



solli

PREPARING FOR 2025

a solli Roundtable

verywell



deepintent+

epocrates



IPG MEDIABRANDS

solli

PREPARING FOR 2025 a solli Roundtable

October 25, 2024 ● Midtown Manhattan, NYC

PARTICIPANTS



Scott Grenz
President & Founder
Genco Pura Media



Craig Haines
Chief Revenue Officer Health
Verywell, part of Dotdash
Meredith's portfolio of brands



Ted Sweetser
VP, Ad Partnerships &
Strategy
PurpleLab



Glenniss Richards
Senior Director, Digital
Media Activation
Bayer



Paul Sluberski
Head of Agency Partnerships
DeepIntent



David Minkin
President & General Manager
epocrates



Melissa Gordon-Ring
Global President
IPG Mediabrands Health



Rebecca Wenstrup
Sr. Group Director
MPAth

CONTENTS

P.05 INTRODUCTION

P.06 1. HUMAN-CENTRIC HEALTHCARE: CONNECTING WITH INDIVIDUALS BEYOND HEALTH CONDITIONS

P.10 2. THE INTERSECTION OF HCPS AND PATIENTS: PERSONALIZED AND INTEGRATED APPROACHES

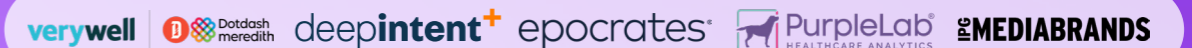
P.15 3. TRUST IN THE AI ERA: TACKLING MISINFORMATION AND HARNESSING AI WITH CREDIBILITY

P.18 4. NAVIGATING EVOLVING PRIVACY CONSIDERATIONS: THE DUAL IMPERATIVES OF COMPLIANCE AND INNOVATION

P.23 5. DRIVING DIVERSITY, EQUITY, AND INCLUSION: A ROUTE FOR POWERFUL HEALTHCARE MEDIA

P.26 6. COLLABORATIVE INNOVATION: SHAPING THE FUTURE OF PHARMA MEDIA TOGETHER

P.31 CONCLUSION





INTRODUCTION

As the pharmaceutical and healthcare media industries face unprecedented change, the **“Preparing for 2025”** roundtable convened leading experts to chart a path forward. Against a backdrop of rising patient expectations, accelerating technological advancements, and increasing regulatory pressures, this collaborative forum sought to address critical challenges while uncovering collective alignment for sustainable success.

The roundtable centered on six transformative themes: redefining patient engagement beyond medical conditions, aligning healthcare professional (HCP) and patient interactions, combating misinformation in the AI era, navigating

privacy compliance while fostering innovation, embedding diversity, equity, and inclusion (DEI) into media strategies, and fostering collaboration across industry stakeholders.

Through rich discussion and shared insights, participants articulated a unified vision for the future of healthcare media. This report captures those perspectives, offering a roadmap for building a more connected, inclusive, and impactful industry.

With shared intention and strategic innovation, the industry can evolve to meet the complexities of 2025 while staying rooted in its purpose: improving healthcare outcomes for all.

1. HUMAN-CENTRIC HEALTHCARE: CONNECTING WITH INDIVIDUALS BEYOND HEALTH CONDITIONS

Expanding the Definition of Care

The roundtable began with a shared recognition that healthcare must extend beyond addressing medical conditions. A patient's journey is influenced by multiple facets of their lives, making it essential to understand these factors to deliver truly impactful care. Participants emphasized the importance of moving beyond transactional, condition-focused interactions to build trust and establish meaningful connections with patients.

This approach requires a deep understanding of social determinants of health—such as socioeconomic status, education, and access to care—as well as emotional well-being and lifestyle preferences. Acknowledging these broader influences allows healthcare strategies to be more holistic and patient-centered.

Breaking Down Barriers to Holistic Engagement

Participants identified several barriers that need to be addressed to achieve broader patient engagement. A key challenge lies in balancing privacy concerns with the need to collect data that reflects patients' lived experiences. Navigating these complexities ethically and in compliance with regulations is essential for fostering trust.

Another challenge is shifting the perception of healthcare as purely clinical. Participants noted the importance of

reframing healthcare as a collaborative partnership. Campaigns that celebrate small, positive changes in patients' lives—rather than solely focusing on medical outcomes—can play a crucial role in changing this perception and encouraging greater patient participation.

“
I am more than just my
disease. Meet me where
I am. Talk to me in those
'jogger' moments

– Glenniss Richards, Senior Director, Digital Media Activation, Bayer

Lifestyle-Driven Campaigns

An example shared during the discussions highlighted a diabetes management campaign that combined clinical messaging with lifestyle-oriented advice. By providing actionable tips on healthy eating, stress reduction, and exercise, the campaign empowered patients to adopt sustainable lifestyle changes. This approach not only improved patient outcomes but also strengthened trust and loyalty toward the brand.

Participants emphasized that relatable and actionable guidance helps patients feel supported as whole individuals rather than being treated as mere statistics.



“
How do we manage the human
beyond the patient...to impact the
things that they do in everyday life
that might take them away from
addressing needs in their health?

– Craig Haines, Chief Revenue Officer Health, Dotdash Meridith

It is some lifestyle content that creates the highest rate of conversion to script

- Craig Haines, Chief Revenue Officer Health, Dotdash Meredith

For instance, a cardiovascular campaign that tailored content based on patients' activity levels and dietary habits achieved higher engagement and adherence rates. Beyond data, listening to patients and incorporating their feedback into campaign development ensures that media campaigns address real-world concerns and desires, further enhancing its effectiveness.

Empowering Patients Through Personalization

Personalization is a cornerstone of human-centric healthcare media. Tailoring content to align with patient preferences, behaviors, and challenges can significantly enhance engagement and outcomes. This requires leveraging robust data analytics to create nuanced patient profiles, enabling brands to craft messages that resonate deeply with each subgroup.

Beyond Media Engagement: Measuring the Impact

Participants stressed the importance of measuring the effectiveness of personalized approaches by moving beyond media metrics. Metrics such as patient adherence, satisfaction, and improvements in mental health should be included in campaign evaluations to ensure they are driving meaningful



Creative personalization is also something that needs to come in this category. Not only do we reach the patient right place, right time, but with the right messaging

- Paul Sluberski, Head of Agency Partnerships, DeepIntent



outcomes. Personalization should go beyond engagement to genuinely improve patients' quality of life and health.

Summary

This conversation underscored the need for a paradigm shift in how pharmaceutical brands approach patient engagement. The industry can forge stronger connections with patients by focusing on the whole person and integrating clinical care with lifestyle support. These efforts lead to better outcomes and build sustained trust, ultimately ensuring more impactful healthcare strategies.

Driving further engagement with patients directly with the brand is a huge trend

- Ted Sweetser, VP, Ad Partnerships & Strategy, PurpleLab

2. THE INTERSECTION OF HCPS AND PATIENTS: PERSONALIZED AND INTEGRATED APPROACHES

Synchronizing HCP and Patient Campaigns

The intersection between healthcare professionals (HCPs) and patients is critical for impactful media strategies. Participants explored the value of creating campaigns that align messaging for both audiences while addressing their unique needs. This balance ensures that media strategies respect the professional space of HCPs while simultaneously engaging patients in meaningful ways.

This dual-targeted approach ensures that HCPs remain informed and confident in the messaging they relay to patients while empowering patients to make well-informed decisions about their health.

Overcoming Campaign Fatigue Among HCPs

Panelists discussed the growing challenge of campaign fatigue among HCPs, with many seeing media efforts as repetitive or overly intrusive. These challenges are exacerbated when campaigns lack relevance or fail to reflect the specific needs of healthcare professionals. Participants emphasized the importance of prioritizing meaningful engagement with HCPs over blanket messaging. Campaigns must evolve to provide genuine support for HCPs in their daily practice rather than relying on transactional interactions.

“The intersection points between HCP and patient... that to me is the holy grail. If you can actually curate thoughtfully and privacy-compliant ways... that drive action, awareness, and compliance

– Melissa Gordon-Ring, Global President, IPG Mediabrands Health



“With increasing HCP burnout, physically and from a messaging overload, how can we better incorporate empathy and maintain meaningful connection with HCPs?”

– Scott Grenz, President & Founder, Genco Pura Media



Leveraging Data to Enhance HCP Engagement

A recurring theme was the importance of leveraging data to better understand the preferences, behaviors, and challenges faced by HCPs. Data-driven insights allow brands to segment HCPs into nuanced profiles and tailor campaigns to align with their practice focus, preferred communication methods, and patient populations.

Participants also highlighted the value of real-time feedback loops that enable HCPs to voice their needs and preferences, ensuring campaigns remain responsive and adaptive over time. Delivering value that directly aligns with HCPs' daily challenges was emphasized as a key factor in maintaining their attention and engagement.

“
We're getting a lot
more interest in building
audiences that engage
both the patient and
the HCP... in a privacy-
compliant fashion

– Ted Sweetser, VP, Ad Partnerships & Strategy, PurpleLab



Collaborative Ecosystems for HCP and Patient Integration

Participants proposed creating collaborative ecosystems to bridge the gap between HCP and patient-focused campaigns. These systems would integrate data and insights from both groups, fostering shared understanding and delivering more cohesive messaging. Such integrated efforts can address shared challenges from different perspectives, making collaboration across the chain impactful.

Collaborative ecosystems would not only improve campaign effectiveness but also help HCPs feel more supported in their efforts to educate and empower patients.

“
Serendipity happens
when doctors and
patients are equally
educated on the drug

– Paul Sluberski, Head of Agency Partnerships, DeepIntent

Challenges in Navigating Privacy and Compliance

Participants acknowledged the challenges in aligning HCP and patient campaigns within the constraints of



privacy regulations. They emphasized the crucial balance of managing data responsibly while remaining creative within the rules. This requires thoughtful collaboration with regulatory experts to ensure campaigns remain compliant without losing their effectiveness.

Examples of Effective Integration

Participants shared examples of campaigns that successfully bridged the HCP-patient gap. One example involved an oncology campaign that equipped HCPs with tools to better educate patients on treatment options while simultaneously running patient-facing campaigns that reinforced the same messaging. Maintaining consistent messaging for both audiences was highlighted as a critical factor in improving outcomes.

Summary

The HCP-patient nexus represents a critical opportunity for pharma brands to drive meaningful engagement and improved outcomes. By synchronizing campaigns, leveraging data, and fostering collaborative ecosystems, the industry can create impactful media strategies that resonate with both HCPs and patients. When media strategies are aligned, all stakeholders—patients, providers, and brands—stand to benefit.

“Doctors are people, right? So we also look at how to connect to them creatively

– Paul Sluberski, Head of Agency Partnerships, DeepIntent

3. TRUST IN THE AI ERA: TACKLING MISINFORMATION AND HARNESSING AI WITH CREDIBILITY

The Evolving Threat of Misinformation

The rapid evolution of user-generated content digital platforms has amplified the spread of misinformation, posing a significant challenge to the healthcare industry. Participants in the roundtable discussions recognized the urgent need for proactive measures to counteract the damage caused by false narratives.

Credibility was identified as a cornerstone in this battle. Trust, once broken, can take years to rebuild, making its maintenance a priority for healthcare media strategies. Participants emphasized that AI technologies, when used effectively, could serve as a robust defense against misinformation. AI can monitor platforms, identify false content, and take corrective action in real-time. However, deploying these technologies thoughtfully is critical to avoiding unintended consequences.

The Role of AI in Combating Misinformation

The top health publishers are investing more in the balance between AI automation for efficiency and ensuring absolute trust for both HCPs and patient users. The broader media environment has become much more of a ‘wide-west’ of health content. AI’s capacity to process and analyze vast amounts of data makes it a powerful tool for identifying trends and flagging potentially harmful content. Participants highlighted the importance of distinguishing between overt misinformation and content that is unclear or confusing to patients. Addressing both categories ensures that healthcare information is accurate but also accessible and understandable to diverse audiences.

“There is no regulatory dealing with AI search at the moment. And people can go in and get misinformation. It literally, it scares me

– Melissa Gordon-Ring, Global President, IPG Mediabrands Health





“I’ve tested them out; they’re cool, they’re snazzy, they also hallucinate - they’re wrong. And if somebody is making healthcare decisions off of this, that’s a really scary prospect

- David Minkin, President & General Manager, epocrates

Balancing Precision and Empathy

While the precision of AI was widely lauded, participants stressed the need to integrate empathy into AI-driven strategies. Algorithms alone cannot replace the human touch, particularly in healthcare, where trust and compassion are critical components of effective communication. The integration of human oversight is essential to filling gaps with understanding and care, ensuring that AI acts as an enabler rather than a replacement for creativity and insight.

“If you use AI purely to drop your creative costs, you may not be entirely happy with the result. It’s about layering AI capability with the human touch

- Ted Sweetser, VP, Ad Partnerships & Strategy, PurpleLab

Leveraging AI for Real-Time Adjustments

The ability of AI to analyze campaign effectiveness in real time was identified as a transformative capability. By providing actionable insights, AI enables brands to dynamically adapt their strategies, optimizing performance and engagement. Participants shared examples of campaigns that successfully leveraged real-time data. One example was an awareness campaign for rare diseases that used AI to identify regions with low engagement, refining the

content strategy to achieve a measurable increase in awareness.

Challenges in Implementing AI

Despite its potential, implementing AI in healthcare media comes with challenges. Privacy concerns, biases in algorithms, and the significant investment required were all cited as barriers that must be addressed. Ensuring diverse, high-quality datasets is critical to avoiding the perpetuation of existing biases. Additionally, transparency in how AI tools operate is vital for maintaining trust among patients and healthcare professionals.

“It’s a pervasive problem across all industries at this point, but it’s particularly detrimental in the healthcare industry.

- David Minkin, President & General Manager, epocrates

Summary

The roundtable discussion highlighted the critical role of AI in tackling misinformation and building trust in healthcare media. By balancing the precision of algorithms with the empathy of human oversight, leveraging real-time adaptability, and addressing challenges such as bias and transparency, the industry can harness AI’s potential effectively while safeguarding trust—a vital asset for the healthcare sector.

4. NAVIGATING EVOLVING PRIVACY CONSIDERATIONS: THE DUAL IMPERATIVES OF COMPLIANCE AND INNOVATION

Privacy as Both a Challenge and an Opportunity

The roundtable recognized privacy as one of the most pressing issues in the healthcare media industry. Participants highlighted the dual nature of privacy regulations: while compliance requirements can be daunting, they also offer opportunities for brands to innovate and differentiate themselves by building trust with patients and healthcare professionals. Privacy compliance, when approached strategically, was seen as a potential enabler of long-term relationships with patients rather than a mere obstacle.

Meeting Rising Expectations for Transparency

Participants discussed the increasing expectations among patients for transparent and ethical data practices. With data breaches and misuse frequently in the news, patients have become more selective about the organizations they trust with their personal information. To meet these expectations, brands must go beyond basic compliance, proactively educating patients about how their data is used and ensuring their practices reflect a commitment to safeguarding patient information.

Brands that adopt privacy-first strategies and openly communicate their data policies are more likely to earn and sustain patient trust.

“It can be make-or-break in an era of increased privacy”

– Melissa Gordon-Ring, Global President, IPG Mediabrands Health



Developing Privacy-First Campaigns

Creating privacy-first campaigns involves more than adhering to regulations like GDPR and HIPAA. It requires a thoughtful reimagining of how data is collected, stored, and leveraged. Participants emphasized the importance of delivering personalized experiences while respecting the boundaries of what patients are comfortable sharing. Successful examples included campaigns that utilized anonymized and aggregated data to generate insights, enabling precise targeting without compromising individual privacy.

“Clean room technologies are incredibly useful... allowing you to combine datasets to create all sorts of useful analysis or engagement products while respecting patient privacy by completely removing any PII”

– Ted Sweetser, VP, Ad Partnerships & Strategy, PurpleLab



Collaboration as a Key to Navigating Complexity

The complexities of navigating privacy regulations were acknowledged as significant, particularly with the frequent changes in legal frameworks across different states. Participants emphasized that collaboration is crucial in addressing these challenges. Partnerships with legal experts, technology providers, and industry peers were identified as vital to creating innovative, compliant solutions.

Joint task forces were suggested as a way to tackle complex issues such as cross-border data sharing, ensuring compliance while enabling seamless campaign execution across markets. Cross-industry cooperation was highlighted as a powerful approach to addressing shared privacy challenges.

“
We spend a ton of time...
consulting with our
clients to make sure they
understand what we’re
doing to make sure we’re
HIPAA compliant

– Paul Sluberski, Head of Agency Partnerships, DeepIntent

Building Privacy Into the Brand Identity

Participants noted the potential for privacy to become a defining element



of a brand’s identity. Companies can gain a competitive edge in the market by positioning themselves as leaders in data ethics and patient trust. Privacy-first strategies should be integrated into every brand’s operations, reinforcing its commitment to trust and data integrity.

“
We have the ability to
turn it on, turn it off at the
state level, geographical
targeting and that kind of
thing is relatively easy

– Craig Haines, Chief Revenue Officer Health, Dotdash Meredith

Challenges and Risks

Despite the opportunities, navigating privacy regulations comes with inherent risks. The frequent evolution of regulatory frameworks requires brands to remain agile and proactive. Continuous vigilance and adaptability are necessary to stay ahead of these changes and maintain compliance.



“
I think historically our category has been very risk-averse, and risk is the name of the game now. So I think it’s going to take courage for us to slowly really break out of that and get there despite some of these scary things we’re contending with

– Rebecca Wenstrup, Sr Group Director, MPAth

Summary

The roundtable discussion underscored that privacy is not merely a regulatory hurdle but a strategic necessity for healthcare media brands. By embracing transparency, designing privacy-first campaigns, and fostering cross-industry collaboration, companies can successfully navigate the complexities of compliance. These efforts not only help build trust but also drive innovation, positioning privacy as a core strength of the brand.



5. DRIVING DIVERSITY, EQUITY, AND INCLUSION: A ROUTE FOR POWERFUL HEALTHCARE MEDIA

The Business Case for Representation

The roundtable emphasized the necessity of diversity, equity, and inclusion (DEI) in healthcare media campaigns. Participants highlighted that DEI is not merely a moral obligation but a strategic imperative for driving meaningful engagement and achieving business success. Representation in campaigns ensures that diverse audiences see themselves reflected in the messaging, fostering stronger connections and building trust. Without authentic representation, campaigns risk alienating key segments of the population.

“We have to meet these people in specific areas which are absolutely underserved, and talk to them in a way and through channels and opportunities that are not traditional

– Melissa Gordon-Ring, Global President, IPG Mediabrands Health

Addressing Bias in Content Creation

Participants discussed the prevalence of unconscious bias in content creation and the risks it poses to inclusivity. They noted that without diverse voices involved in the planning and execution of campaigns, there is a danger of perpetuating stereotypes or excluding certain groups entirely. Integrating DEI into every stage of campaign development was highlighted as essential to ensuring that content is both inclusive and representative of the intended audiences.

“The media and marketing efforts have to be as diverse as that audience. Unfortunately, still they’re not. It’s the reality

Rebecca Wenstrup, Sr Group Director, MPAth

DEI Metrics and Accountability

To drive meaningful progress, participants advocated for establishing measurable DEI goals. These benchmarks would enable organizations to track their efforts in increasing representation and inclusivity within their campaigns. Metrics

such as the diversity of talent involved in campaigns, the representation of different groups in marketing materials, and the reach of campaigns among underserved communities were suggested as critical measures of success. Setting and adhering to industry-wide standards for measuring DEI progress was identified as a vital step toward achieving real change.

“
It’s long overdue, and I think there’s a massive shift where individuals are focusing on that

– Glenniss Richards, Senior Director, Digital Media Activation, Bayer

Reaching Underserved Populations

The roundtable emphasized the pressing need to address disparities in healthcare access and outcomes. Campaigns designed with cultural competency were identified as pivotal in bridging gaps for underserved communities. To be effective, such campaigns must account for the unique challenges faced by specific populations, such as language barriers, mistrust of the healthcare system, and economic inequities.

“
How do we do further engagement with these communities, with the providers in those spaces to make sure that they are actually getting the same ability to access care as other groups?

– Ted Sweetser, VP, Ad Partnerships & Strategy, PurpleLab



“
Our mission was to hire a more diverse editorial staff that understood the nuances of what different communities needed in the world of health

– Craig Haines, Chief Revenue Officer Health, Dotdash Meredith

Examples of Effective DEI Campaigns

Participants shared examples of campaigns that successfully incorporated DEI principles. One initiative involved collaborating with community leaders to co-create messaging for a vaccination drive in underserved areas. This partnership with trusted local voices significantly boosted engagement and participation rates. Another example highlighted the use of multilingual materials to reach non-English-speaking populations, ensuring critical healthcare information was accessible to a broader audience.

align with the values and experiences of their audiences.

Challenges in Scaling DEI Efforts

Despite the progress made, participants acknowledged the challenges of scaling DEI efforts across global campaigns. Differences in cultural norms and regulatory environments can complicate efforts to maintain consistent messaging. To address this, DEI strategies must be adaptable to regional contexts while retaining core principles of inclusivity and representation.

Embedding DEI into Corporate Culture

Beyond individual campaigns, embedding DEI principles into the corporate culture of healthcare organizations was seen as essential. This requires diverse representation not only within marketing teams but also in leadership roles, ensuring that decision-making reflects the diversity of the communities served. Organizations that prioritize internal diversity are better positioned to create authentic and resonant campaigns that

Summary

The roundtable discussion underscored that driving DEI in healthcare media is essential for creating impactful, equitable, and resonant campaigns. By setting measurable goals, addressing unconscious biases, and prioritizing underserved populations, the industry can make meaningful strides toward inclusivity.

Ultimately, the goal is to move beyond marketing products to creating campaigns that make everyone feel seen, heard, and valued.

6. COLLABORATIVE INNOVATION: SHAPING THE FUTURE OF PHARMA MEDIA TOGETHER

The Power of Cross-Sector Collaboration

The roundtable highlighted cross-sector collaboration as the cornerstone of future innovation in healthcare media. Participants emphasized that addressing industry-wide challenges—such as data fragmentation, inconsistent metrics, and siloed approaches—requires a unified effort among agencies, publishers, technology providers, and pharmaceutical companies.

Collaboration needs to go beyond traditional transactional relationships, evolving into strategic partnerships that foster shared innovation and co-creation. A collective approach ensures that all stakeholders are aligned in their

goals and can more effectively address common obstacles.

Breaking Down Silos

A recurring theme in the discussion was the importance of breaking down silos, both within organizations and across the industry. Participants noted that siloed operations often hinder the ability to execute cohesive campaigns or leverage insights effectively. By fostering open lines of communication between different stakeholders, the industry can achieve more aligned objectives, better resource allocation, and ultimately, more impactful outcomes. Collaboration provides a broader perspective and unlocks possibilities that may not be visible in isolated efforts.

“Go do something with someone outside of the walls of your own organization. Combine your strengths and your value proposition and bring something back... that’s really different

– Craig Haines, Chief Revenue Officer Health, Dotdash Meredith

Creating Open Innovation Platforms

The group proposed establishing open innovation platforms to facilitate knowledge-sharing and the co-development of tools and strategies. These platforms would provide a collaborative space for addressing common challenges, such as

standardizing metrics, improving data interoperability, and scaling personalized media strategies.

Such platforms would also encourage the cross-pollination of ideas, allowing stakeholders to learn from both successes and failures across the industry. By pooling resources and expertise, participants can build more robust and effective solutions than they could achieve in silos.

“Understanding the why ... it takes collaboration between your analytics person, your brand marketers, your media individuals ... and also pulling in your sales teams

– Glenniss Richards, Senior Director, Digital Media Activation, Bayer



“
Continuing to create these secure privacy formats but not allowing every media channel to become a walled garden unto itself

– Ted Sweetser, VP, Ad Partnerships & Strategy, PurpleLab

Leveraging Technology for Collaboration

Technology was identified as a critical enabler of collaborative innovation. Shared tools—such as data integration systems, real-time campaign monitoring platforms, and predictive analytics models—can streamline operations and enhance campaign effectiveness. However, participants stressed the importance of establishing clear agreements on how these technologies will be used and ensuring they address shared goals.

Building Trust Across Stakeholders

Participants emphasized that trust is the foundation of successful collaboration. Without mutual respect and a willingness to share insights, partnerships risk becoming superficial or ineffective. Transparency was identified as a key element of trust-building. By openly discussing challenges and goals, stakeholders can create an environment where real collaboration can flourish. While fostering trust requires time and effort, it ultimately results in stronger and more effective partnerships.

“
There’s pretty much unanimity around what are the challenges facing us

– Scott Grenz, President & Founder, Genco Pura Media

“
Unexpected kinds of partnerships, to do something that’s really going to move the needle forward

– Craig Haines, Chief Revenue Officer Health, Dotdash Meredith

A Unified Vision for the Future

The roundtable concluded with a resounding call to action: collaboration is essential for driving meaningful change. Stakeholders must align their efforts and resources around shared goals, recognizing that collective success benefits everyone—patients, providers, and the industry at large. By focusing on the bigger picture rather than competition, the healthcare media industry can unlock transformative potential.

“
There’s a ton of white space out there, and there are opportunities where this industry could actually jump over others

– Glenniss Richards, Senior Director, Digital Media Activation, Bayer



Summary

The discussion underscored that collaborative innovation is the key to shaping the future of healthcare media. By breaking down silos, leveraging shared platforms and tools, and building trust across stakeholders, the industry can overcome its most pressing challenges and unlock new opportunities. Participants emphasized the urgency of this mission, highlighting that while challenges persist, they can be transformed into opportunities through collective action.





● CONCLUSION

The “**Preparing for 2025**” roundtable illuminated a bold vision for the future of pharmaceutical media: patient-centered, technologically empowered, and rooted in collaboration. Industry leaders underscored the urgency of evolving beyond condition-focused strategies to address the whole person, harnessing the power of personalization, inclusivity, and trust to build meaningful connections.

Technology, particularly AI and data integration, was hailed as a transformative force—but only when wielded responsibly, balancing precision with empathy to ensure innovation uplifts rather than alienates. Meanwhile, collaboration across stakeholders emerged as the linchpin for tackling systemic challenges like data fragmentation, regulatory hurdles, and the demand for inclusivity.

The roadmap ahead is clear: prioritize human-centric design, embed DEI into strategy, and leverage collective strength to drive meaningful progress. With purpose as its compass, the pharmaceutical media industry has the potential to turn challenges into opportunities, ensuring that innovation translates into better healthcare outcomes for all in 2025 and beyond.



solli

PREPARING FOR 2025

a solli Roundtable

verywell



Dotdash
meredith

deepintent⁺

epocrates[®]



PurpleLab[®]
HEALTHCARE ANALYTICS

IPG **MEDIABRANDS**