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Merger of the two means that these businesses that are exclusively content providers are going to have to figure out how they're going to fight with these players that don't have to be ultra profitable from that standpoint and really very few players in the pure streaming space that are completely profitable, right. You have Netflix that's doing a really good job of making money off of streaming, but all the others are really struggling to get that level of critical mass that they need to turn a traditional business model profitable, which is why we're seeing more of the ad supported options.

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Allowing us to have more of those subscriptions without having them to need all of the

subscriptions in order to drive the profitable revenue.

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Seeing the traditional channels like linear TV drop, it has been for a long time with people going more and more to streaming channels. But the big players are really going to have to think through how do they get their content to the masses and get the revenue that they need to have the value across the board.

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Then going into data and data innovations, right, with AI, data is a huge component of this, right? We know that AI is really only as good as the data it has access to. And we really saw that at CES where there was more and more technology companies that are all about how do they stream and collect more data on a day-to-day basis. So AI can be integrated into everything, right? In order for AI to be a natural part of what you're doing, it needs access to this kind of always on streaming data of where you are in the room where you are in the real world.

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What you're doing and what actions you're taking so this ambient always on data collection devices ended up being a really big winner I think at CES because AI can make so much more sense of that data.

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Pre AI, it was really hard to take advantage of all that streaming data. Now with AI, there are tools out there that are able to say, OK, I know where you are in your room, let's adjust what's going to happen next, the lights come on or do the temperature change. All of these really nice automated systems. That prediction that Maya was talking about becomes naturally integrated into your home because AI is so aware of everything that's going on. Yeah, Jack and I and I kind of want to note that I think this is sort of particularly relevant in the healthcare space and digital health. Ambient clinical intelligence was the term I kept hearing or Ambient Voice or Ambien, IAI.

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But this is directly relevant, relevant for physicians for example.

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Turns out that doctors aren't doing a whole lot of doctoring with their day and they have spent up to 2/3 of their day doing mundane administrative tasks. What we heard was that the ability of using ambient AI allowed for them to record sessions with the always On kind of software and be able to go right from patient to patient and spend their time much more valuably. Obviously you kind of touched on this in terms of there's privacy concerns when you have this always on ambient technology.

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But the value I think is so incredibly interesting and it's so directly relevant in the healthcare space. I think that one of the themes we heard a lot was the let doctors be doctors. Yeah, like have them spend more time being patients and less time filling out charts and filling out forms like let AI do those kinds of things that doctors can spend more of their valuable brain power, not having to think about the administrative tasks, let AI help out with that. And I think doctors all seem very even the healthcare professionals that were up on stages were very excited about that, more hands on time with their patients.

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But with all of that comes a huge influx of data, right? This the data world is constantly evolving, but probably no point faster than this. And we're seeing players like NVIDIA and then GB that are going for more efficient data solutions, right? If we're collecting this much data in those streaming type settings, that means we have to be able to manage and store and compute with that data much more efficiently, much faster in a much more green way, right? This is a huge energy cost for the entire world.

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Having more efficient computing that is better at handling this volume of a data feed means that we can make AI more scalable. We can embed it into more technology without the cost blowing up. One of the stats in last year was that Google for the first time, spent more money on compute and computing and all the powerful data collection than they did on people

and human resources. Which is a huge moment for technology where the technology and the cost of the infrastructure is outweighing what would typically be the biggest cost, which is the people. So seeing that.

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There's going to be a lot of incentive for these companies to drive that cost for computation, data storage down and we're seeing players like GB again kind of really talk about that in these conferences.

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Because all of the companies at that conferences are going to need to be able to take advantage of tech like this.

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Great, Jack. Thanks. So, Justin, you're going to take us through your journey into digital health. Yes. And I don't know whose idea was for me to follow Maya and Jack, but thank you for that.

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Try to stick with me folks. We'll do our best. But so digital health, it's so funny because in many ways I felt like, I know it's been a lot of time at some of these sort of digital health summits and symposiums. But I there were whole days where I felt like I was at a healthcare, excuse me, a healthcare technology conference as opposed to just a general technology conference.

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And so I was able to spend a lot of time not just simply learning about new technology and new products, but also kind of learning and listening to industry leaders talk about everything from inclusive design to digital health and digital therapeutics and more. So really exciting. So I'm going to walk through a few slides. Broadly innovation in this space is can be broken down into two areas, lifestyle enhancements and then true treatment and symptom tracking and more. We're going to focus on the latter trying to be a sort of valuable as we can and I'll focus a bunch of products, I'm not going to go into great detail on them, but the idea is for you to get an idea of everything from food to you know in room AI and more.

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And that way you're able to use this as a jumping off point to help learn more and then also how we can tap into this with our work.

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So the first thing I want for everyone to know is the hospital at home phrase. This is probably one of the biggest phrases that came out of this. And what this is that of course, it is fueled by all of the products that we've been talking about that are available now home and everywhere. But I really want to make sure everybody gets the value that what we have here, right? Because the first thing is that traditional care is not equitable, right? Somebody who lives in rural Iowa is likely not getting the same access to care and level of care that I am in the greater New York City area. So right off the bat that digital therapeutics and these kind of products really raise the level of equity.

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Amongst all of the care across the country. And of course, when you go into other countries, it's even more so. And the second thing is, I want to talk about us as caregivers because this was kind of wild. I was in a conference and someone said almost 200 people raise your hand if you're not a caregiver of some kind. And I think like 5 people raise their hands. And So what that shows is that was it the all these products and all of this innovation isn't just simply for patients, it's not just simply for the healthcare space, but it's for us because so many of us are caregivers for our elder generation, for our kids.

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And more. And so there's good value behind what we're doing here and not just simply exciting technology, although there is exciting technology.

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OK, so the first group of stuff I'm going to kind of talk through is around generally

diagnosing and testing. So there was a company called Embody, right? They had several products, and some of these things are just not relevant for people. It's a $300,000 scale. They do a bunch of stuff, but there's a $300.00 version of that can still measure and analyze body percent fat, skeletal muscle mass and other vitals. It analyzes abdominal fat and body water in ways that we simply did not have before. And this one is CES Innovation Award. Next you'll see Zander Cardian.

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This is a little over my head in terms of the technology.

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Radar based health monitoring and this is really, really nice for our long term care for our older generation, right. Their products have sensors that can be mounted on the wall or on a floor or on a table, but they monitor vital signs like respiratory rate, breathing patterns and this actually won three innovation awards. So I'm excited to see the rollout for this and how it can kind of permeate the marketplace. The next thing you'll see is in vitro head needle free diabetes management. Apparently there's been laser based.

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Glucose management before.

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I have heard the terms messy and painful associated with it. I don't want to know what messy and lasers looks like, but they had something that directly kind of attacked that and that was they did literally a user testing right there in their booth and they were giving people this sort of like blood testing with the laser and I want to say like 90% of people were marking it as pain free. So better than messy.

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And then the last thing on this slide that I'll note is BMO from Withings. This is another health monitoring tool winnings I know from having really cool smartwatches and other at home integrated devices.

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But this is another really cool tool that we're able to get insights into body fat, muscle mass and more. And this was yet again another CES Innovation Award nominee. But this does open up, sorry, no, you're fine. So this does open up a big discussion though around data privacy and data ownership, right? So when you have these ambient always on data collections or you're integrating these health tech into your world, you can kind of envision a really nice situation where you have these feeds of data and it goes to your healthcare provider, right? You can control that message.

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I think we can all kind of also think of people that we wouldn't want to have access to that data, right? If I'm going to have these devices kind of constantly monitoring me, I want a lot of control over who has access to that data feed. I want to get as much value out of it as possible without it going into the hands of people who might be using it for something that doesn't benefit me. And I think that's going to be a big piece of this, and it's going to evolve really quickly this year as more players getting this data and technology and AI space. There's going to be a pretty big evolution on this. Yeah. I went to a lot of sessions where they kept mentioning responsible AI and a lot of people were talking about how the government is now going to need to step in to update some of the privacy terms and agreements that we're as consumers that were just used to signing off on.

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So we're all looking to government to kind of regulate them. It has to, yeah.

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Yeah, 100%. To think only a year ago we were worried about cookies on our websites. It's a new day.

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The second group of products I'll talk about, just a couple are more along the lines of treatment. So I don't know if you guys saw the Sarah Gym booth there, but it was definitely the most hard to just huge and impressive healthcare exhibit that they had there, rivaling

LG and Samsung for a company that I had not heard from before. But they have this whole line of spinal analysis and therapeutic thermal massages in the form of like chairs and mattresses and furniture of different kinds.

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They won three innovation awards and they think they had around 40 people working for them and most importantly, they had Stevie Wonder there. I'm not sure why he was there, but why not? It was good seeing Stevie.

00:30:54.990 --> 00:31:10.590
And then finally, I wanted to talk a little bit about Nuva Lab and food innovation, I guess as a whole. So this was actually just one of eight food innovation companies. I didn't see it, but Cold Snap apparently was there and has a 2 minute at home ice cream maker.

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I kind of like that, but anyway, back to healthcare. Super dangerous. So new lab has these home everywhere scanners, they trace food type and food amount in real time. Gives you feedback and information on tracking your diet and managing chronic diseases and more. So pretty wild.

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So what does this all mean though? Because this is all exciting tech, but I really want to make sure that we see that both from a patient standpoint and a caregiver standpoint and then also us as healthcare marketers, there's so much for us to learn from and tap into, right? These products are exciting.

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But the amount of data that's now being created from these and as these products start to permeate the marketplace, I think that us as healthcare marketers are going to be able to create digital products that are going to be able to sync with these things in really exciting ways.

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Carrie, all right. So what does this all mean and how do we digest this down to just a couple of takeaways? Well, I guess the big one is, yes, AI is here to stay and it's going to be integrated into all of our lives very seamlessly. And then the next take away is that traditional search behavior is kind of going to go away. And I think it's going to be a place to what I'm calling snowflake marketing. And what that means is with all this data that we are ingesting and getting used to taking action on.

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As a customer, we will expect marketers to know who we are, know what we want and anticipate what that next step in our ecosystem or journey will be. So much more customized personalized marketing experiences. And with that data, one of the most powerful data sources that they, you know all of our clients have is first party data, right. As they engage with their patients, as they engage with HCP, they're going to need a strategy to really take advantage of that data and feed it into these AI type components.

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Making real sense of that data. So the clients that are really doing a good job of that first party data building, really smart data warehousing strategies, figuring out how to take advantage of all the things that they're generating and all the insights about users that they're already getting. Those are the ones who are going to pull ahead in this new world of AI that if you're not taking advantage of the data you have, you're going to struggle to keep up with the groups that really are better understanding and creating that snowflake marketing experience.

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And yeah, the last thing I'll note is that in terms of digital health, patients are going to find all of these tools that we've been kind of talking about over the next couple years. And it's such an exciting time for us to see all of this for us as patients, as caregivers and more. There's a good reason for it, right? This is valuable, this is equitable. There's going to be real value in so much of this new technology and innovation in our lives and in everyone we know. But the other thing I would say that is healthcare marketers, we're about to be entering an age of data that unlike we've ever seen before, right, so as these

products.

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Filtrate our homes and everywhere else, although they're of course privacy concerns and
we'll kind of tackle those in the years ahead as marketers, there's no doubt exciting things
that we can tap into for our digital products that we create.

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I think the biggest take away it's not on this slide here, but on the next one is that AI is
everywhere, everywhere, so much that they're making wearable AI for pets. Your pets can now
be wearing AI and transmitting their data for I think the same healthcare related things
that we were talking about.

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But very cool. Put a wearable on my dog. It was funny to see, Yeah, it's real, but it's
funny. It makes sense, right? Like I had to tap into that, right? It's too big a market for
them not to go right after it. Of course. Of course. I mean, that takes us to the end of our
presentation. I know that there's a bunch of questions coming in and we do have some time.
So I'm just going to jump right into the Q&A if you guys are doing that. All right, cool. So
Anastasia, she mentions or she asks. Ambient AI may be valuable to doctors.

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But what is the value for patients? Does it mean longer appointment times?

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I'll start, but then I'll flip over you. So no, I don't think so at all. I think that the
someone used the term upscaling our time when talking about AI, right. And I think because
there's concern about anytime you're automating things or being able to simplify processes,
but the idea is actually that physicians are going to be able to spend a greater amount of
time with their patients. So I don't think that patients are going to be missing out on this
all. In fact, I think it's nothing but good news for them.

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Envision a world where that pause between questions goes away, right. So the techniques, the
appointments actually shorter, so they ask the questions. AI is constantly monitoring those
conversations and filling that information out for the doctor. So the appointments in theory
could get shorter because it's going to guide guide that doctor as well a little bit. That's
the other thing that we saw was not diagnosing and not controlling the course of care, but
making recommendations by based on the aggregation of data. So that becomes part of that
ambient experience is as the conversation is happening, say you may want to ask something
about how they're sleeping or how they're eating and how they're feeling, so guiding that
conversation.

00:36:14.670 --> 00:36:15.230
In a more efficient way.

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To help the doctor get to the right point in right course of care. And then if I can add on
to that, it's just gonna be much more relevant that conversation, yes. So patients will feel
like they're actually seen and heard by their doctors instead of having to constantly repeat
themselves and their backgrounds over and over again.

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Cool, Sandra asked. Hi Sandra. Was there a conversation regarding accuracy of AI and the
biases that are present? I would love to hear more about that. I can start. So there were
there were tons of conversations regarding accuracy of data and what is currently happening
is you have a lot of these different kinds of companies that are collecting data on their
own. It's all in silos, right? It is not interconnected. So that's going to be a challenge
that we will have to overcome in this industry is whether or not there will be cross
collaboration.

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Regarding all of these data sources and databases.

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Because that will lead to increased accuracy. And of course with AI specifically, the data is only as good as data that comes in. So if that data is corrupted in any way, if the data collection due to the way that you set up your data collection habits, is corrupted in any way, then yes, accuracy will be an issue.

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So there they talked a lot about duration. They talked a lot about oversight by human eyes. Like we're not to the point where any of this is autonomous. It is suggestive.

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And I think we're, I think that ties also to some of the stuff we talk about with the government and privacy, right. This. One of the things that they're talking about in the regulation is that as you roll out these AI models, some validation of correcting for the bias, right, making sure that we're not inadvertently expanding on things that are you know keeping people from having access to healthcare and kind of creating models that are biased against people who need care the most. That was definitely something that I think people are looking to government or some of these AI holding kind of.

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Entities that'll help kind of drive that and make sure that doesn't happen.

00:38:15.590 --> 00:38:56.190
Cool. Mike asks where AI was integrated into consumer offerings. How much do you think that integration actually enhanced the user experience rather than being sort of an add-on for the sake of being able to say it has AI in it? We've talked about this, like this group. I feel like this is AI for AI sake. I think I've talked to some people last year. One of the big things was blockchain and NFTS and I think similar theme of like everything had it right and I think we did. We certainly saw some devices where AI was added in just for the sake of AI. But I think what's different about this conference for in this year's CES is how many of them had real practical.

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Applications of AI where you could really see.

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Real improvements in the user experience. I think you're also seeing this trend in calling things AI that we would have called machine learning or analytics even just a year and a half ago. So some of it's not that they're completely up ending the way their business model was running, but saying let's call this AI because it's the right marketing thing to do, But it's still the same machine learning or even just plain traditional analytics that we're seeing across the board. Absolutely there the AI usage that I saw, I mean, obviously there's going to be quite a widening of applications this year.

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We're going to see AI embedded in everything you can possibly imagine. So that's just the natural thing. That's just the natural pendulum that swings with technology, especially with emerging technology. At some point it will start contracting. We will eventually start seeing consolidation and the big players will surface that will deliver something that is of true value. That's not happening this year, I don't think.

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I love this next question because I think of all the sessions that we are all at, this was one of the only ones that we were all at together.

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Heather asks do any of the during any of the breakout sessions, was anything discussed about affordability and insurance coverage for this tech? For example, home hospital be more equitable? If the tech is not covered and patients can afford it, it's not applicable.

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Anybody want to talk about Mark Cuban? Yeah, right.

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I think you should talk. Yeah. So Mark, Cubans cost plus Drugs.com because one of the new companies he's working on about really transparent costs. So he was very focused on this. It

was actually kind of flukish that we were even there. We were in a previous session and then he came on. Then we were all so excited to hear him talk about him. And then the group that he was with was really talking about exactly this, how do we get more power in the hands of the consumers to take healthcare costs into their own hands. And I think we're seeing that across the board, but we've already seen some of the trends with the insurance companies.

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Getting a lot of benefit. And then when we were talking about privacy, this is going to be one of the things that we have to consider is if insurance companies make this really accessible, are they going to do so in a trade off kind of mindset where it's like I'm happy to give you this mirror that scans this, but I'm going to get a real time feed. So I know if you're taking care of your health, if you're acting on it, so I can reduce my cost increase margin, but in theory you get a better healthcare experience at the same time. So it ends up being almost that value proposition for data that we were talking about before.

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Also a little Big Brother like I went to the one session. Instacart has a partnership agreement with an insurance provider. So if you opt in to this particular service with Instacart, Instacart will analyze your groceries and if you are a member of this specific insurance provider, Instagram will make suggestions on healthier purchases for you. And if you do that you will get a $50 credit from Instacart. So a little weird there is a value transfer, but there it also is Big Brother.

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I'll just add in that the sheer number of products from a product standpoint that are there is going to drive down prices for these things. So if there's a $300.00 scale, that's great, but I honestly think it'll be $100 in a few years. These transparent TV's that we saw from Samsung Energy are $30,000 today and they'll be affordable in five years. So good things ahead.

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Dane asks with all of the data being collected by AI.

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Do you believe that racial discrimination in healthcare will start to see a decline?

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This is a tough one. I'd hope so, right? Like that's the idea that if we, but just like it is today pre AI world, it has to have intentionality to it's not going to happen by accident even with AI, right. If these companies are not willing to invest in ensuring that diversity and inclusion are a part of their strategy, even with AI it's not going to happen, right? Like we have to make sure that we're fighting the biases, we have to make it a very intentional decision to make diversity and inclusion a part of our strategy.

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Or else it doesn't matter what technology we roll out, nothing's going to change, right? It has to be, you know, all of these companies that are in the healthcare space saying I'm going to prioritize not having bias in my AI models. I'm going to prioritize making sure that everyone has access to this care, even if the immediate look at the financial says that may be a harder thing to do. It gives us a huge push in the right direction of making sure everyone has access to the best in class care that we're able to give.

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I think what data gives us, where AI gives us is we're going to have more and more data that we can use for our strategies exactly. So we'll be able to collect more information than we ever did before. What we do with that is where strategy and EDI policy step in.

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I think this is a pretty tough one. What privacy protections would be in place for patients healthcare information, especially in reproductive care for females?

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Could any information be used against them with this data where they can be held criminally responsible in any ways?

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I mean again, again from the data lens, HIPAA still holds true, right? That doesn't go away with the AI world that we live in. So there's still that level of protection. But I think this is again kind of not beating the you the same thing over and over. But this is where we have to have some regulation on this, right. As these streams of data go into the cloud and into these know computing systems, where does that data go from there and how does it enter in kind of these data lakes that the AI is using? So I think this is where we're going to have to have some regulation around AI that says.

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This is private data. This is covered by HIPAA. Just like any other healthcare data. You have to be protected because now we're starting to blur the lines from these tech companies being care providers, right? Like, and being involved in the course of care. Mostly companies are kind of hidden behind the fact that, like, I'm not involved in care. Maybe I collect data, maybe I'm involved in where they go ask questions, but I'm not involved in care, so the hip and the privacy doesn't directly apply to me. I think this is where the government's going to have to step in and provide some extra interpretation.

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If you're collecting healthcare data as a healthcare device, you need to be covered under the same rules and that data has to be protected. Just like if you had a conversation with your doctor. Agreed completely.

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Maggie asks how did everyone speak to the financial accessibility of some of this tech? If there's Is there anything that felt truly accessible, scalable, and game changing for healthcare specifically?

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I mean I would just kind of start off by saying not so much from the financial aspect of it, from the accessibility standpoint. I mean we have concerns. I mean we're at a new day where we're kind of rolling out products rapidly. I put stuff in my slides that is there for patients and it's not accessible. I'm looking at and I can spot that there's accessibility issues just with what there is there. And so you know I talked to people with regards to inclusive design and there's, there are concerns. Nothing is going to happen quickly just because these are you know, new and exciting technology. If anything there's more for us to do. The standards that we had a day ago don't necessarily hold up with what we're doing today, so.

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Is more work on us as marketers with regards to making things accessible?

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And I think we have to adjust kind of like our processes for how we create products now.

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More financially though?

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I don't know about healthcare, but there was a Free TV that was promoted, but you have to opt into the advertiser. Yep. So that's pretty accessible. I mean, if you don't, if you can't afford a 50 inch TV, you can just opt into all the advertising.

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I like this one. Do you think the over reliance of AI generated recommendations may result in a loss of the human touch in healthcare decision making?

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I mean, Jack, you mentioned something about the use of AI or I'm sorry, that might have been Justin talking about how using AI gives doctors more time to work with patients because they're not doing the administrative tasks. Yeah, I mean, I'll just kind of quickly note and I'll let someone kind of say it better than me. But like I have never, I have been a little late to the AI game. I've been a little bit of a naysayer with concerns kind of specifically like this, you know, and I will say that what I had heard was.

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So much of the contrary where is that they we this a lot of this technology, they're tools.
I mean they allow for us to spend our time more valuably.

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Automate the more mundane tasks and spend our time, physician, patient us doing more
valuable work, etcetera. Yeah, I actually would say that it will improve the human touch
experience because it will be able to take the burden of some of these more mundane tasks
away from doctors. So they spend more time actually with their patients. I think it's just
something we have to keep an eye on, right, because it could, the pendulum could swing too
far, right, if we're not careful. I think that's what you all described and what we've kind
of talked about is.

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Absolutely. Where we think it should go, right where it's a tool that fits into the course
of care.

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That helps the doctors be more efficient at providing that human touch. That's what the
doctors want. But we have to make sure that we don't let the pendulum go too far and it we
lose that connectivity to the healthcare providers that can touch, feel, have the
conversation, really listen into the things that are going on. So it's a balance. It goes
back to that earlier question from Mike that it's not just using AI for AI sake. We have to
be very responsible and meaningful to as to why we're using this AI. So let's not.

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Replace the doctor patient relationship. Let's improve it. Let's enhance it.

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Cool Grace asks. Moving forward with AI focused marketing, do you think this tool is
accessible to all brands right now, or is something that will? Or is it something that will
be rolled out with larger agencies who have more resources before it becomes more common
with smaller companies?

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Meaning when she's AI focused marketing as far as like the chat agents and things like that,
I think that's something that can be accessible by anybody. You just have to choose the
right agency that has that offering and make sure that it is a curated experience and you
don't fall into the trap of anything that's turnkey because especially in healthcare, we are
a compliant industry. So do not go with somebody who decides they're going to offer you a
turnkey chat agent solution and then all of a sudden you get into some problems there. You
need curation, you need compliance, you need the human touch.

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We've already seen the cost come down. Yeah, dramatically. Like even in the last year, the
cost for these AI tools is coming down. But your point how you use it is going to really
drive whether or not you're going to be successful with it. So having an agency that really
understands it, even if you know the smaller, lower resources agencies may still have the AI
tech, making sure you're working with a partner that really understands the risks, the
rewards, and then how you incorporate it at scale.

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This is interesting. Nadine asks about CES and how they were there. Any offered solutions
about environmental?

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And global resource problems, more data, more service space, more energy needed more rare
materials. Do you think they take that in consideration? I could just say one thing about
the booth experience that I saw there were that a lot of booths were talking about
sustainability. They were talking about not just you know, sustainable products on the
market, Panasonic was talking about a lot of vegetable related resins in the products that
we use every day.

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Cult cutlery, plates, those kinds of things. But the booths themselves were made with

sustainable materials that conferences generally are a big waste producing.

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A event with boots going up for three days and a lot of the materials used for those booths are discarded. But in a lot of companies we're talking about sustainability and recycling, but as it relates to the rare materials and anything.

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In the technology space, did you guys have any thoughts? Yeah, I actually, I went to an Intel session. It seemed like it was like a 40 minute ad, but Intel is offering up toolkits for developers.

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That CPU efficiency, right? So just being able to start tapping into this technology, the server, the server calls and things like that will be brought down significantly. It is going to be much more cost effective to start using AI tools completely agree. I think this is something they're all having to look into, right? As the demand for chips and the demand for these devices continues to go up, I think looking for alternative ways to get access to these materials without destroying the planet at the same time. I think it's something they're all taking into account.

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Even just simply from APR perspective, right? It just looks bad to have no focus on the environment right now. So I think most of them are figuring out how can they still maintain the financial success while trying to make it much more sustainable and reusable and recyclable.

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And all the things. And then I think efficiency is a big deal because that means you, the chips last longer, right? You get more use out of them. They're good for multiple years as opposed to having to replace everything every, you know, 6 to 12 months. I think that efficiency is going to be a big piece of this.

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Cool.

00:52:38.220 --> 00:52:53.200
Do we see any concerns about usability, accessibility and or inclusivity with the growth of AI and digital products? If so, what can our teams do to help alleviate those concerns? Yeah, I mean, I can start. So I do have concerns.

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I actually got to have some really exciting conversations with industry leaders and inclusive design and accessibility.

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And in the end, there was a few things that we agreed on. One is that like the standards that we have, if we're making a website, those sort of WCAG, AA standards are needed, right? But it only takes you so far, right? Because you know, it will create two different websites, one for someone with migraines, the others for someone with Ms. are there's no standard that's going to make a usable, you know, digital product for both of these folks equally.

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So where we are is almost, in a sense, coming back to usability and thinking about that in a much broader term as well as in a much more kind of specific user type term. And so I think that where we're at now is that we kind of have to rethink a little bit of our internal process. There's some exciting things that we can kind of, I think, sort of reshape in terms of how we do it and not rely exclusively just on a standard. There's also a lot of specialized partners in the space from consultants to other agencies and more.

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And so I'd like to learn from some of these partners as well.

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If the question is there concerns, yeah. But I think that we're up to the task and I think that we can kind of rethink how we do these things in a way that addresses them head on completely agree, very well said. I think we have time for one or two more questions here. John asks were there and was there any talk about establishing an independent certification process for any particular AI to ensure its performance meets acceptable levels of privacy bias and actual health outcomes?

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Actually, I went to a booth where they were trying to create a standard like a badge of some sort regarding this exact issue. That said.

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Outside of what they were Speaking of, I didn't really see something that was larger and more generic or applicable to healthcare in general. They just talked a lot about being responsible. So I think there is some kind of a corporate messaging maybe or strategy that companies should start taking when it comes to.

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How they address AI in their workflow and being more transparent about what they're doing. So transparency is key and messaging that transparency will be really important. I think it's so early that those certifications of those kind of independent groups almost always come later, right, because you have to understand what the certification would cover, how much inside baseball you have to give those certification companies to do it right. We've we've done this with ISO and stock compliance and those kinds of things. So we kind of know what that framework looks like, but there is almost always a pretty significant delay between.

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Technology coming out and then a governing body to say we can certify, we can provide value whether you know it's any of the data ones that exist today. So I would almost guarantee that's coming. I don't think we saw a huge amount of that at CES yet.

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I would be shocked if we don't have something like that come out where you have the badge on your AI technology, says Privacy Safe. You know, unbiased, you know, vetted by this third party company. But in the meantime, promote your practices. Absolutely. Go ahead and get ahead of it, because it's going to. It's going to be there.

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And I guess this could be our last question. How much understanding or knowledge do we believe healthcare professionals should know about AI?

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And how do we inform them of it, how to use it? I think they should be aware of the biases that we've already talked about, right? There's risk of bias and that it becomes a tool in your toolkit. I don't know if they have to know all the way about, you know, how the data moves from server A to server B or the cloud computing happens. It's I think it's much more of what are the risks, what are the benefits, how does it help my patients and then how do I use that from a day-to-day basis. I think that is they need to be keeping an eye on the cutting edge of AI from that lens so that they know when they should be incorporating it into their practices.

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I think that's where honestly all even as marketers, I think that's the level that everyone should have a baseline knowledge of understanding how does this impact what we're doing as a business. And I think healthcare professionals are no different from that standpoint. And then I also think don't be afraid of it, start actually testing and learning and using it, working with your agencies on what that means for you with your different brands because if you are not using AI, you will be passed over.

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Great. I think that brings us to time.

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We have a short video showing our experience and give you a little insight on what CES

actually looked like. But I also want to give a big shout out to our Corp comms team for supporting us in getting us out to Las Vegas and having such a great experience out there. And of course our live events team who is putting on this production. Big shout out to them.

00:57:46.650 --> 00:57:51.690
Thank you very much everyone. Appreciate your time today. Thanks everyone. Thank you. Watch the video.