

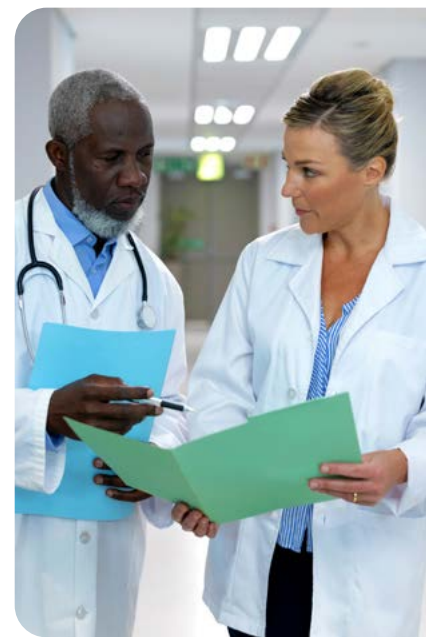
Insights from the Frontlines

How HCPs are Integrating AI and
Innovations for Daily Practice



Introduction

In an era where technological advancements are rapidly transforming the healthcare landscape, understanding the latest innovations preferred and utilized by healthcare professionals (HCPs) is crucial. Impiricus and CMI Media Group have collaborated to share insights from a recent survey deployed via SMS to Impiricus' proprietary opted-in HCP network, uncovering the most impactful innovations being utilized in day-to-day medical practice to enhance patient care delivery, with a particular focus on AI tools and Generative AI.



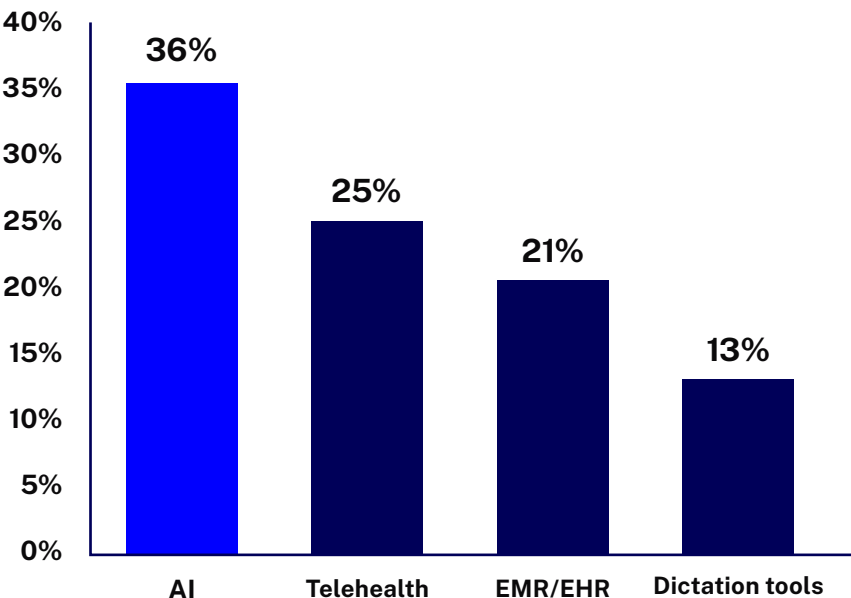
The survey was conducted among HCPs, including physicians, nurse practitioners (NPs), physician assistants (PAs), registered nurses (RNs), clinical nurse specialists (CNS), across various specialties: Oncology, Dermatology, Gastroenterology, and Primary Care.

This report aims to provide pharma and life sciences organizations valuable insights from the frontlines to further enhance their collaboration model with HCPs.

Key Findings

Top Innovations Utilized by HCPs for Daily Care Delivery

Question: What innovations have had the most impact on your day-to-day medical practice?



▶ **36%** of HCPs respondents

mentioned AI as one of the most impactful innovations of their daily work.

▶ **51%** of HCPs respondents

reported using generative AI tools in their work.

Usage by HCP Specialty

- 71% of Primary Care Physicians
- 52% of Gastroenterologists
- 50% of Oncologists
- 40% of Non-MD HCPs (NPs/PAs/RNs/CNS)
- 36% of Dermatologists

Voices from the frontlines

Having EMR applications on my phone that allows me to check messages or prep for the next day.

— Oncology RN, California

Virtual meetings and Telehealth visits have been helpful in order to reach more individuals.

— Oncologist, Ohio

AI-powered search, cloud-based collaboration, and automated workflows significantly enhance efficiency in my work by enabling quick information retrieval, seamless teamwork, and streamlined tasks.

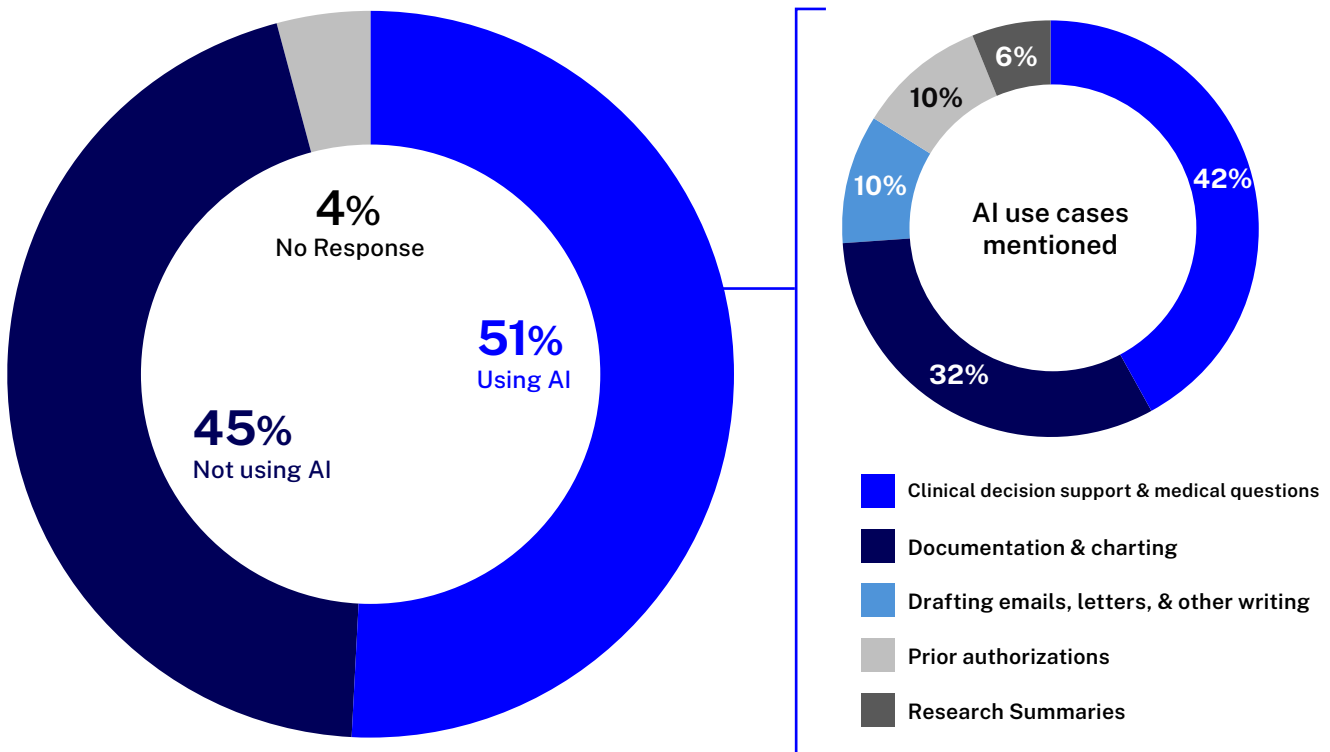
— Primary Care Physician, Minnesota

Being able to ask AI complicated medical questions and getting fairly thorough answers.

— Dermatologist, California

HCP Applications of AI in Daily Medical Practice

Question: Do you use generative AI tools (e.g., ChatGPT, Copilot) at work, and if so, for what purposes?



Voices from the frontlines

In my day-to-day work, AI-powered tools for medical literature review and differential diagnosis have been valuable. I use generative AI tools like ChatGPT for tasks such as information retrieval, summarization, and content generation. I also use it to generate prior authorizations for patients, and also in the clinic to help write notes using an AI scribe.

— Dermatologist, California

I use OpenEvidence for differential building and journal summaries.

— Primary Care Physician, Wisconsin

I use AI for documentation (notes, consults, summary reports) and to help answer questions and provide an additional or perspective.

— Nurse Practitioner, Minnesota

I use AI to make appointments, reservations, and call patients.

— Pediatrician, Illinois

I use ChatGPT for medical questions and AI software for endoscopy to enhance polyp detection.

— Gastroenterologist, New York

ANALYSIS

CMI Media Group



Mark Pappas

EVP, Innovation at CMI Media Group

As expected, AI has completely transformed our world. For HCPs, AI has revolutionized compiling and parsing medical research allowing physicians and nurses to make more informed decisions at the point of care. With two new medical studies published every minute and medical research doubling every 5 years, it is impossible to stay on top of it. Platforms like Open Evidence have become essential to HCPs and are literally helping save lives.



Sandy Weag

EVP, Engagement Strategy & Communications Planning at CMI Media Group

AI is playing an increasingly important role in the daily work of HCPs, both related to workflow and efficiencies, as well as patient care. HCPs recognize the ability of AI to streamline processes, enable them to access data and resources quicker and easier, and to simplify complex information.

As adoption continues to grow, and new tools and resources become available, the way in which HCPs engage in patient care will continue to evolve and lead to better patient outcomes. Interpreting diagnostic tests will become faster and more accurate — driving earlier diagnoses, and treatment plans will become more personalized.

Historically, time has always been a significant challenge for HCPs — this includes time to spend with patients, time to stay abreast of new research, studies, and trial data, and the time simply needed to manage the daily workflow of their practice. AI and other innovations in the healthcare space promise to combat that challenge of time.



Kristofer Doerfler

Director, Innovation at CMI Media Group

The Impiricus and CMI Media Group study clearly shows that AI adoption is not just something HCPs are testing out in their personal lives but are directly applying to their profession and are seeing tremendous value in how AI can improve the quality of their work. From sifting through complex and evolving medical research, to patient management, to note-taking, to handling insurance claims, and much more, HCPs are integrating advanced AI tools such as Gen AI platforms (think ChatGPT, OpenEvidence, DxCheck/Isabel, etc.) directly into their jobs.

As we see more healthcare specific advanced AI tools arrive on the market, we should expect to see this adoption accelerate even further and slowly AI will become an essential aspect of modern patient care.

ANALYSIS

Impiricus



Sandy Donaldson
CEO & Co-Founder at Impiricus

Just 3 years ago, AI was distant concept in the hands of academics and tech companies. Fast forward to today and its present in everyday life, literally at our fingertips. Where will it be 3 years from now? I believe we are on the cusp of radical change that will positively impact HCPs and patients.

The survey data highlights two keys areas of AI use today. Efficiency gains, which allow HCPs to spend more time on patient facing care and less on documentation, and clinical decision support which will increase diagnosis speed and accuracy. Prior authorization is an area that will need focus in the coming years to ensure access is addressed is patients.



Osama Hashmi
Chief Product Officer & Co-Founder at Impiricus

Healthcare moves slow, but AI is moving so fast that even our largest institutions are getting quick to adopt the technology. In my practice, my peers and I use AI first hand when using clinical decision support tools or scribing notes. AI is also in the background of our practice management systems, patient intake processes, and even hiring flows.

One of the biggest take aways is that about 50% of HCP's dont see themselves using AI today. To me this indicate that this fast and powerful wave will still have another iteration to make in the future — excited to see what continues to develop!



Mike Gelber

SVP of Product at Impiricus

There's no question that HCPs are incorporating AI into their day-to-day. The next crucial steps for the ecosystem are twofold.

On the physician side, it's continuing to build innovative AI solutions and applying existing AI to enhance HCP efficiency and improve patient outcomes. This can be achieved through either leveraging generalized AI applications or driving novel and foundational innovation in AI technologies.

On the industry side, the challenge is to harness AI to personalize engagement, content, education, and brand communication. Ultimately, AI should mean that every physician receives the resources that they need from industry precisely when and where they need them.



Jenn Bridwell

SVP of Client Services at Impiricus

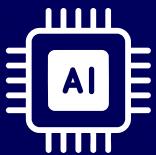
It's apparent that HCPs are increasingly integrating AI into their daily practices to enhance efficiency and stay current with the latest research and evolving treatment landscapes. This trend underscores the need for tools and resources that are not only highly customized to their specific needs but also enable them to effectively digest and prioritize information for their patients. Our pharma partners often express concerns about being overly intrusive in their communications with physicians. However, we should reframe this narrative to focus on the question: "Are we leveraging all available data to ensure each touchpoint is relevant and valuable to this specific physician?" The goal should always be hyper-personalization.

The widespread adoption of AI by HCPs signals an opportunity for us to integrate this technology into our marketing strategies. By utilizing our extensive data points and insights, we can deliver precisely what HCPs need at the right moment for their patients. When we harness AI to enhance our communications, it positively influences physicians' treatment decisions, ultimately providing patients with the best possible care.

Summary

The survey conducted by Impiricus and CMI Media Group highlights the growing importance of AI and generative AI tools in the medical field. With 34% of HCPs identifying AI as the most impactful innovation and 51% reporting the use of generative AI tools, it is evident that these technologies are becoming integral to modern medical practice. The applications of AI, ranging from research to enhancing diagnostic abilities, demonstrate its versatility and potential to improve patient care delivery.

Key Takeaways



Understanding AI's Impact

It's important to recognize the significant role AI plays in the daily work of HCPs and its potential to transform patient care.



Supporting HCPs

Pharma and life science organizations should use the profound insights provided by this report to develop strategies and tools that support HCPs in their preferred use of AI, EHR/EMR, Telehealth, and more.



Fostering Innovation

Encourage the adoption of new innovative tools within the healthcare industry to address individualized HCP challenges, keep up with evolving HCPs preferences, and drive continuous improvement in care delivery.

About



CMI Media Group, a WPP company (NYSE: WPP, <http://www.wpp.com>), is a full-service media agency focused solely on health, wellness, and pharmaceutical marketing. CMI Media Group's core offerings include Audience Strategy, Planning, Development, and Insights; Data and Analytics; Buying and Investment; and Direct Response and Customer Experience. As the leading media resource for the world's top healthcare companies, CMI Media Group brings together leading technology, data, and talent to deliver seamless capabilities for clients. CMI Media Group has been recognized as a leader in DE&I, talent retention and employee development as well as one of the industry's best places to work.

To apply for a position within our teams visit <https://cmimediagroup.com/careers>.



Impiricus is the next-gen, ecosystem bridging the gap between HCPs and healthcare through dynamic multi-directional communication powered by AI. Founded by a practicing physician and a senior pharmaceutical executive, Impiricus was created to cut through the noise and put physician care delivery at the forefront. With our unique access to HCPs, their insights, and clinical expertise, we are committed to providing life science companies with innovations needed to deliver clear, reliable, and evidence-based resources into the hands of HCPs. Guided by a council of trusted physician advisors, we ensure every message leads to better patient care.

To partner or work with us visit <https://impiricus.com/contact-impiricus/>