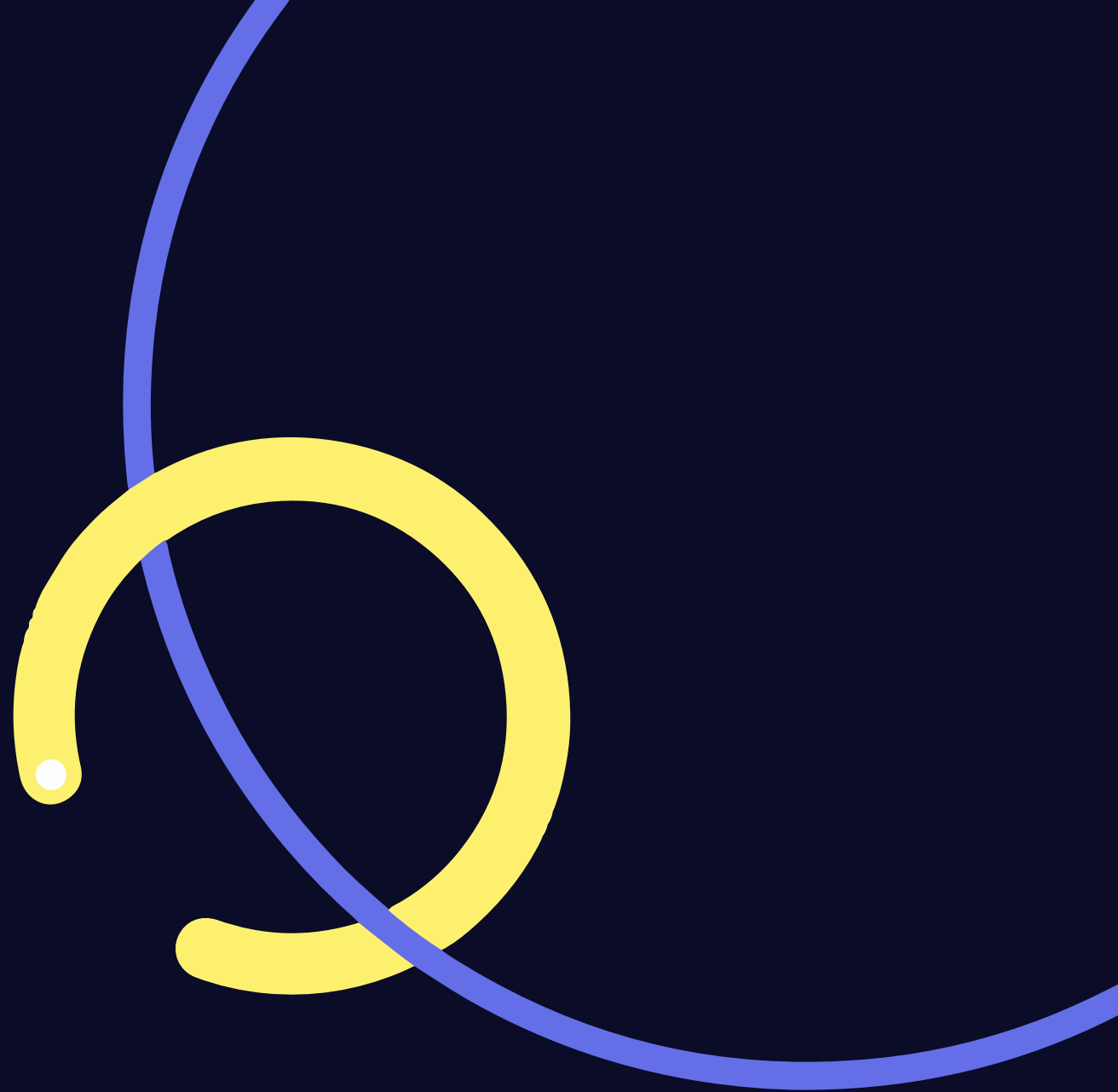


BEYOND THE HYPE:

6 GEN AI TOOLS WE'RE USING RIGHT NOW

June 2025



1. ChatGPT (OpenAI)



“

ChatGPT has become my personal assistant, which I lean on especially when finessing slide decks. It's also my brainstorm buddy – for example, helping me to hypothesise drivers and barriers to prescribing uptake.

— **Abigail Stuart, Founding Partner**

Best for: All-round assistance

Why we rate it:



It's a great all-rounder that's always on hand to help with generating or refining ideas. And with a corporate Team account, you can be reassured that it isn't using your data to train the model.

Limitations:



As it gets to know you better, we've found that ChatGPT has become overly agreeable and sycophantic – it's important to provide clear prompts to encourage honest critique.

Try this:



Ask it to simulate a patient perspective on their lived experience of a disease, or to take a long, detailed report and summarise it into a sharp executive summary.

2. Claude (Anthropic)



“

It's like having a very patient writing partner – who doesn't mind reworking copy as much as I need.

— Reena Sooch, Head of Digital & AI

Best for: Content writing

Why we rate it:



For content that sounds more human than AI, Claude's your guy. You can train it on your tone of voice by providing examples of your writing, then tell it what to write (the key messages, the audience, the format etc.) and it'll get you most of the way there. Then you can work with it to refine the draft into a piece you're happy to put your name to.

Limitations:



We've noticed the quality of Claude's responses isn't always consistent – perhaps as it struggles with capacity during peak hours.

Try this:



Ask it to write a blog post addressing specific pain points. Or get it to check your draft and suggest improvements for clarity, engagement and to optimise it for a particular channel (e.g. an article for LinkedIn).

3. Beautiful.AI



“

I use Beautiful.AI to turn data and ideas into professional presentations quickly and without design stress.

— **Hannah Mann, Founding Partner**

Best for: Presentations

Why we rate it:



It's a lifesaver for building decks when you're short on time. The templates adapt as you type, so you can stay focused on your story rather than slide layout. It's also reassuring to know the end result will always look clean, branded and professional, even if design isn't your strong point.

Limitations:



The free version doesn't allow exports to PDF or PowerPoint, which can be a blocker if a client needs the file. Charts and visuals are more basic than PowerPoint or Canva, and custom branding is limited unless you upgrade.

Try this:



Use the DesignerBot to create a draft pitch or workshop summary. Just describe the content you need (e.g. "Summary of key trends by market") and let it build the structure for you, then refine the messaging from there.

4. Perplexity



“

Perplexity is my research buddy and teacher when I need to explore a new therapy area, or access balanced, reliable summaries of the latest clinical trial data on a product.

— Dan Gallagher, Principal Consultant, Digital & AI

Best for: Deep research

Why we rate it:



Perplexity is a reliable research partner – even for complex topics. Its standout tool, Deep Research, can distil detailed information from reputable sources across therapy areas, prescription drugs, clinical trial data and peer-reviewed publications.

Limitations:



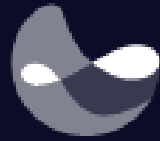
This tool lacks the creative flair, output flexibility and multi-modal features of broader LLMs like ChatGPT. It's all about precision, not imagination.

Try this:



Ask it to do a Deep Research dive on your brand or a competitor. Or have it scan clinical trial data and summarise key outcomes in a clear, referenced table.

5. DeepSights (Market Logic)



“

DeepSight is a smart repository for all your insights – it takes the pain out of those constant ‘Do we have this data?’ requests that flood in from stakeholders.

— **Claire Maccia, Managing Partner, US**

Best for: Extracting insights

Why we rate it:



DeepSights is an AI-led insight cloud for all your stakeholders across primary market research. When it's trained for your therapy area and kept up to date, it can transform how you access and use institutional knowledge. We've helped several pharma organisations implement it, and they're reporting huge efficiency gains.

Limitations:



You can't currently chat with it in the way you can with other tools, but roadmap updates are coming, including the ability to integrate structured and unstructured data.

Try this:



Ask it to query your market research knowledge database to see if the answer to one of your colleague's business questions already exists

6. Midjourney



“

Its beautiful and rich imagery brings insights to life and adds creative flair to your presentations”

— Lawrence Hill, Senior Consultant, Digital & AI

Best for: Image generation

Why we rate it:



Midjourney creates stunning, realistic images in any style you need. Just describe what you want in plain English and it delivers – whether that's icons, presentation visuals or concept designs. The style reference feature keeps your imagery consistent across projects.

Limitations:



It's subscription-only and you'll need to learn some photography basics (lighting, angles etc.) to get the best results. Watch out for occasional AI quirks – like extra fingers or missing pedals on a bicycle!

Try this:



Enter this prompt and see what it creates: “A high-resolution, over-the-shoulder photo of a doctor wearing scrubs, interacting with a hologram of the human body. The expression is focused, the lab is softly lit and scientific equipment in the background, ultra-realistic lighting and textures.”



For more guides, tools and insights, visit our [AI resource library](#).

To discuss the best AI tools for your business, please contact:

Reena Sooch

Head of Digital & AI

r.sooch@dayonestrategy.com

Day One Strategy

Wogan House

99 Great Portland St

London W1W 7NY

dayonestrategy.com

Day One