



Patient-Led Marketing – Mastering Consumer Demand with Conversational AI

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Healthcare is changing faster than ever

supply



+

demand



=

success



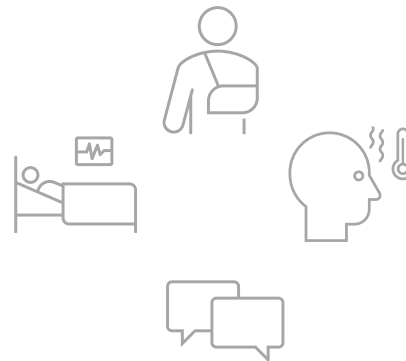
Healthcare is changing faster than ever

Conversational AI helps break down barriers to meet consumer demand

supply



demand



success



Healthcare is changing faster than ever

WE'LL COVER HOW TO:

1. **Fulfill the expectation of real-time, personalized consumer guidance**
2. **Engage consumers earlier**
3. **Build your own training data**
4. **Make it easier to perform tasks**
5. **Turn innovation blockers into collaborators**

Growth requires presence

Healthcare organizations need new ways to drive revenue and market share.

Acquisition is harder.

Retention is fragile.

Presence is the new differentiator.

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Consumers are starting earlier – and elsewhere

Consumers have more questions than ever.

And they're searching more broadly—across Google, TikTok, Reddit, and generative AI.

They're asking questions, exploring symptoms, sizing up options.

80%

80% of health-related search happens **before** care is chosen.

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Static sites don't meet the moment

Today's consumers expect conversation, not clicks.

They want empathy before action—guidance before form fills and click to calls.

But static sites can't **listen, respond, or adapt.**

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There is a vast space between

Between appointments, consumers feel unsure, alone, or stuck.

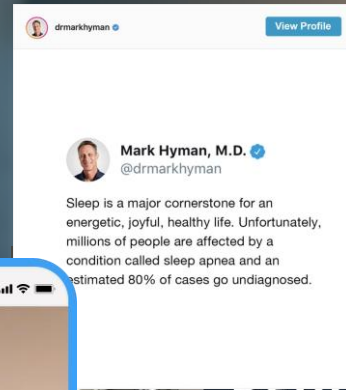
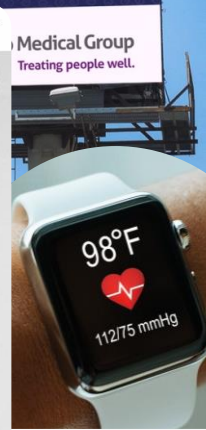
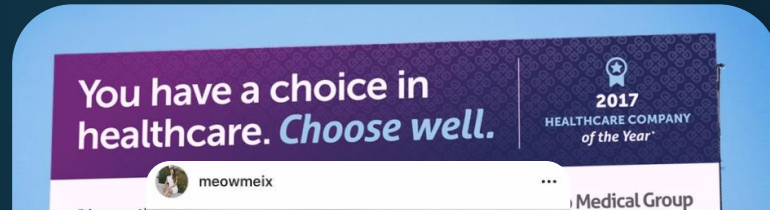
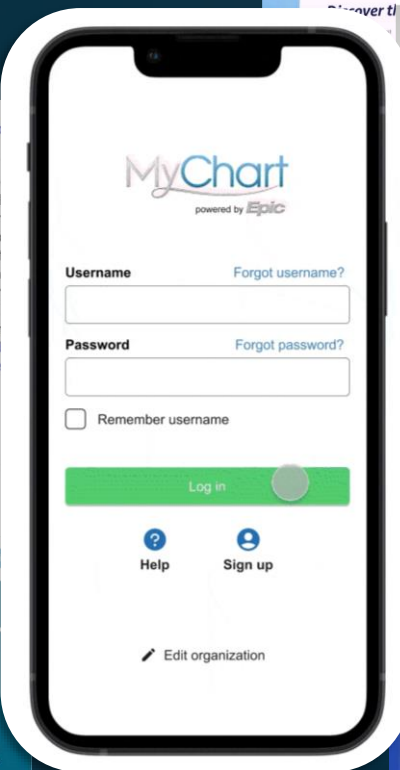
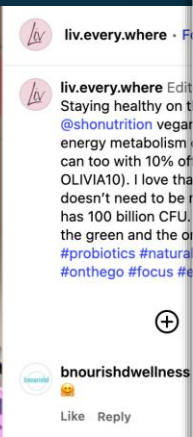
Most of their questions **aren't clinical.**

They're about logistics, emotions, decisions, and everyday impact.

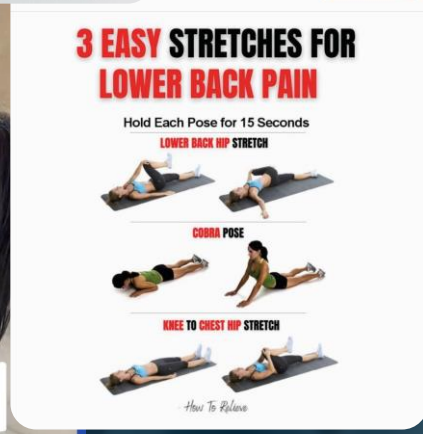
They don't just need care—they need **conversation, clarity, and continuity.**

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When they won't get a free vaccine because of "BjG pHaRmA," but are all about \$\$\$ monoclonal antibodies, anti-virals, and "EARLy TreAtMenT"





Consumers listen to who they trust.



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Even in the AI age... consumers want their doctor

85%

of people report trusting their health care provider for health information **above all other sources**.



82%

identify their health care provider as the primary influence on their **personal health choices**.



83%

trust their health care provider to provide the **most reliable information** on high stakes health topics.



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Even in the AI age... consumers ~~want~~ **NEED** their doctor

67%

say it's hard to know
if online health info
is reliable



58%

of young people have
made regrettable
health decisions due
to misinformation
obtained online



OVER
50%

of top TikTok
#mentalhealthtips
videos contain
misinformation

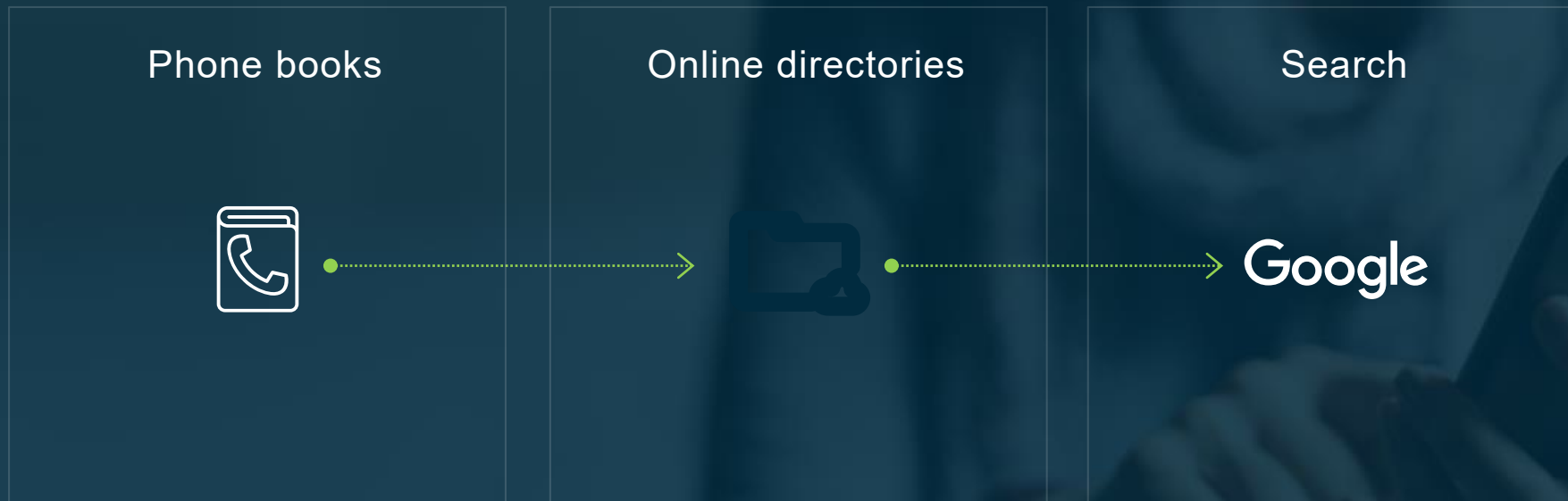


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And consumer experience expectations are evolving.

THEN:

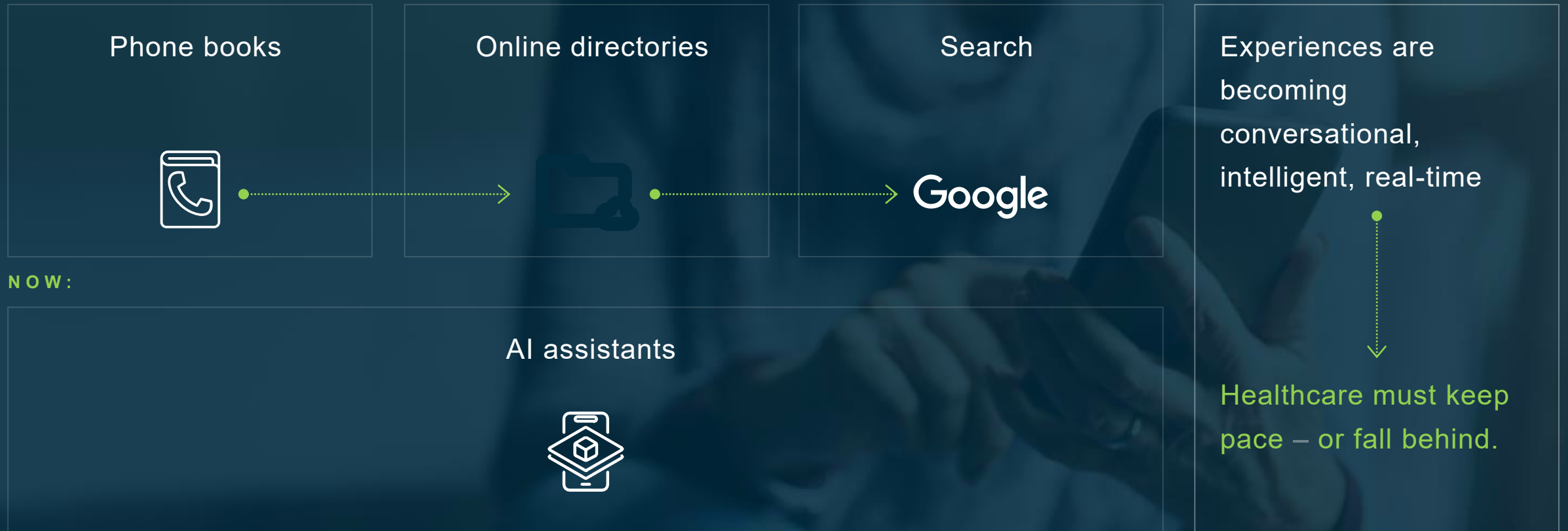


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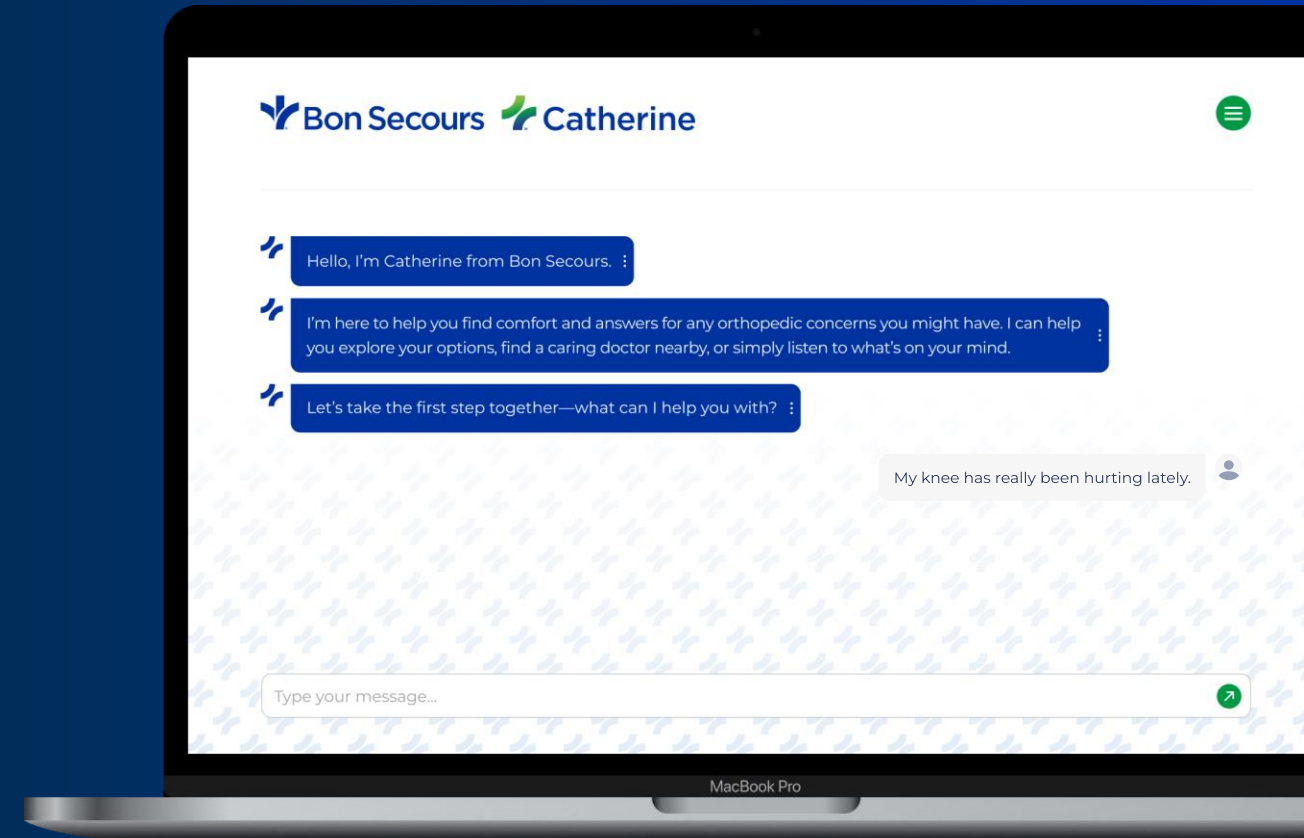
Innovation with Purpose

Making Healthcare Easier



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At Bon Secours Mercy Health, we're transforming the consumer experience with Catherine, our Conversational AI Engagement Platform – bringing access whenever, wherever, and however it's needed.



At Bon Secours Mercy Health, we're transforming the consumer experience with Catherine, our Conversational AI Engagement Platform – bringing access whenever, wherever, and however it's needed.

Catherine extends our presence into the earliest stages of the journey and the spaces between visits, where questions and concerns often arise.

I'd like to see someone.



Mercy Health has some of the best orthopedic specialists who focus on knee pain every day. They'll take the time to listen and create a plan that's right for you.



You've got a few easy ways to take the next step:

Book online: Schedule an [appointment here](#).

Prefer a call? Reach out at [513-347-9999](#), and the Mercy Health team will help you book directly over the phone.

Want to learn more first? You can read about our knee experts—including physician bios and patient reviews—[right here](#).

Whichever way feels easiest, you'll be in the right hands with Mercy. They'll guide you toward getting relief and back to doing the things you love.

Catherine fills the space between with compassionate, actionable support.



Support in the Small Moments

Delivers answers to the “too small to ask” questions—guiding people through everyday concerns like nutrition, pain, recovery, and more.

Emotional Support & Connection

Provides timely, empathetic engagement that identifies emotional needs and offers encouragement when it's most needed.

Acknowledgment & Validation

Reassures that they're not alone—someone sees them, is checking in, and cares, validating their concerns.

Connection to Care

Helps people stay on track with care plans, including initial consultations, follow-up visits, screenings, or referrals.

To evaluate results, we must balance short-term wins that justify investment with long-term value in consumer loyalty and presence.

True innovation means taking risks, being comfortable with change, and embracing the discomfort that comes with progress.



43k

SESSIONS

Catherine can find people in their orthopedic journey



2,400

CONVERSATIONS

Catherine can engage potential orthopedic patients



1,039

CONNECTIONS TO CARE

Catherine is a helpful guide

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Listening to Patients – the Heartbeat of Innovation.

“Having resources and information regarding the patient’s journey is essential. If you are having concerns about where you are in your journey, having a guide who can help with any questions is meaningful and thoughtful.”

“You feel less isolated, alone, overwhelmed and anxious. A support system outside of your friends, family is very beneficial.”

“Knowing this is connected to a trusted health system would ease my fears of using AI.

I feel like since it’s connected, it may be much more accurate than just a regular AI program.”

“Not having to go through the doomscrolling on Google is valuable.”

“I love being able to ask any question I might have and not worry I’m going to be labeled a “needy patient” or have to wait ages for the doctor to respond.”

“It helped me decide what to do next, without pressure.”

“I like knowing I can ask what I want and not worry it’s too small of a question.

And I like the reassurance. I need a lot of it, and AI won’t get reassurance fatigue like humans might.”



**Your new connection
to compassionate care.**

**It's health care with
real heart.**

Meet **Catherine**—a trusted
orthopedic guide from
Bon Secours, connecting you
to the right answers and the
right care at just the right time.

It's health care your way.
Whenever, wherever
and however you need it.



WHAT'S NEXT:

Scaling Impact and Capturing Holistic Value

Next, we're exploring how to extend the platform into **more complex consumer journeys**—where needs are higher and navigation is harder—while building a multi-dimensional **ROI model that captures the full value**.

Acquisition

Operational

Engagement

Clinical

Strategic

1.

2.

3.

4.

5.

Now let's shift to the *how*. It's not just about technology – it's about creating an extension of your health system's brand that meets consumers where they are, with a voice they can trust.

This approach
**transforms first touchpoints
into lasting relationships**
and fuels more efficient,
impactful growth.



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AI must be purpose built to meet the unique demands of health systems.

Modular and future-ready with open architecture and APIs, so it will grow with you and advance as the category advances.



Built in and configurable emergency triage protocols to handle acute medical emergencies, suicide, and immediate threat of violence.



Custom resource libraries curated alongside clinical stakeholders with credible association-backed content and guardrails to avoid clinical overreach.



Fully secure and compliant with HIPAA, SOC 2 Type II attestation, and ISO 27001 standards.





**What
we did**



**What
we learned**



Personalized Guidance at Scale

- Embedding real-time AI guidance transformed consumer engagement.
- Instead of static touchpoints, Catherine listens, adapts, and responds – meeting consumers where they are.
- Catherine became more than a tool: it's an organizational asset that drives efficiency, loyalty, and trust.



Personalized Guidance at Scale



Lessons Learned

- ✓ **Make AI part of consumer engagement**
Add conversational entry points (QR codes, links, chat prompts) to ads, signage, emails, social, and events so engagement flows directly into the platform.
- ✓ **Make AI an organizational asset**
Align AI with system-wide goals (efficiency, retention, loyalty) and use ongoing analytics highlight operational impact.



Build Trust Before They Choose

- Engaging consumers early builds trust before urgency.
- This proactive approach shortens the path to care, reduces competitive shopping, and transforms costly, reactive acquisition into a steady pipeline of ready-to-act patients.



Built Trust Before They Choose



Lessons Learned

- ✓ **Build awareness before urgency**
Use AI to surface relevant health content when consumers are just starting to explore their needs.
- ✓ **Nurture trust along the way**
Personalize conversations with empathetic guidance and credible information that reinforces your brand as a trusted source.



POWER YOUR AI WITH INSIGHT:

Built Proprietary Data that Knows Our Consumers

Powering AI with Insight means moving beyond generic data to a proprietary understanding of your consumers.

By blending journey insights from research, engagement, and digital signals, you create rich datasets that let AI anticipate needs, personalize guidance, and hold conversations that truly resonate – turning every interaction into stronger care and deeper relationships.



Built Proprietary Data that Knows Our Consumers



Lessons Learned

- ✓ **Go beyond generic data**
Map the full patient journey and capture emotional as well as clinical needs.
- ✓ **Curate what matters**
Blend market research, direct patient feedback, and digital behavior signals into one dataset.
- ✓ **Design for resonance**
Train AI with patient-centered scenarios so conversations feel natural, empathetic, and relevant.



EASE AT EVERY STEP:

Turned Engagement into Action

Guiding patients to existing portals turns engagement into real, measurable action.

A seamless, user-friendly experience boosts satisfaction and makes it more likely that each interaction becomes a completed step – leading to smoother journeys, higher conversion, and stronger long-term connections.



Turned Engagement into Action



Lessons Learned

- ✓ **Guide patients to what already exists**
Embed links to your portal for scheduling, forms, and follow-ups directly within AI conversations.
- ✓ **Remove friction at every step**
Streamline logins, reduce clicks, and clearly explain what patients can expect when they enter the portal.
- ✓ **Connect engagement to outcomes**
Track how portal use translates into completed appointments, transactions, and stronger long-term relationships.



TURNING RESISTANCE INTO MOMENTUM:

Unite Stakeholders to Drive Lasting Innovation

Aligning stakeholders around real-world challenges creates clarity and buy-in.

By mapping technology to real needs and celebrating wins along the way, skeptics become champions—building a united front that drives innovation and sustains lasting impact.



Unite Stakeholders to Drive Lasting Innovation



Lessons Learned

- ✓ **Start with real-world challenges**
Frame technology initiatives around the problems business, compliance, and clinical teams care most about.
- ✓ **Map solutions to needs**
Show how AI and digital tools directly address those challenges, making the value tangible for each stakeholder group.
- ✓ **Celebrate wins early and often**
Share milestones and results along the way to build momentum, convert skeptics, and create champions



A photograph of two male doctors in a hospital setting. One doctor, with dark curly hair, is seen from the back, wearing a light blue shirt. The other doctor, with short dark hair, is facing him, wearing a white lab coat over blue scrubs. He has a stethoscope around his neck and is holding a tablet. The background is a blurred hospital hallway.

Adapting to Change, Anchored in Patient Needs

While technologies, tools, and channels will continue to evolve, a patient-first mentality ensures every change serves a real human need.

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Three Key Take-Aways

Mastering Consumer Demand with Conversational AI

1

Innovation Requires Insight and Alignment

Building alignment across clinical, operational, and marketing teams—and being agile enough to pivot—turns resistance into momentum and ensures sustainable impact.

2

Trust Must Be Built Early

Real-time, AI-powered interactions like Catherine work when it meets patients' expectations with timely, tailored support, while connecting with tools like MyChart to convert engagement into action.

3

Personalized Guidance Transforms Engagement

Patients expect real-time, empathetic guidance. With AI, we can listen, adapt, and respond in the moment, meeting patients where they are.



Questions?

Please be sure to complete the session evaluation on the mobile app!



Speaker Biography

Alexa Warner, MHA



Vice President

Marketing + Brand Strategy
Bon Secours Mercy Health

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Alexa is a mission-driven marketing and strategy leader for BSMH. With a proven track record of building and leading high-impact teams, she is dedicated to achieving exceptional results in both B2B and B2C marketing. She thrives on developing strategic consumer engagement and fostering meaningful relationships to drive revenue and market share growth.

With a focus on people, she combines expertise in healthcare marketing and strategic management to make a lasting impact across the ministry.

BON SECOURS
MERCY HEALTH



Stephanie Glastetter



Chief Strategy Officer
Brado

stephanie.glastetter@brado.net

Stephanie has over 15 years of insight and strategy experience with a background spanning data analytics, digital marketing, brand strategy, consumer insight, and digital product strategy.

Stephanie believes breakthrough communication and products must be rooted in insight – a deep and empathic understanding of the audience. Her leadership in achieving this insight is what powers Brado’s proprietary journey programs for Brado’s Conversational AI Engagement platform.

Brado



References

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