



First of all, I wrote this from scratch. Promise.

At No Fixed Address (NFA) Health, we are committed to something we call “Insight-Based Creative Problem Solving.” We home in on the intersection points between our clients’ business objectives and the challenges, priorities, and needs of patients, healthcare practitioners and communities.

Like the rest of the world, we are grappling with the many questions surrounding AI. Where should we invest? How will AI impact our efficiency, ability to scale, costing and competitiveness? But perhaps the more important question is how can AI help us to deliver the essential *human value* that is central to our mission as a healthcare marketing and creative agency?

Below, we consider two avenues of thought on how AI is opening up opportunities within the work we do, and how we are beginning to embrace it. We also discuss the other side of the coin which include the other aspects of our work we’re preserving to best serve the interests of our clients and their stakeholders.

Capturing *nuance*

Per the old adage, we first seek to understand the problem. For us, this is about capturing the nuance and idiosyncrasies of each therapeutic area in which we work. What is the lived experience of illness? What do people struggle with? AI presents us with all kinds of fascinating platforms for collecting and analyzing this kind of insight. The market research industry is among the first to evolve in powerful and exciting ways with new forms of dynamic data collection and analytical tools.

On the other side of the coin, we need to maintain direct, qualitative engagement with real people. Spending time listening to their stories, hearing their tone of voice, observing body language, etc. While AI will empower activities like voice-to-text transcript analysis, the simple value of face-to-face discourse remains a coveted tool.

Bespoke *solutions*

Whether it’s innovating new tactics or developing creative, AI is driving momentum and volume in the ideation process. From Midjourney to ChatGPT, our industry is already using tools to ignite ideation and build out conceptual prototypes.

On the other side of the coin, truly bespoke solutions are cultivated by perspective and craftsmanship. This means bringing depth of knowledge from our respective disciplines, as well as our experience as human beings in the world. Some of the best collaborations we have with clients revolve around this human element, which we reflect in the development of ideas. Powerful and meaningful concepts are harvested through a process of divergent thinking, and propagated with intention and empathy.

Those who rely on the support of creative marketing agencies should be asking the question of the day: How are you using AI? But it might also be worth asking a contrasting question: **In your use of AI, how are you preserving humanity and craftsmanship in the work you deliver and the value you create?**



David Brown,
EVP Healthcare Strategy,
No Fixed Address (NFA) Health

Interested to explore these ideas further?
Write us! connect@nfahealth.com
www.nfahealth.com