A Revolutionary AI Use Case In Healthcare Communications: KOL "Digital Representations"

Executive Summary

At EVERSANA INTOUCH, we've expertly honed the ability to produce lifelike people in 100% AI-generated video. The results are astounding. In fact, viewers are rarely able to detect that the characters they're watching are completely AI generated without reading a disclaimer.

This approach clearly has the potential to revolutionize the way we produce and disseminate content in the life sciences industry. Yet, we wanted to be sure we understood the implications of this approach in the minds of our audience. Specifically, we wondered, what is the perceived credibility and authenticity of these AI-generated videos? What are the potential concerns and ethical considerations our audience may have? To find answers, we conducted our own study to seek a greater understanding surrounding the use of AI-generated Key Opinion Leader (KOL) videos in the healthcare industry.

Study Insights – To Use AI-Produced Videos or Not?

Over the course of approximately two weeks in September of 2023, we conducted interviews with fifteen doctors across various specialties (rheumatologists, gastroenterologists, dermatologists, medical oncologists, and internal medicine/PCPs). The results illuminated critical insights into the current perception of AI-generated KOL videos and what their future use might bring. Based on our research, we've deduced three key learnings for healthcare marketers when it comes to AI-produced KOL videos.

- **AI Achieves the Same Impact as Traditional Video.** The results were overwhelmingly positive. The research found that 80% of healthcare professionals considered AI-generated KOL video material just as credible and impactful as traditional KOL videos. This suggests that AI can effectively convey information to a wide range of healthcare professionals, irrespective of their specialty or experience.

- **For Known KOLs, the Avatar Must be the Real KOL's Likeness.** An overwhelming majority of respondents expressed a preference for AI-generated KOL videos featuring avatars that resemble the real KOLs. To ensure credibility within the medical community, doctors also insisted on proper disclaimers, with approximately 65% favoring the term 'Digital Representation' to describe AI-generated avatars. HCPs were also particular about the setting and appearance of the avatar, highlighting the importance of authenticity: Keeping it simple and professional.

- **KOLs Are Excited to Participate.** Eighty percent of the physicians we interviewed expressed a willingness – even excitement – to participate in the creation of AI-generated KOL videos. Their enthusiasm underscores the potential for AI-generated content to become more integrated into the materials we create. (Physicians loved that they'd never have to step foot into a studio, record VO or do reshoots!) AI can do it all, marketing teams simply make sure the KOL signs off on the revisions.

While we expected to hear a great deal of positivity based on previous uses of AI video, the results were heartening and confirmed our empirical nonscientific observations: AI-produced KOL videos are highly credible – and have a tremendous amount of "wow factor." (If you're considering AI video for KOL delivered content, get ready for the viewing results to increase based on past videos.)

There are a few things to consider, and a couple watch outs to keep in mind: Effective disclaimers for AI-generated KOL videos must clearly state the KOL's identity and qualifications. Additionally, HCPs recommended including a Q&A section at the end of videos or providing contact information for the real KOL, offering an opportunity for deeper engagement and interaction.

Our Recommendations

Based on these findings, we propose the following recommendations:

- ✓ Avatars should be based on the actual KOLs who wrote and approved the content, especially when the KOL is well known in their professional community.

- ✓ Disclaimers on videos should explicitly include the name and specialty of the KOL who wrote and approved the content and make it clear that while the image is AI-generated, the content was personally written and approved by the KOL depicted.

- ✓ Avatars should maintain a realistic look and feel, both in terms of their setting and attire.

Conclusion

Our findings underscore the potential of AI-generated KOL videos. Doctors' willingness to embrace this technology, provided it adheres to certain guidelines, demonstrates its viability as a credible medium for information dissemination.

Interested in learning more, or producing an AI video of your own? Feel free to reach out: susan.perlbachs@eversana.com

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