PHARMA PR & COMMUNICATIONS
Summit

TICKET TO BIOTECH
a communicator community

AI RESOURCES FOR BIOPHARMA COMMUNICATORS

Brought to you by the panelists of
"Communication's Role in Empowering AI Policies"

July 8, 2024

INTRODUCTION TO AI

"A lot of AI-related technical terminology is commonly used with the expectation that everyone now understands what the terms mean."

Dana Rowe
Digital Communications Lead,
Oncology Business Unit
Takeda

Dana's Picks

- **The Executive's AI Primer** *(enter your email to access)* - Forrester
- **What Is Artificial Intelligence?** - Gartner
- **How to Capitalize on Generative AI** - Harvard Business Review

Additional Resources

- **LinkedIn Learning** (various AI courses)
- **Introduction to Generative AI Learning Path** - Google
- **Roundup of AI podcasts and Slack communities for mar/comm** - Cathy McPhillips
- **List of tools for productivity, knowledge, tech skills, and writing skills** - Jonathan Parsons
- **2024 Work Trend Index Annual Report** from Microsoft and LinkedIn and **key insights** from Allie Miller
- **PROMISE & PITFALLS: The Ethical Use of AI for Public Relations Practitioners** – Guidance from the PRSA Board of Ethics and Professional Standards (BEPS)
- **Co-Intelligence: Living and Working With AI** - Ethan Mollick

AI PROMPTING TIPS

"Give it a persona: Tell the model who or what it is. Use the 'ask' method and chain-of-thought prompting."

Yui Pang
Senior Director, Digital Client Partner, Corporate Affairs
Pfizer

Yui's Prompting Template

- **Act as:** The role you want it to assume. Professional (e.g., a or scientist) or fictional (e.g. Sherlock Holmes or Cinderella). Sets context and tone.
- **I am:** Characteristics that will help tailor response to your needs.
- **Context:** Helps it understand the nuances of your situation.
- **My ultimate goal:** Your long-term objective or the desired outcome you want. Shows the bigger picture and how to respond in a way that supports your overall aspirations.
- **My proximate goal:** The short-term or immediate objective you're focusing on.
- **Constraints:** Could include time, budget, or other factors that impact the response.
- **My audience is:** Helps it create content that resonates with your audience.
- **Your task is:** Be specific and concise.
- **Response style:** The tone / style you want it to adopt. (e.g. formal, informal).
- **Response format:** E.g. a list, paragraph, bullet points, or a step-by-step guide.

MORE AI PROMPTING TIPS

- Include instructions to avoid tell-tale markers that copy was AI-generated: "Avoid the following phrases and language:
  - Dive
  - Delve
  - Weave
  - Fabric
  - Tapestry
  - Transformational / transformative
  - Transcend
  - Acclaimed
  - Revealed
  - Keen
  - Rich
  - Not / but also and similar sentence constructs
  - It's all about
  - Unique
  - Nuance / nuances
  - Hinge
  - Innovative
  - Insightful
  - Innovate / innovation
  - Harness / harnessing
  - Engaging
  - Valuable"
- Include in your prompt to "avoid compound adjectives and colons," particularly for title or headline idea generation.
- Provide a length constraint.
- Don't give it too much info at one time; small bites are best (e.g. chain-of-thought prompting).
- Edit the prompt vs. the response unless the response is a great first draft; you're better off refining your input.
- Give it praise! If it's missing the mark, tell it to take a deep breath. Tell it you have confidence in it.
- Use **delimiters**.
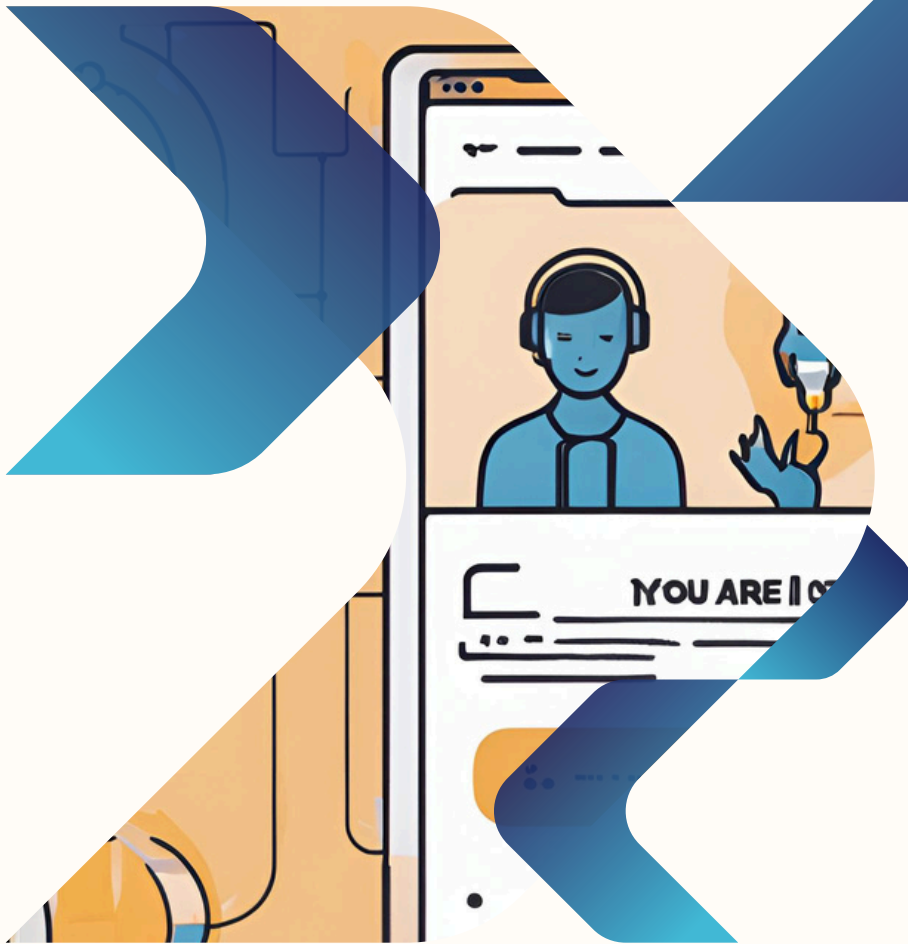
Image created by Canva's AI image generator

Additional Prompting Resources

- **Prompt Engineering Guide** from OpenAI and **visual summary** from MindBranches
- Free useful GPTs:
  - **Voice/Style/Tone AI Prompt Snippet Generator**
  - **Persona Snippet Generator**
- **Prompt guide for mimicking writing style in Claude 3.5 Sonnet** - Rowan Cheung
- **The art of writing prompts: How to enhance AI output for your TTO** - Tech Transfer Central

AI THOUGHT LEADERS

"Jumping into the AI game a few years ago has somehow made me into this person I am today. ... I love figuring out ways to collaborate with the AI tools out there and make life easier."

James R. Zanewicz, JD, LLM, RTTP
Chief Strategy Officer
Tulane University, School of Medicine

Who James Follows

- **The Alliance for AI in Healthcare**
- **Dylan Reid (Moskowitz)**
- **Ruben Hasid**
- **Cassie Kozyrkov**

Additional People We Recommend Following

- **Allie Miller**
- **Nicole Leffer**
- **Paul Roetzer**
- **Ethan Mollick**
- **Antony Cousins**
- **Christa Laser**
- **Connor Grennan**
- **Ashley Gross**
- **Frank Shaw**
- **Rachel Woods**
- **Stephen Waddington**
- **Jeremy Nguyen**
- **Rowan Cheung**
- **Pernille Kjæmpe**
- **Daniel Mendez**

ESSENTIAL AI READING

"Using AI is actually a very personal experience. The jagged frontier is real, and you won't know what works best for *you* until you experiment with it."

Lynnea Olivarez
Founder and Community Manager
Ticket to Biotech

Lynnea's Must Reads
- **AI Marketing School**
- **One Useful Thing**

More AI Newsletters
- **There's An AI For That**
- **The AI Exchange**
- **Section**
- **The Rundown**
- **PROMPT.mba**
- **Superhuman AI**
- **Prompts Daily**

AI'S IMPACT ON BIOPHARMA

"I think it is important for those of us who work in biopharma to understand the impacts of AI – challenges and opportunities – to our industry."
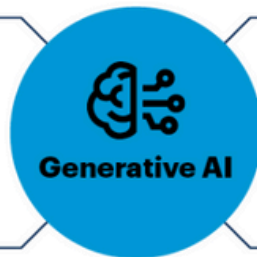
Gwendolyn Fisher
Principal
FisherTrent Communications

Core Generative AI Capabilities for Life Sciences

Content Creation and Development
- Text, audio, image, video
- Language
- Code

Content Discovery and Synthesis
- Search
- Analysis
- Knowledge management
- Education and training

Generative AI

Simulation
- Digital twin and scenario exploration
- Molecular development/material discovery
- Design alternatives
- Synthetic data

Conversation
- Infer context
- Respond with appropriate social-emotional tone, reading level, cultural sensitivity, etc.
- Translate

Source: Gartner
803694_C

Gartner.

Further Reading

- **Predicts 2024: Generative AI Brings New Value to Life Sciences** - Gartner
- **Generative AI in the pharmaceutical industry: Moving from hype to reality** - McKinsey & Company

"The future is knowing what to tell the machine to do and then knowing what to do with the output."

– Paul Roetzer, Marketing AI Institute

"Experts in a field are going to be the best users of AI in that field."

– Ethan Mollick, Wharton

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