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The Do's and Don'ts of AI in Healthcare Marketing

AI can save you hours each week, giving you more time to do what you do best. But it can also spread misinformation at scale and harm your company's reputation. Read our marketer-friendly advice for using AI at work.

Do

- ☒ **Use AI to save time on monotonous tasks** like summarizing, transcribing, video editing and gap analysis. View our complete [list of use cases](#) for generative AI in marketing.
- ☒ **Research AI tools.** Go down rabbit holes as you learn about AI. This [resource list](#) is a good place to start.
- ☒ **Implement a company AI policy.** [Create guidelines](#) around data governance and how your organization uses AI. Share your company policy with your audience for transparency.
- ☒ **Follow best practices for prompt engineering.** Give clear and specific instructions with examples and appropriate context. Tell AI the "role" it's playing and share your goal for the task. Learn more about creating [effective prompts](#).
- ☒ **Develop a prompt library and share it with your team.** Prompt engineering takes time to get right. When you find a prompt that works, spread the wealth.

Pause



Understand potential legal and data privacy risks before inputting company information into any tool. Anything you share with OpenAI becomes public knowledge.



Check for accuracy, plagiarism and bias before publishing generative AI content. Build this step into your process to protect your organization from inadvertent copyright infringement or the spreading of inaccurate information.



Identify the tools that provide a return before investing considerably in AI. Test out tools and find the ones that reduce expenses and streamline your workflow.



Organize and aggregate quality data before leveraging predictive analytics. Quality output requires quality input. Ensure the data you input is accurate, complete and AI-ready.

Don't



Don't rely on AI for creative and strategic work. Use AI for tedious tasks so you can assign more important, higher-impact work to human writers and strategists.



Don't use AI to fact-check. Fact-checking needs to be done by humans. ChatGPT itself tells us, "ChatGPT can make mistakes. Consider checking important information."



Don't use AI to push out mass amounts of content. [SGE is changing search](#) by eliminating the need for mass-produced, surface-level content. Use AI to repurpose your existing content for visibility — not to create "original" writing.



Don't give up on AI when it gets something wrong. AI uses math, not magic. It will make mistakes. Here's what to do [when you aren't happy with the results](#).

Exploring how you can leverage AI at work?

Read more [about how healthcare marketers can use AI](#).

Do you have a burning question or an AI idea you want to discuss?

Reach out to ahava.leibtag@ahamediaigroup.com