



Healthcare's AI Saturation: Crucial Communications Assets to Elevate Your Brand

Introduction

Artificial intelligence (AI) has the potential to revolutionize the healthcare industry. By enabling more accurate and timely diagnoses, improved patient monitoring, enhanced caregiver experience with more robust care pathways and streamlined administrative tasks, AI could significantly reduce industry-wide inefficiencies, leading to better patient outcomes and reduced costs.

Emerging and established healthcare technology companies focused on developing and implementing AI-enabled solutions remain in high demand as AI adoption continues to surge across the healthcare ecosystem. In fact, a recent [Rock Health](#) analysis reported that startups using AI made up 37% of 2024's digital health funding, with many organizations considering AI an immediate priority, validating their ability to improve the patient and clinician experience. Define Ventures commissioned a [survey](#) of payer and provider organizations finding that this market is ready to adopt AI, with three-quarters of those surveyed planning to run an AI pilot in the next year.

As this focus on AI implementation continues to escalate across the healthcare ecosystem, so will the investments made by hospitals, health systems and providers to keep pace with the times. So how does a healthcare technology company with AI-enabled solutions leverage that interest without getting lost in the increasingly saturated market? To break through the competitive landscape and reach buyers and decision-makers within hospitals and health systems, healthcare AI brands must ensure they have a robust communications strategy to validate and differentiate their AI solutions among targeted influencers, elevating visibility and consistently promoting key messages.

This report outlines several crucial assets healthcare AI companies need to implement an impactful integrated communications program that builds awareness, trust and resonance for their brand among the audiences who matter most.

Alignment on Messaging: The Foundation of Effective AI Building

The AI market in healthcare remains incredibly noisy, with a flood of companies touting capabilities to improve a wide array of issues—from diagnostics and predictive analytics to operational efficiencies. This saturation makes it increasingly difficult for decision-makers to distinguish between truly transformative solutions and those with inflated promises.

In such a crowded landscape, **it's critical for healthcare AI companies to elevate their brand awareness and differentiate their AI solutions** by consistently engaging the right audiences with:

- A clearly articulated value proposition that cuts through the AI clutter
- Transparent impact and outcomes that build trust
- Thought leadership that demonstrates vision and real-world expertise

A strong, credible brand is what cuts through the noise and can do so successfully with the right messaging that **avoids vague or misused terms** such as “seamless integration” or “real-time insights”. This is an essential, strategic starting point to ensuring the overarching story is consistent, clear and distinguished regardless of communications channel or format.

A key step is **establishing internal alignment** before messaging reaches external audiences such as payers, providers or health system executives. The alternative, where messaging varies depending on the communications channel or which member of the thought leadership bench is being utilized as a spokesperson, can jeopardize cohesion and create confusion in the already crowded AI marketplace. Message development or refinement involves a multi-step process that requires a **thorough evaluation of how a healthcare brand's current messages stack up** in the market, a series of exercises that drive internal alignment around **how the company should talk about itself**, and the development of a **messaging map** that articulates the company and product positioning in a way that can be applied across communications channels and to a myriad of audiences.

Alignment on Messaging: The Foundation of Effective AI Building, Cont.

Stages of Messaging Development:

1. **Discovery:** An audit evaluates how a healthcare brand's messaging stacks up against competitors. Internal and external stakeholders provide input on what messages from the company's current messaging are most effective.
2. **Messaging Workshop:** A representative group of company leaders come together for a series of exercises to distill the most important messages for audiences to know.
3. **Message Creation:** Using the input from the workshop, a messaging map is developed, refined and tested with input from relevant stakeholders.

This entire process needs to take place with the intended audiences in mind, as it is critical to align on who the messaging is being created for, both as it relates to target markets and specific job titles. While these audiences will often focus on sales targets such as payers, providers and healthcare system administrators, consideration must also be given to messaging that caters to other key constituents like investors and patients. This process must also **involve stakeholders from throughout the organization's leadership** as this messaging will be deployed across departments in an integrated manner. In fact, it is crucial to ensure that, in addition to a company's CEO, the Chief Medical Officer and/or the Chief Clinical Officer also have a voice.

While the process can be time-consuming, establishing solid, consistent messaging across all company stakeholders will help avoid headaches and maximize the overall impact of integrated campaigns.

Beyond the CEO POV: Illustrate AI Applications & Impact Through Multiple Champions & Data

While AI continues to transform healthcare across every segment, it continues to be highly contested and crowded. To influence key audiences through strategic media channels, brands must provide the proper assets to stand out and become trusted. Executive thought leadership is one way to accomplish this feat, but there is more than just the CEO to carry this responsibility.

Healthcare companies with AI solutions interfacing with hospitals and health systems will certainly want to **spotlight other members of their C-suite**. For example, the **Chief Medical Officer** adds clinical credibility and builds trust with the provider audiences while translating technical capabilities into real-world clinical impact. Alternatively, the **Chief Technology Officer** can offer depth on the tech behind the AI-enabled solution, helping IT and innovation teams understand architecture, scalability and security.

While C-suite leaders can speak with authority and carry the weight of an industry perspective, it is advantageous to offer additional perspectives to amplify your company's brand differentiators further. Communications programs should look for **internal champions who are motivated to establish external visibility** with a fresh and energized voice. The **VP of Product** can articulate how the solution solves specific user problems and highlight what's on the roadmap. At the same time, the **Head of Customer Success** can provide proof points through real customer stories and outcomes.

Communications professionals must integrate additional POVs to the CEO's as part of the ongoing communications planning and activation to showcase how AI-enabled technology is used to drive targeted, high-impact industry results for long-term resonance.

Beyond the CEO POV: Illustrate AI Applications & Impact Through Multiple Champions & Data, Cont.

Communications leveraging these champions must also ensure they are armed with **clear ROI to build trust and validity among their targeted audiences**. To accomplish this, brands should use concrete, quantifiable proof points that demonstrate real-world value on how the company's AI solution can significantly improve outcomes and/or reduce costs:

Clinical Outcomes

- Reduction in hospital readmissions (% decrease)
- Time to diagnosis or treatment (e.g., reduction in days/weeks)
- Reduction in adverse events (e.g., falls, medication errors)

Financial & Operational ROI

- Cost savings (e.g., annual \$ saved from reduced ER visits or manual workflows)
- Improved reimbursement rates (e.g., % improvement tied to documentation or coding AI)
- Increased operational efficiency (e.g., % reduction in time to process claims)
- Return on investment (ROI) or payback period of implementation

Adoption & Utilization

- Number of patients impacted (per quarter/year)
- Provider or care team adoption rates (e.g., % of clinicians actively using the solution)
- Growth in customer base (e.g., new health systems, payers, or provider groups onboarded)
- EHR integration stats (e.g., number of live sites, API calls per month)

With plenty still skeptical about the impact of AI in healthcare, **ensuring your integrated communications program demonstrates real-world application, value and trust is no longer optional—it's essential for driving adoption**. Buyers want to see what a solution can do and what it has done in environments like their own. Showcasing validated use cases and measurable clinical or operational outcomes helps translate technical capabilities into tangible benefits. By grounding an AI solution's value in tangible experiences and proven success, healthcare AI companies can overcome hype fatigue, shorten sales cycles and establish themselves as credible partners in transforming care.

Case Study: V2 for



Nuance Communications was known for its innovative consumer speech recognition software. The underpinning AI behind the software was well ahead of its time, but Nuance had never seized the opportunity to highlight its pioneering position in the market. V2 was brought in to help reinvigorate the brand's perception in the **healthcare market** and validate its standing as a pioneering **conversational AI** company.

Strategy: The communications campaign was to educate the **healthcare audience** on Nuance's technology capabilities, **replacing dated perceptions** that Nuance only offered consumer speech recognition software.

Results:

Putting hospitals and healthcare system success in the spotlight

- Tapped customers to share Nuance's positive impact via [podcast](#), [broadcast](#) and [print/online features](#), as well as high-profile awards
- Created a steady drumbeat of news releases on customer wins and expanded engagements

Elevating Nuance's position by highlighting key industry alignments

- Launched and maintained a steady stream of coverage for Nuance's ambient offering, [DAX](#), in partnership with Microsoft
- Developed campaigns around partnerships with [leading EHRs](#) and [academic institutions](#)
- Bolstering thought leadership with deep bench of spokespeople to address current and emerging issues impacting healthcare
- [Telehealth](#), [COVID-19 and vaccine rollout](#), [physician burnout](#), [patient experience](#)

THE **BIG UNLOCK**
Healthcare Digital Transformation Podcast

cheddar healthleaders

Healthcare IT News
THE NEWS SOURCE FOR HEALTHCARE INFORMATION TECHNOLOGY

The New York Times

V2's strategy yielded impactful placements in healthcare trade outlets read by key buyers (such as [Healthcare IT News](#) and [Becker's](#)); [broadcast segments](#) that [showcased](#) the real-world power of Nuance's technology; and business press features in the [New York Times](#) and [WIRED](#) that positioned Nuance's innovative solutions as central to Microsoft's foray into healthcare.

Efforts to raise brand awareness and showcase market value contributed to the company's 2022 acquisition by Microsoft.

Breaking Through the AI Pitching Clutter: Customize Pitches No Matter What

The intersection of healthcare and AI will only continue to blur, and the market will become more saturated with competing brands in the years ahead. To break through, communications professionals need to demonstrate the power of their company's AI technology via **customer storytelling**, get creative with the **data and research** they produce and share and ensure every pitch to a reporter is thoughtful and **personalized**, reflecting their areas of interest.

Breaking through the pitching clutter is always a challenge for communications professionals. Outside of being armed with the right story assets to pique further interest and developing a personalized pitch to reflect a journalist's focus area, communications professionals should also keep the following top-of-mind:

Timeliness: While offering data and the C-suite's perspective is helpful, it is not a differentiator. What's more effective is pitching a reporter on a topic relevant and timely to what they are working on in that moment or the near term. Timing is indeed the most crucial element when pitching journalists, but it is also one that is difficult to control, so remain nimble.

Exclusives: Despite "exclusive" being a buzzword with communications professionals, the term no longer has the prestige with reporters as it once did, as there are more offers and faster news cycles across more diverse channels. To make an exclusive pitch land, it must be specific to the reporter and the interests of their audience but also notable enough to be worthy of reporting first and in advance of other news items. What warrants an exclusive? Funding news with dollar figures is one, certainly, but exclusives can also be offered for unique levels of access to investors, partners and, depending on your business, C-suite leaders.

Preferred Pitching Channel: Email is the preferred method of communication with most journalists. All reporters are consistently on this medium for accessibility purposes, enabling them to share received pitches with editorial teams for consideration easily, and reporters can reference pitches efficiently at any given moment. Caveat: if you already have an established relationship with a reporter, text messaging is a terrific way for a friendly "nudge" or to bump your pitch top-of-mind.

AI Healthcare Journalists



Casey Ross
Chief Investigative
Reporter, Data &
Technology, STAT



Gabriel Perna Digital
Health Editor, Modern
Healthcare



Katie Jennings
Senior Writer, Forbes



Heather Landi
Executive Editor, Fierce
Healthcare



Anthony Vecchione
Editor, MobiHealthNews

Case Study: V2 for EXO

Exo, a hand-held ultrasound that harnesses the power of AI, sought V2's support in **securing positive placements** for its “ecosystem” of medical imaging solutions, which could provide **air cover for sales**.

Strategy: To drive targeted product coverage in healthcare outlets, V2 designed and executed communications programs including:

- A campaign launch for Exo's handheld medical imaging device, Iris
- Strategic news campaigns tied to solution enhancements to the company's software solution, Exo Works
- Customer testimonials that underscored the value of Exo's suite of medical imaging solutions to providers
- Pursuing awards that underscored Exo's medical imaging innovation

Results:

- 15 placements spotlighting the Iris product launch across priority health trade publications including [Diagnostic Imaging](#), [Fierce Biotech](#) and [Mass Device](#)
- Coverage of Exo Works updates in outlets including [Healthcare IT Today](#) and [HIT Consultant](#)
- Customer success stories in [Aunt Minnie](#), [Imaging Technology News](#) and [Mobile Health Times](#)
- Recognition in awards programs including the [Fierce Medtech Fierce 15](#) and the [MedTech Breakthrough Awards](#)



Conclusion

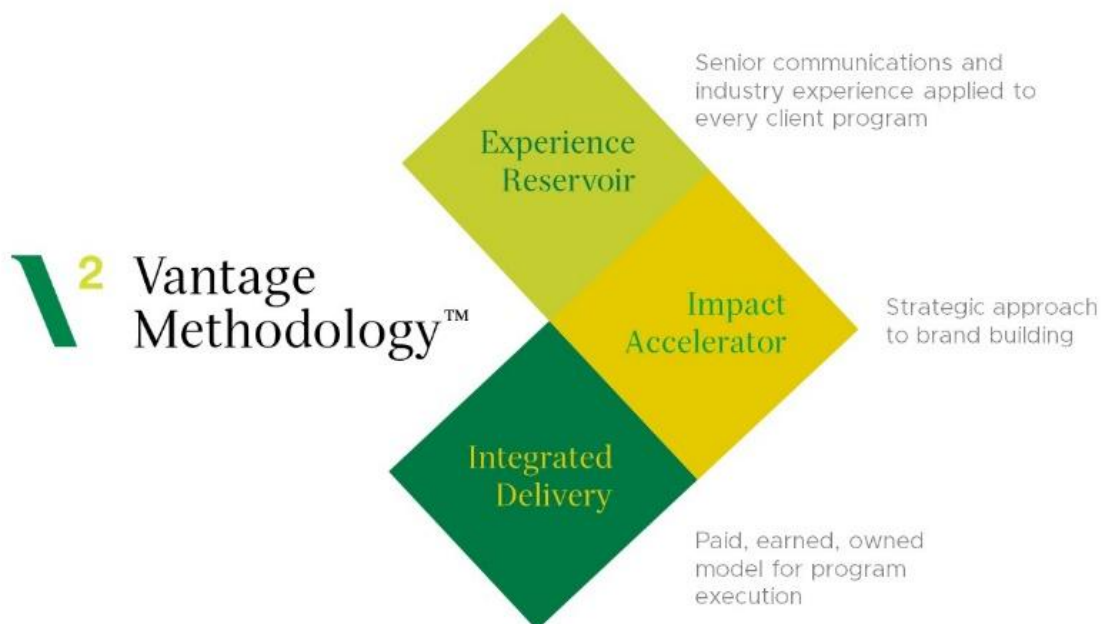
Breaking through the AI noise within the healthcare industry can be challenging. V2 Communications' **dual expertise in AI and healthcare** uniquely positions the firm as a winning partner for companies at the intersection of these fast-evolving industries. With a **deep understanding of the technical landscape of artificial intelligence and the complex, highly regulated healthcare ecosystem**, V2 crafts messaging that resonates with both technical and clinical audiences. The team knows how to navigate the noise, avoid overhyped language, and position healthcare AI companies with credibility, clarity, and strategic impact. From media relations to thought leadership to brand storytelling, V2 helps clients translate innovation into influence—ultimately driving awareness, trust, and adoption in a crowded market.

How V2 Can Help

At V2, we've created our three-pronged Vantage Methodology™ to support an integrated approach. We have the experience, strategic approach, and integrated model to maximize the impact of your integrated campaigns.

If you want to learn more about V2 and our offerings to ensure you stand out in a crowded market, contact info@v2comms.com.

Dive deeper into our healthcare expertise [here](#).



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V2 Communications is an integrated communications firm that works with healthcare, B2B, and climate technology brands, from startups to publicly traded companies. V2's proven process ensures clients benefit from thorough program planning, increased speed, flexibility, and efficiency of program execution, and ongoing strategic counsel to maximize market shifts and refine programs to deliver consistent high levels of business success.

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