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Alleviating AI Privacy Fears in the World of Healthcare Marketing, Branding, and Social Media

November 12, 2024

Enqbator

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COLUMBUS REGIONAL HEALTH

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Columbus Regional Health

Dream. Build. Grow.
Let's Bring Your Digital Vision to Life.

Sujal Raju

Founder and CEO, Enqbator

- 24 years of CMS Leadership
- Winner of Platinum Award in year 2000 for CMS (Detroit Medical Center)
- Thought leader and frequent speaker at national conferences on the topics of Digital Experience Marketing, Digital Transformation, Web Security, and all things content management
- Progress Sitefinity MVP and Champion
- Strategic Web and CMS Advisor

Joel Philippsen
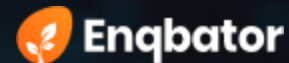
Director of Marketing and WellConnect

Columbus Regional Health

Joel started his career in healthcare marketing as a Digital Marketing Specialist at Columbus Regional Health in 2011 following a previous career path as a newspaper photojournalist. Joel transitioned to a Marketing Manager role in 2016 and then in 2017 became the Director of Marketing and WellConnect where he has a specific interest in building meaningful consumer engagement experiences across the many touchpoints of the health system.

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Welcome & Agenda Overview

Importance of AI in Healthcare Marketing

Growing concerns around AI privacy and data protection

Session breakdown: Facts, Challenges, and Solutions
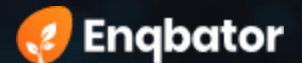
Q&A

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The Role of AI in Healthcare Marketing

AI-Driven Personalization

- Tailoring content and messaging for patients and caregivers

Automating Patient Interactions

- Chatbots, scheduling, and customer service

Data-Driven Campaign Optimization

- Analyzing large datasets for precision marketing strategies

Content Generation

- Tools like ChatGPT can be extremely helpful in creating lists or summary around a topic

- Opportunity to combine random categories into narrowed topics

- Generate content for social media or blogs based on trending topics

- Edit images with AI – generative fill can help extend images, replace portions of an image to improve content/ storytelling

- Use AI for ideas, not necessarily the end product.

- Summarizing interview or meeting notes.

Source: seoalien.com

Key Privacy Concerns with AI in Healthcare Regulatory Landscape
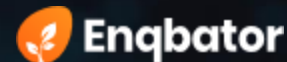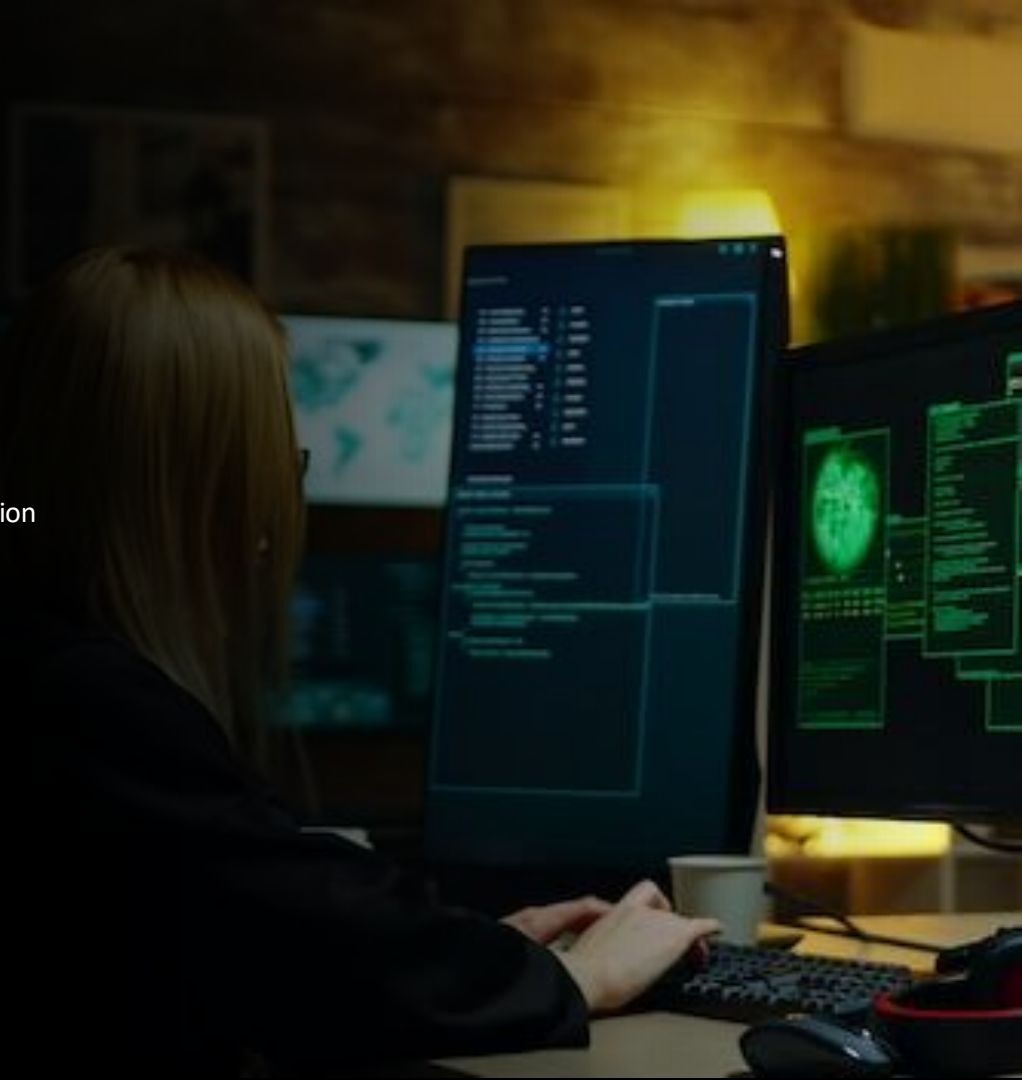
Data sensitivity

- Patient health data (PHI) vs. non-health-related data

Data breaches and cybersecurity

- Risks of AI systems handling sensitive patient information

Informed consent

- How data is collected, processed, and shared

HIPAA compliance in ai-driven marketing

- Overview of key HIPAA provisions relevant to marketers

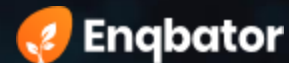## GDPR impact on healthcare marketing globally

- Implications of global patient data management

Emerging ai-specific regulations

- Proposals for AI oversight and privacy in healthcare

Case Studies – AI Privacy Issues in Healthcare Marketing

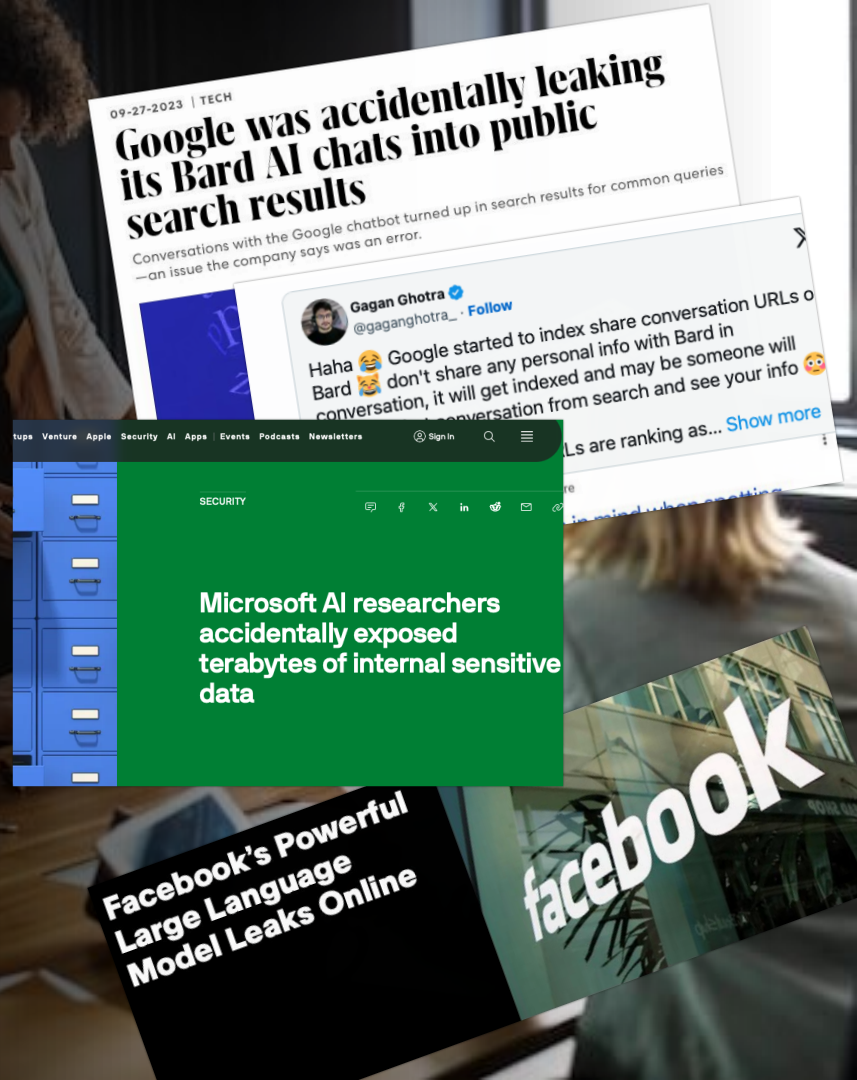**Case Study 1: A Data Breach in AI-Powered Healthcare Marketing**

- Overview of what went wrong and consequences

Case Study 2: AI Chatbots and Patient Consent Mismanagement

- Breakdown of patient data collection failure

Lessons Learned

- Key takeaways from each scenario

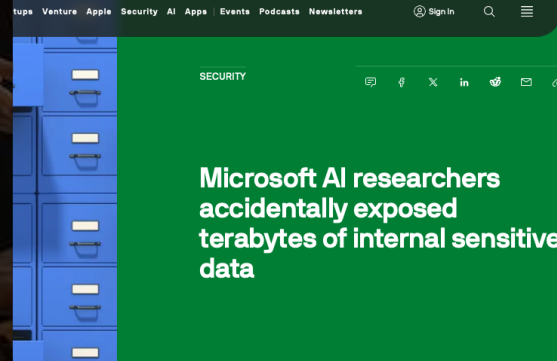# The AI Privacy Paradox
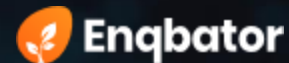
Balancing personalization with privacy

- How AI algorithms can walk a fine line between relevance and intrusion

Ethical ai in healthcare marketing

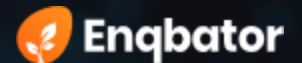- Building trust with patients while using their data responsibly

Misuse of ai: profiling & bias

- Risks of biased algorithms and potential misuse in marketing campaigns

Social Media Techniques & AI Privacy Concerns

AI and Social Media Listening in Healthcare

- How AI listens to patient conversations and feedback on social media
- Ethical boundaries of collecting health-related sentiments

Targeted Social Media Ads Based on AI Algorithms

- Precision marketing on platforms like Facebook, Instagram, LinkedIn, etc.
- Risks of using personal health data for targeted ads

Social Media Chatbots

- Using AI chatbots to engage with patients on social platforms
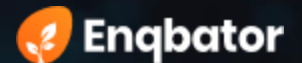- Ensuring compliance with privacy regulations during engagement

Social Media Analytics and Patient Behavior

- AI-driven insights from social media data: understanding patient demographics, behaviors, and preferences
- Balancing useful insights with respecting patient privacy

Tools & Technologies for Ensuring AI Privacy

Privacy-Enhancing Technologies (PETs)

- Tools like differential privacy and encryption for safeguarding patient data – e.g. Homomorphic encryption, Federated learning

Secure AI Development Platforms

- Utilizing secure cloud services like AWS HealthLake or Google Cloud Healthcare API
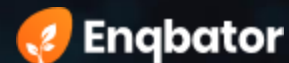
AI Auditing and Monitoring Tools

- Continuous compliance checks and data use audits
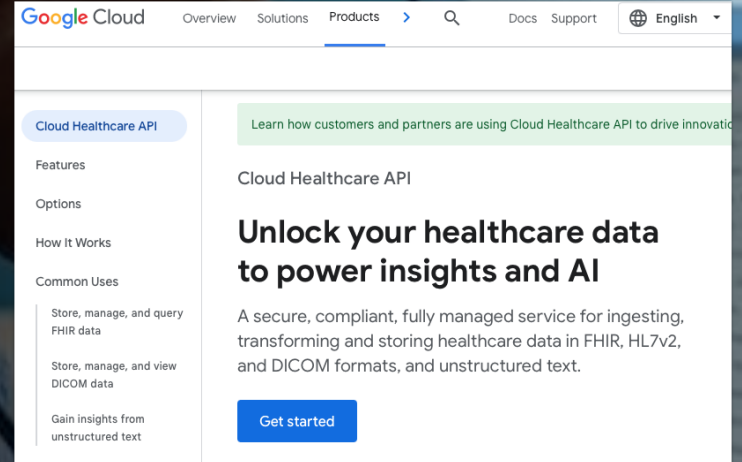
Best Practices for Mitigating AI Privacy Fears

Building Trust

Transparency & Communication

- How to communicate AI use and data handling to patients and customers

Implementing Strong Consent Mechanisms

- Ensuring informed, explicit consent for AI-powered marketing efforts

Regular Privacy Audits and Risk Assessments

- Ongoing evaluation of data privacy and AI's impact on marketing

Educating Your Audience About AI

- Demystifying AI for your audience to build trust

Maintaining Ethical AI Practices

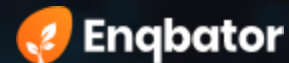- Incorporating ethics in data usage and marketing strategies

Engaging with Patients on Social Media Responsibly

- Addressing privacy fears through transparency in patient engagement

Recommendations for AI Privacy Governance
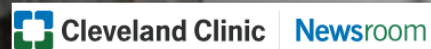
Internal AI Ethics Committees

- Creating a team dedicated to overseeing AI use in marketing

Partnering with External Privacy Experts

- Engaging third-party consultants to ensure compliance

Implementing AI Governance Frameworks

- Tools like NIST AI Risk Management Framework for monitoring AI's impact on data privacy
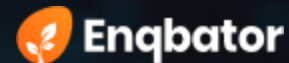
Cleveland Clinic | Newsroom

July 29, 2024 / News Releases

Cleveland Clinic Names First Chief AI Officer
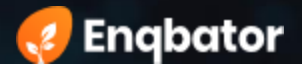
Conclusion and Key Takeaways

AI is transforming healthcare marketing, but privacy must be a top priority

Tools and best practices are available to mitigate fears and ensure compliance
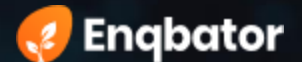
Q & A

Additional Resources

https://www.salesforce.com/marketing/ai/guide/

AI Marketing Guide

This guide offers insights into integrating AI into marketing strategies, emphasizing ethical considerations and data privacy.

https://blog.hubspot.com/marketing/ai-ethics

AI Ethics in Marketing

HubSpot's resource explores the ethical implications of AI in marketing, providing practical advice on maintaining transparency and fairness.

https://link.springer.com/article/10.1007/s43681-022-00156-6

AI Ethics Guidelines by the European Commission: The European Commission provides comprehensive guidelines on trustworthy AI, focusing on ethical principles and legal requirements applicable to various industries, including marketing.

https://6sense.com/platform/ai-marketing/guide/

AI in Marketing: Strategy, Guide, and Best Practices

This resource delves into AI marketing strategies, offering best practices and examples to guide marketers in implementing AI responsibly.

Thank you!

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