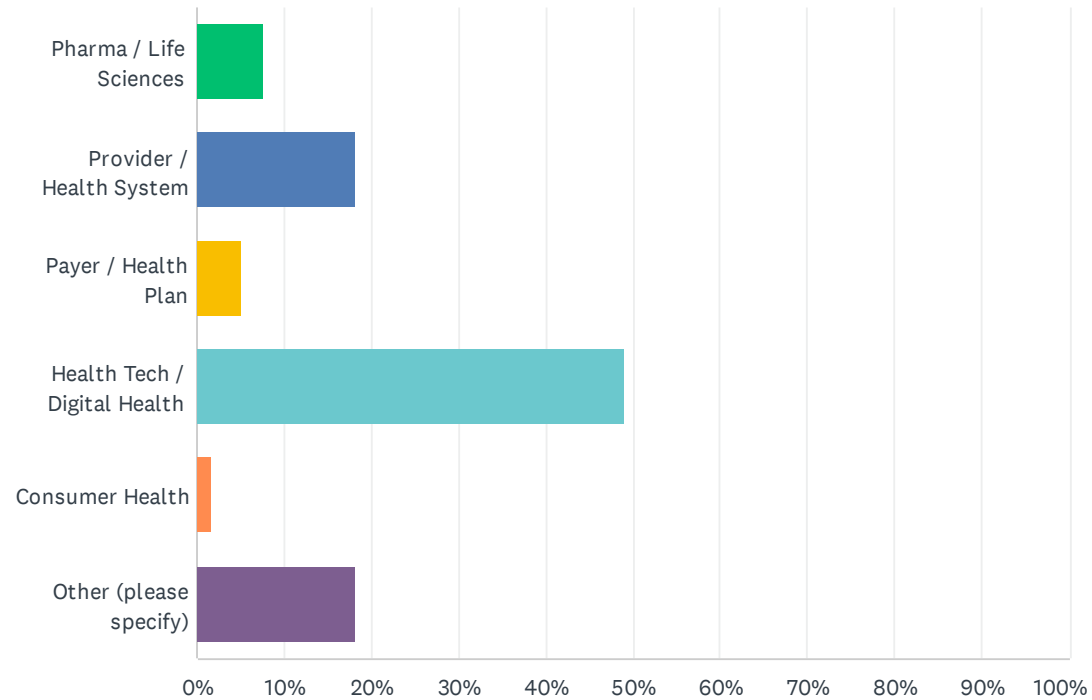


Q1 What type of organization do you primarily support in your role?

Answered: 116 Skipped: 0

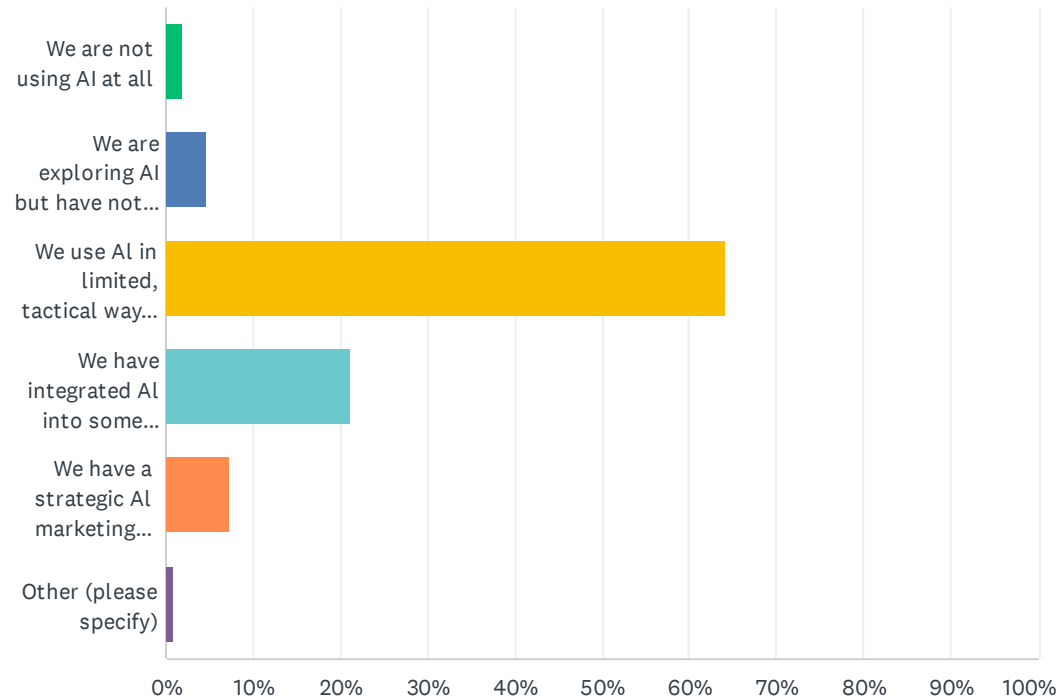


AI Cohort Survey: Exploring AI in Healthcare Marketing

ANSWER CHOICES	RESPONSES	
Pharma / Life Sciences	7.76%	9
Provider / Health System	18.10%	21
Payer / Health Plan	5.17%	6
Health Tech / Digital Health	49.14%	57
Consumer Health	1.72%	2
Other (please specify)	18.10%	21
TOTAL		116

Q2 How would you describe your organization's current use of AI in marketing?

Answered: 109 Skipped: 7

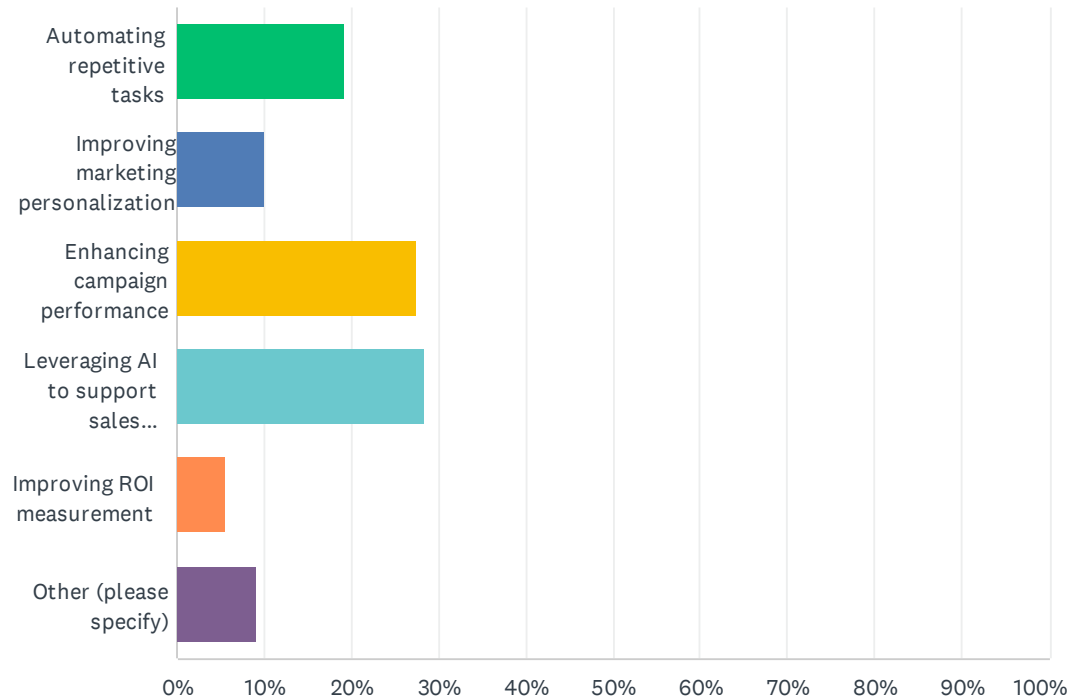


AI Cohort Survey: Exploring AI in Healthcare Marketing

ANSWER CHOICES	RESPONSES	
We are not using AI at all	1.83%	2
We are exploring AI but have not implemented it	4.59%	5
We use AI in limited, tactical ways (e.g., copywriting, image generation)	64.22%	70
We have integrated AI into some workflows (e.g., campaign optimization, lead scoring)	21.10%	23
We have a strategic AI marketing roadmap in place	7.34%	8
Other (please specify)	0.92%	1
TOTAL		109

Q3 What is your top priority for improving AI use in 2025? *

Answered: 109 Skipped: 7

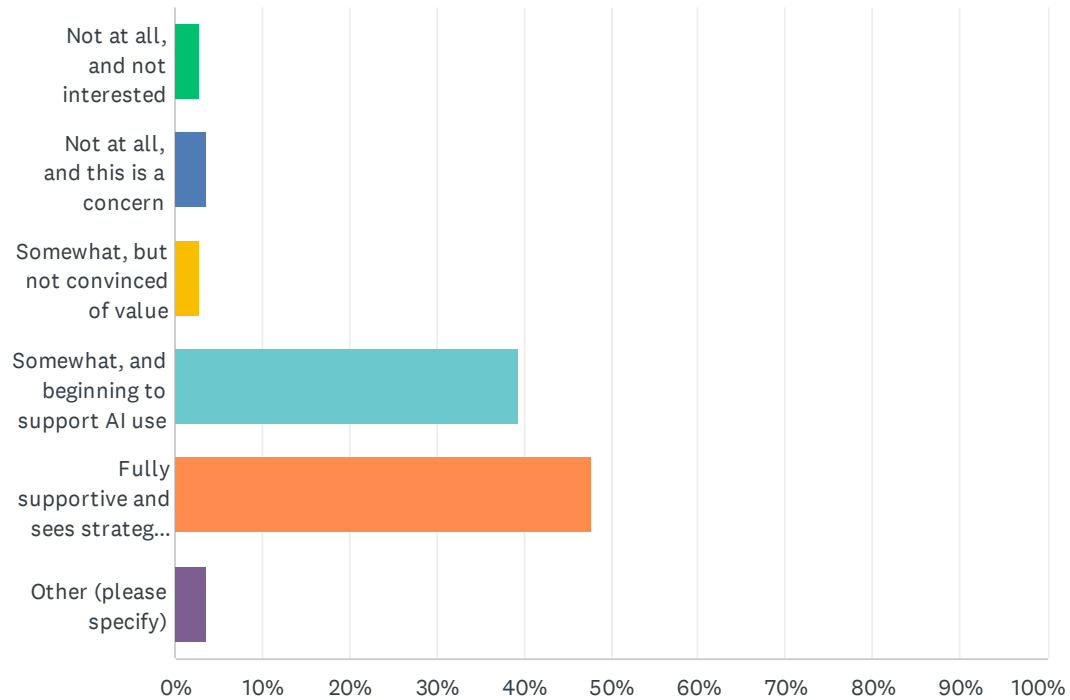


AI Cohort Survey: Exploring AI in Healthcare Marketing

ANSWER CHOICES	RESPONSES	
Automating repetitive tasks	19.27%	21
Improving marketing personalization	10.09%	11
Enhancing campaign performance	27.52%	30
Leveraging AI to support sales enablement	28.44%	31
Improving ROI measurement	5.50%	6
Other (please specify)	9.17%	10
TOTAL		109

Q4 How well does your leadership team understand the role and potential of AI in marketing?

Answered: 109 Skipped: 7

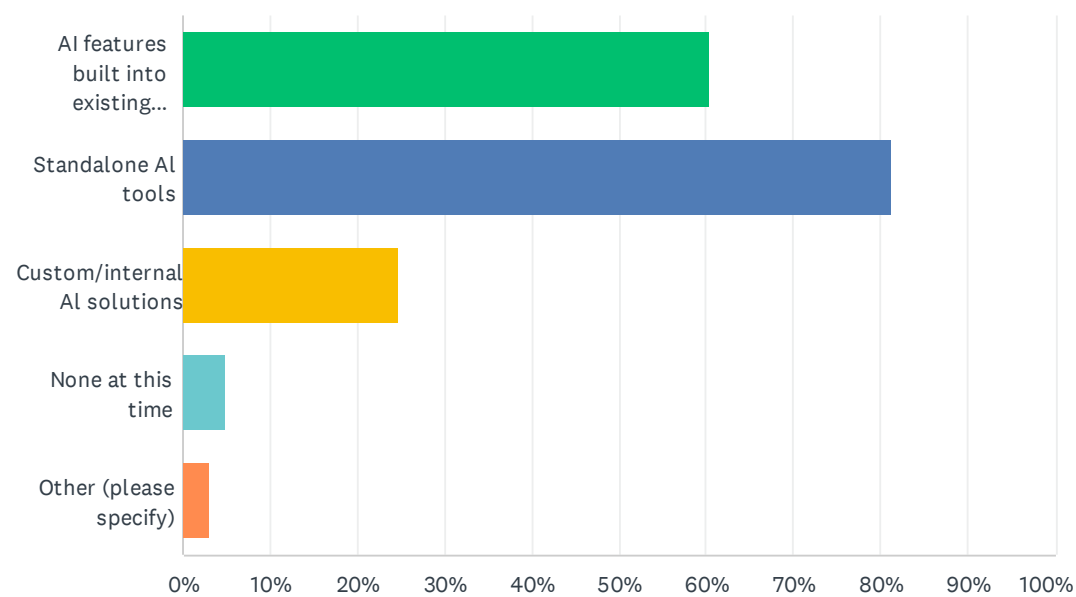


AI Cohort Survey: Exploring AI in Healthcare Marketing

ANSWER CHOICES	RESPONSES	
Not at all, and not interested	2.75%	3
Not at all, and this is a concern	3.67%	4
Somewhat, but not convinced of value	2.75%	3
Somewhat, and beginning to support AI use	39.45%	43
Fully supportive and sees strategic value	47.71%	52
Other (please specify)	3.67%	4
TOTAL		109

Q5 Which types of AI tools are you currently using in your marketing tech stack?

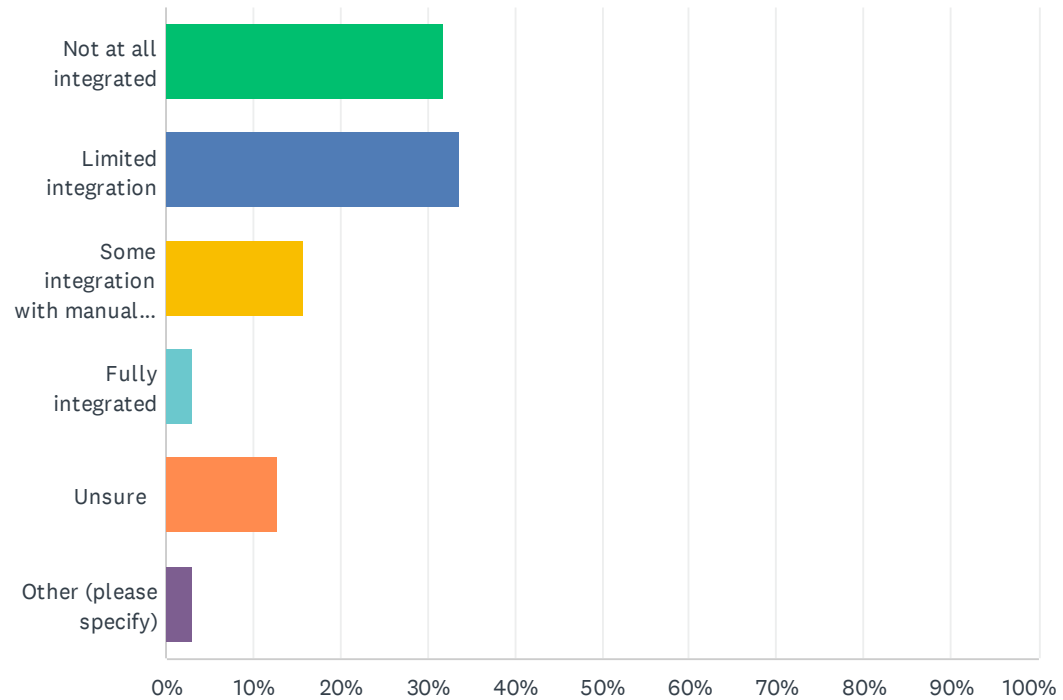
Answered: 101 Skipped: 15



ANSWER CHOICES	RESPONSES	
AI features built into existing platforms (Salesforce, Hubspot, etc.)	60.40%	61
Standalone AI tools	81.19%	82
Custom/internal AI solutions	24.75%	25
None at this time	4.95%	5
Other (please specify)	2.97%	3
Total Respondents: 101		

Q6 How well are your AI tools integrated with core platforms like CRM, CMS, and analytics?

Answered: 101 Skipped: 15



AI Cohort Survey: Exploring AI in Healthcare Marketing

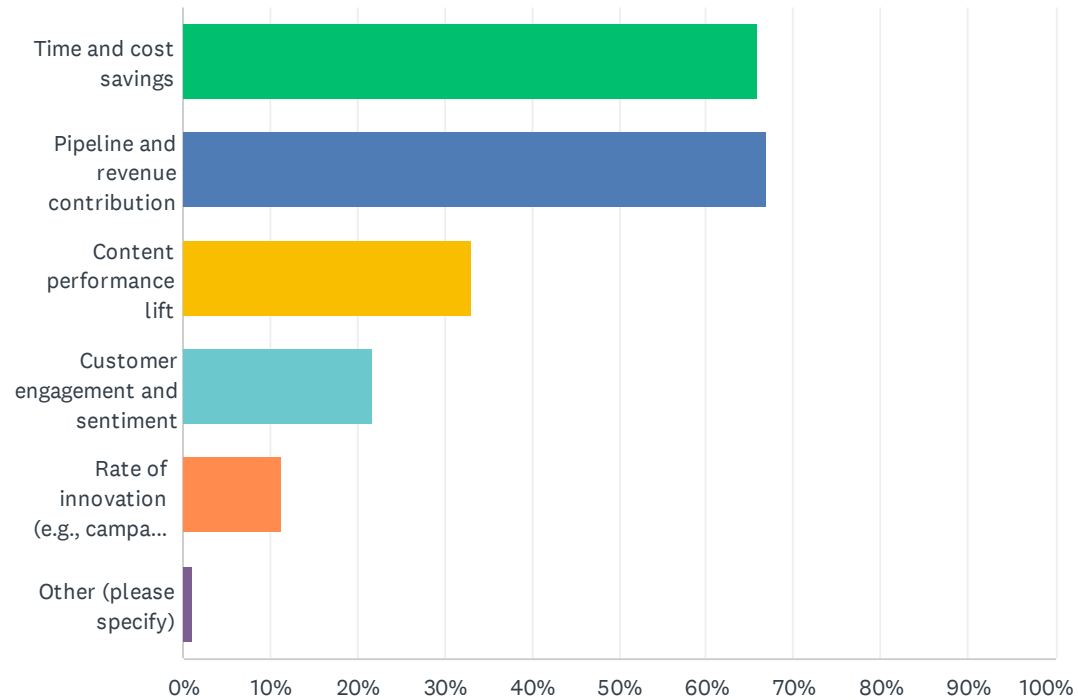
ANSWER CHOICES	RESPONSES	
Not at all integrated	31.68%	32
Limited integration	33.66%	34
Some integration with manual workarounds	15.84%	16
Fully integrated	2.97%	3
Unsure	12.87%	13
Other (please specify)	2.97%	3
TOTAL		101

Q7 Which specific AI tools have been most useful in your work — and why? *

Answered: 101 Skipped: 15

Q8 What types of metrics would most help you demonstrate AI's business impact? (Select two)

Answered: 97 Skipped: 19

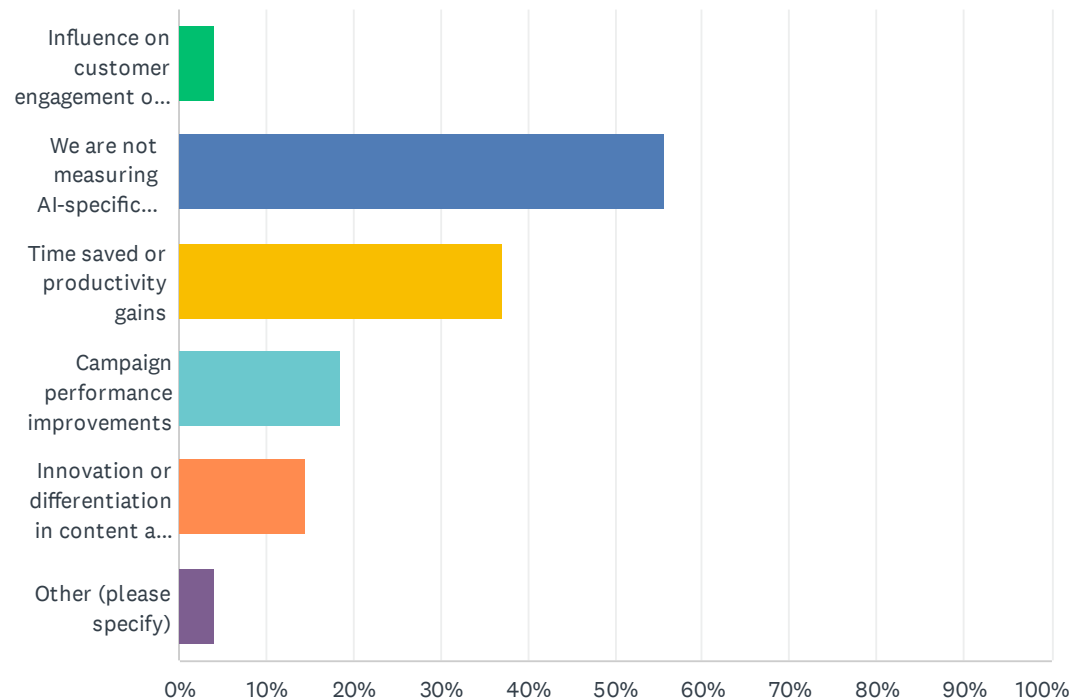


AI Cohort Survey: Exploring AI in Healthcare Marketing

ANSWER CHOICES	RESPONSES	
Time and cost savings	65.98%	64
Pipeline and revenue contribution	67.01%	65
Content performance lift	32.99%	32
Customer engagement and sentiment	21.65%	21
Rate of innovation (e.g., campaign velocity, experimentation)	11.34%	11
Other (please specify)	1.03%	1
Total Respondents: 97		

Q9 How are you currently measuring the value of AI in your marketing efforts? (Select all that apply.)

Answered: 97 Skipped: 19

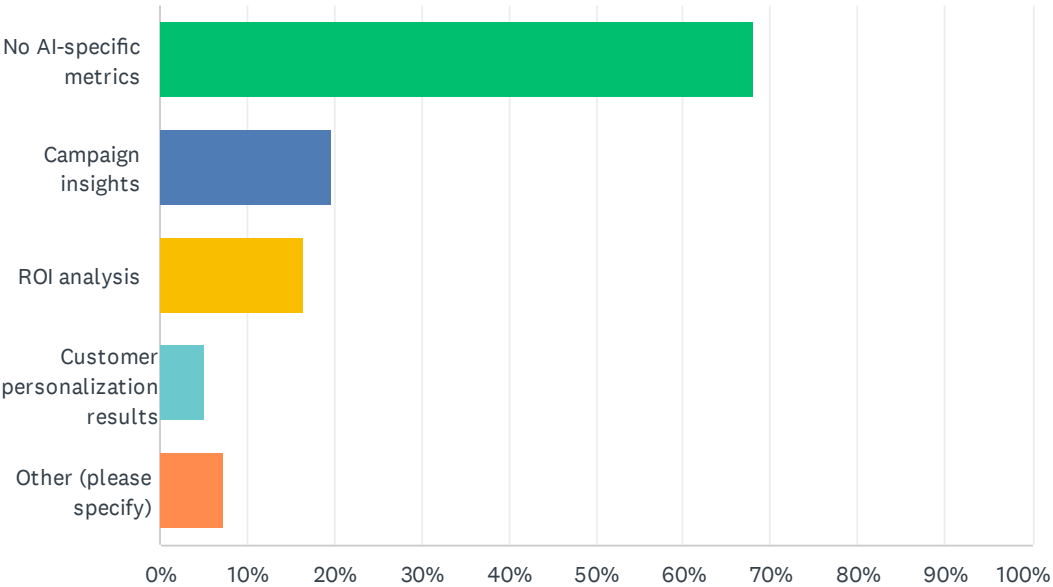


AI Cohort Survey: Exploring AI in Healthcare Marketing

ANSWER CHOICES	RESPONSES	
Influence on customer engagement or loyalty	4.12%	4
We are not measuring AI-specific impact	55.67%	54
Time saved or productivity gains	37.11%	36
Campaign performance improvements	18.56%	18
Innovation or differentiation in content and experience	14.43%	14
Other (please specify)	4.12%	4
Total Respondents: 97		

Q10 What AI-driven marketing results, if any, do you report to leadership? (Select all that apply.)

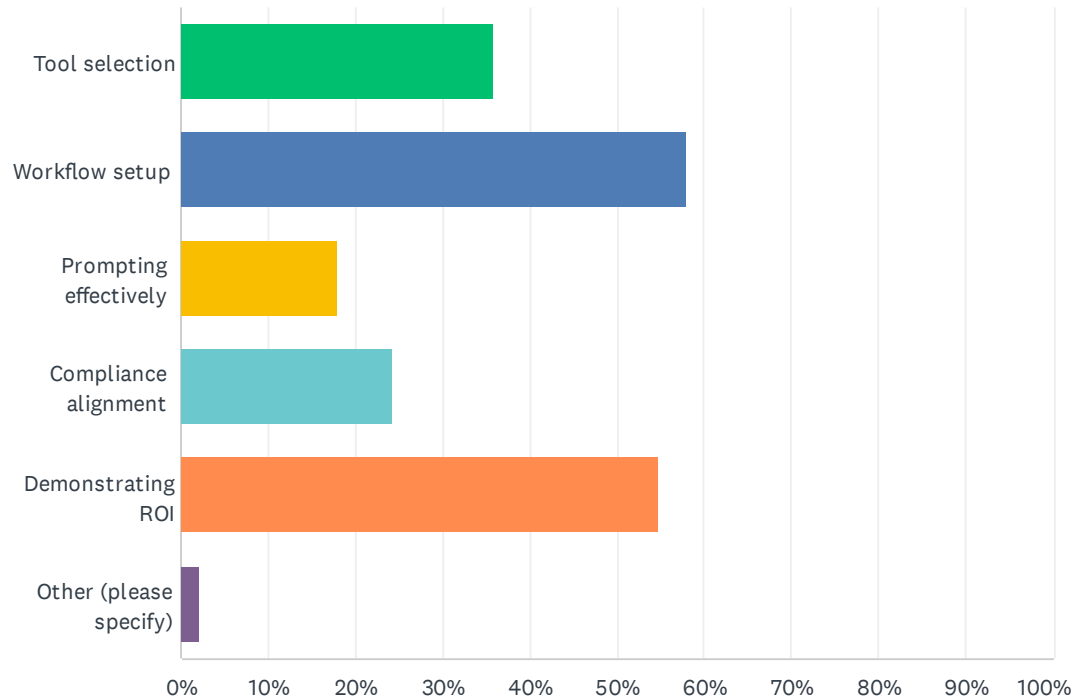
Answered: 97 Skipped: 19



ANSWER CHOICES	RESPONSES	
No AI-specific metrics	68.04%	66
Campaign insights	19.59%	19
ROI analysis	16.49%	16
Customer personalization results	5.15%	5
Other (please specify)	7.22%	7
Total Respondents: 97		

Q11 What areas do you feel least prepared for when it comes to leveraging AI in your role? *

Answered: 95 Skipped: 21

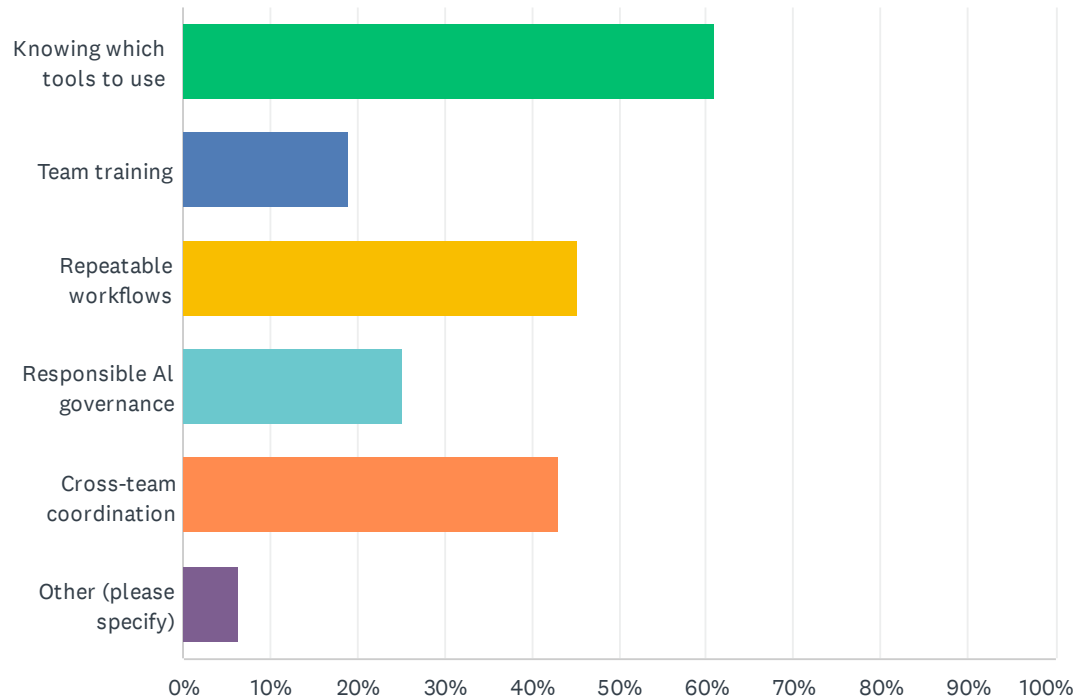


AI Cohort Survey: Exploring AI in Healthcare Marketing

ANSWER CHOICES	RESPONSES	
Tool selection	35.79%	34
Workflow setup	57.89%	55
Prompting effectively	17.89%	17
Compliance alignment	24.21%	23
Demonstrating ROI	54.74%	52
Other (please specify)	2.11%	2
Total Respondents: 95		

Q12 What are your biggest capability gaps in scaling effective AI use? (Select up to two)

Answered: 95 Skipped: 21



AI Cohort Survey: Exploring AI in Healthcare Marketing

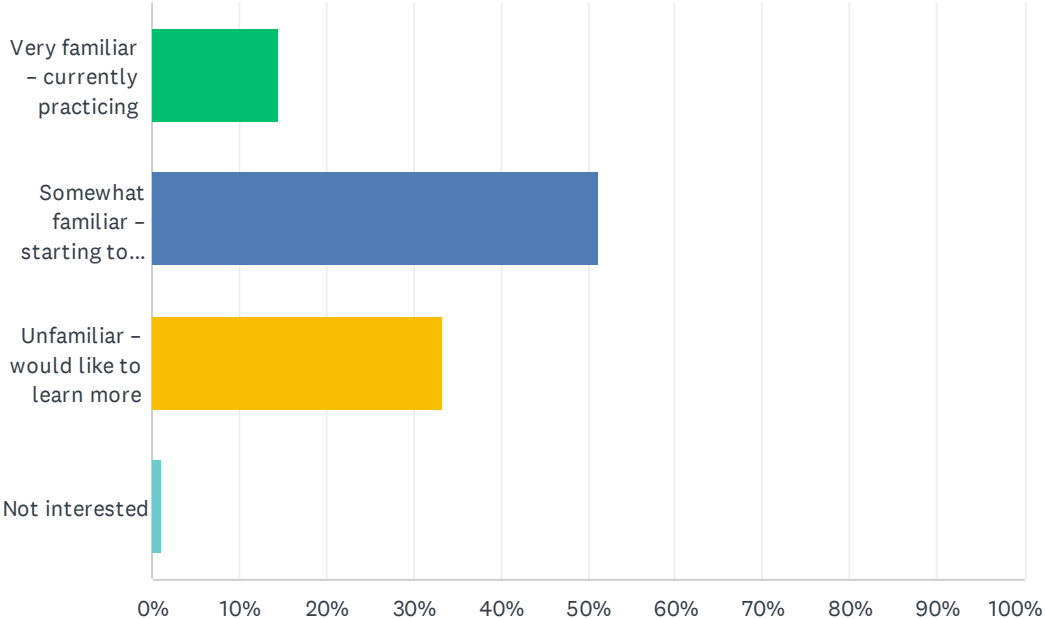
ANSWER CHOICES	RESPONSES	
Knowing which tools to use	61.05%	58
Team training	18.95%	18
Repeatable workflows	45.26%	43
Responsible AI governance	25.26%	24
Cross-team coordination	43.16%	41
Other (please specify)	6.32%	6
Total Respondents: 95		

Q13 What's your biggest challenge in using AI for marketing today? *

Answered: 87 Skipped: 29

Q14 How familiar are you with optimizing websites and content for AI-based search (e.g., Google's AI Overviews)?

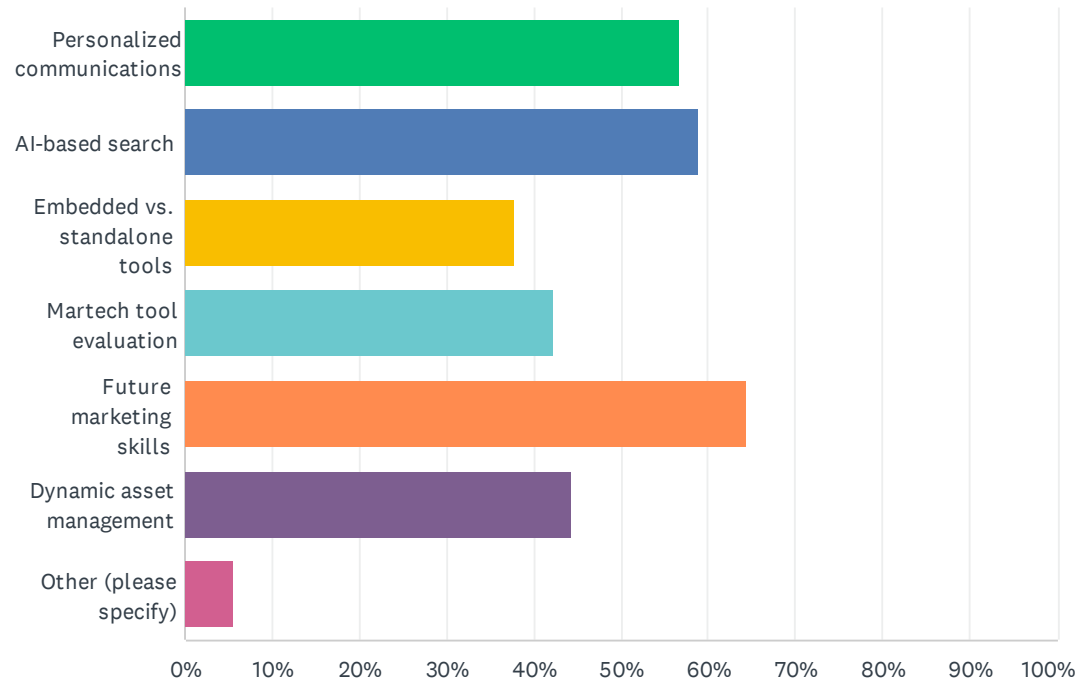
Answered: 90 Skipped: 26



ANSWER CHOICES	RESPONSES	
Very familiar – currently practicing	14.44%	13
Somewhat familiar – starting to explore	51.11%	46
Unfamiliar – would like to learn more	33.33%	30
Not interested	1.11%	1
TOTAL		90

Q15 What areas of AI in marketing are you most interested in? (Select all that apply)

Answered: 90 Skipped: 26



AI Cohort Survey: Exploring AI in Healthcare Marketing

ANSWER CHOICES	RESPONSES	
Personalized communications	56.67%	51
AI-based search	58.89%	53
Embedded vs. standalone tools	37.78%	34
Martech tool evaluation	42.22%	38
Future marketing skills	64.44%	58
Dynamic asset management	44.44%	40
Other (please specify)	5.56%	5
Total Respondents: 90		

Q16 How are you using AI to support collaboration across go-to-market teams?

Answered: 84 Skipped: 32

Q17 Which AI-related skills exist on your team?

Answered: 84 Skipped: 32

Q18 If you had an AI “easy button” for marketing, what would it do for you?

Answered: 84 Skipped: 32

Q19 Would you be willing to have a conversation with the Cohort team to give them more in-depth perspectives? If so, please provide your email address.

Answered: 42 Skipped: 74