



Day One

HOW GENAI IS  
REWRITING THE RULES OF  
PHARMA ENGAGEMENT



DECEMBER 2025



# INTRODUCTION

This paper combines insights from Day One Strategy's *Clinic AI Companions 2025* survey<sup>1</sup> with commentary from industry experts. Together, they reveal how Generative AI (GenAI) is transforming the relationship between pharma brands, clinicians and patients – and what companies must do to remain visible and trusted in this new ecosystem.

The paper concludes with Day One Strategy's approach to helping pharma brands stay visible, trusted and influential as GenAI reshapes how clinicians and patients search for information.



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AI Speaker & Builder, CEO  
**AI-cclerator**

<sup>1</sup>The *Clinic AI Companions 2025* was conducted online from 22 April to 23 May 2025, among 500 US clinicians across five specialities: cardiology, oncology, dermatology, pulmonology and endocrinology. It explored awareness, adoption and trust in GenAI, as well as implications for clinical practice and pharma engagement.

<sup>2</sup>Views are Chema's own and do not reflect the views of Sanofi.

# EXECUTIVE SUMMARY

GenAI is rapidly transforming how clinicians and patients access, interpret and act on health information – redefining pharma’s role in the process.

Our *Clinic AI Companions 2025* survey shows that one in three clinicians now frequently use large language models (LLMs), and one in six US adults now turn to AI chatbots monthly for health information ([KFF, 2024](#)).

As AI becomes both a clinical and patient touchpoint, pharma’s challenge is not only to be seen, but to be trusted and influential within the systems shaping healthcare decisions.

This report outlines three strategic imperatives for pharma in the AI era:

**ONE**

**Optimise for AI visibility – structuring your evidence so AI systems can find and extract it.**

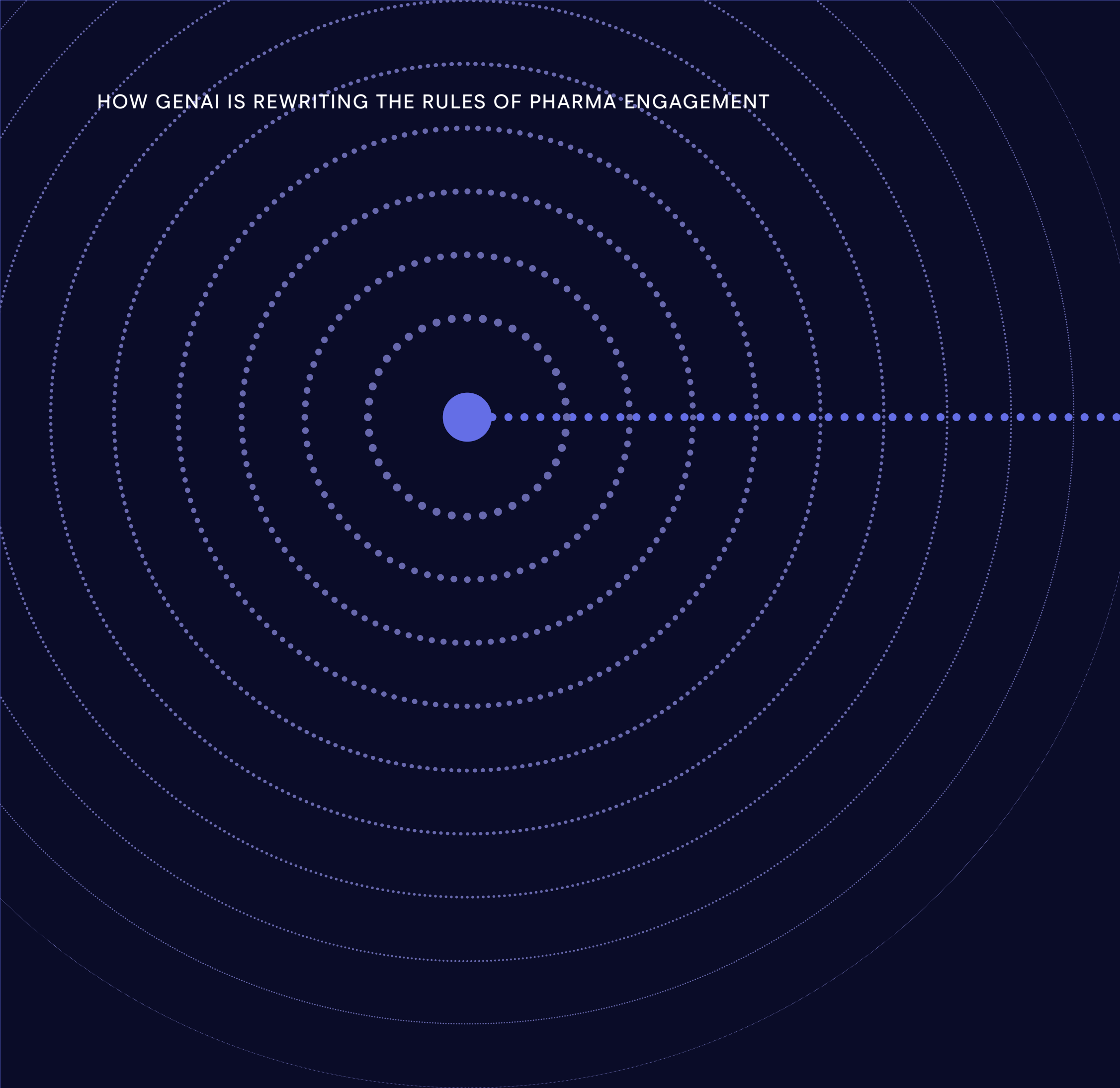
**TWO**

**Build trust through explainability – making your data transparent, traceable and credible.**

**THREE**

**Map the new AI-driven patient journey – understanding how AI shapes decisions before the clinician encounter.**

The winners will be those who act now by embedding AI visibility, trust and influence into the heart of their brand strategy.



STRATEGIC IMPERATIVE ONE

**OPTIMISE FOR  
AI VISIBILITY**

AI has changed how clinicians and patients find and process information. Tools like Gemini and ChatGPT no longer direct users to websites; they extract, verify and summarise information autonomously.

Day One's survey found that 64% of clinicians now use GenAI to research medical information, making it the most common professional use case across specialities.

**“SEO is dead. You're not optimising for human clicks anymore; you're optimising for AI to find, summarise and cite your content.”**

–Dr Michael Housman, AI-ccelerator

Traditional content strategies focused on human discovery. Now success depends on whether your data is readable and retrievable by AI. Companies that optimise for Generative Engine Optimisation (GEO) – ensuring their evidence is structured, traceable and trusted – will shape the outputs that influence clinical decision-making.

**“We used to talk about omnichannel behaviour. Now we need to understand how AI behaves. How do we make our content stand out to them?”**

–Chema Guido Avila, Sanofi



## What this means for pharma brands:

If your data isn't visible to AI, your brand won't exist in the new decision journey.

## How to achieve AI visibility:

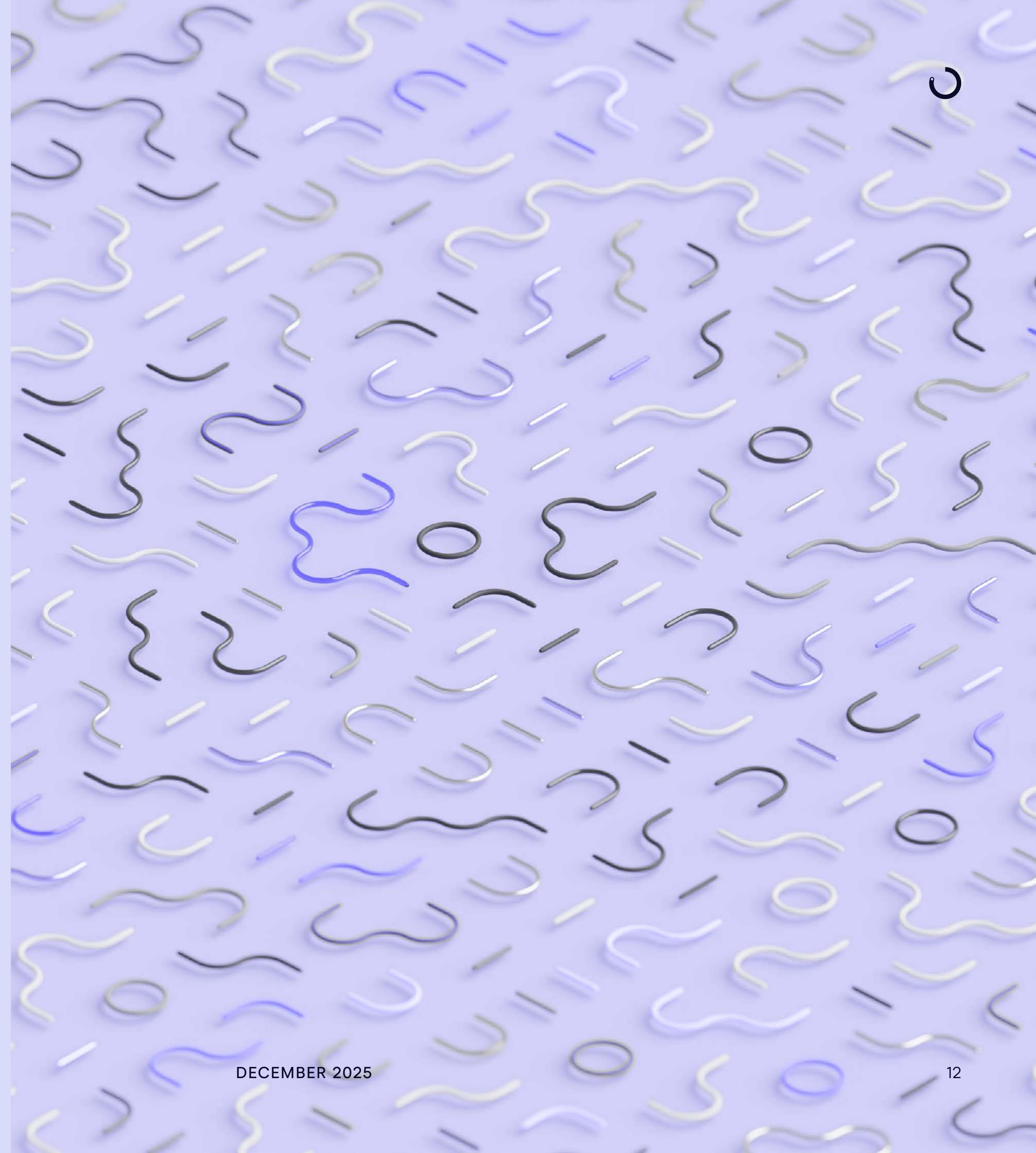
1. Structure content for machine readability using schema markup and metadata<sup>3</sup>, and standardised medical terminology.
2. Monitor AI citation share using tools such as Semrush, Peec AI or Otterly.AI to understand how often your brand appears in LLM responses versus competitors.
3. Develop an AI visibility strategy to manage how your data is surfaced, cited and trusted by AI systems.

<sup>3</sup> These are the hidden labels and tags added behind your website content that tell AI systems exactly what your information means. Schema markup helps AI recognise the type of content (eg, a medicine, a symptom, a clinical trial), while metadata adds key details (like brand name, dosage or indication) so the information can be found, classified and trusted.

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**We've spent decades designing for humans. The next decade is about designing for algorithms — because that's who decides what humans see.**

—Reena Sooch,  
Day One Strategy





STRATEGIC IMPERATIVE TWO

**BUILD TRUST  
THROUGH  
EXPLAINABILITY**

While GenAI adoption is growing among clinicians, trust remains a major barrier. A recent study found that 89% of US physicians want transparency about GenAI content sources before feeling confident using them ([Wolters Kluwer, 2024](#)). Day One's survey supports this: the main clinician concerns are accuracy (76%), liability (53%) and transparency (43%).

**“The more domain-specific and traceable the tool, the higher the trust. We're finally seeing explainability move from theory to practice.”**

**–Reena Sooch, Day One Strategy**

Tools like OpenEvidence are gaining traction because they show clinicians *why* they can be trusted by backing up outputs with traceable citations. Clinicians don't just want faster information; they want confidence that what they're seeing is accurate, accountable and safe to use in patient care.

**“We can't keep pushing branded messages; we have to ensure our scientific information is accessible where the AI looks.”**

**–Chema Guido Avila, Sanofi**



## **What this means for pharma brands:**

Trust – not technology – is the true competitive advantage. Brands that make their evidence transparent and empower clinicians to use AI responsibly will earn lasting credibility.

## **How to build trust:**

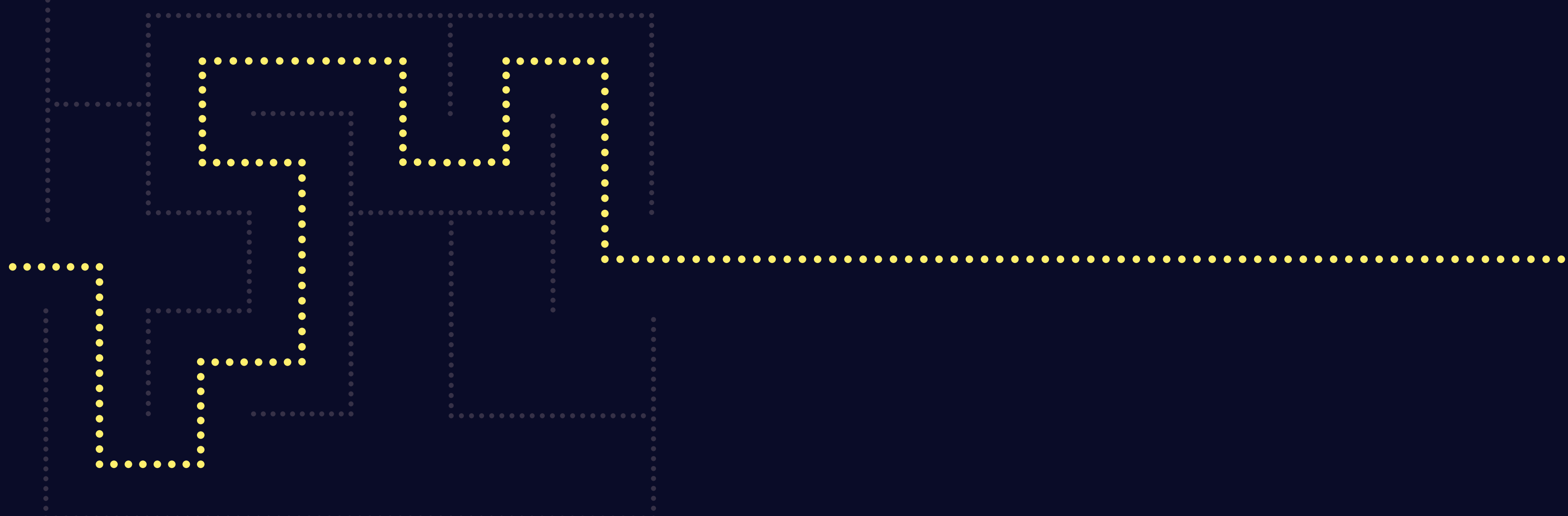
- 1.** Partner with credible AI platforms such as OpenEvidence or Med-PaLM, for example by sponsoring clinician-facing education programmes.
- 2.** Build explainability frameworks that document how your data is sourced, verified and updated.
- 3.** Invest in clinician education, sponsoring accredited AI literacy programmes that help doctors apply GenAI safely and effectively.



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**Trust isn't built by what you say about your data, but by what you can show. Transparency is now a strategic advantage.**

–Chema Guido Avila,  
Sanofi



STRATEGIC IMPERATIVE THREE

**MAP THE NEW  
AI-DRIVEN PATIENT  
EXPERIENCE**

AI is quietly reshaping the path patients take. Increasingly, people start their healthcare journey not with a doctor, but with an AI assistant, using chatbots to interpret symptoms, explore treatment options and prepare for consultations.

One in six US adults already uses chatbots for health information each month ([KFF, 2024](#)), and usage rises sharply among those under 35.

For pharma, this isn't just a repeat of the digital revolution. Unlike search engines or websites, GenAI doesn't direct patients to information, it delivers an answer. That means the moment of influence now occurs within the AI conversation itself, before a clinician or brand can intervene.

**“Patients won't need to wade through PubMed anymore. They'll just ask ChatGPT to summarise all the evidence – and walk into the consultation armed with it.”**

–Dr Michael Housman, AI-accelerator



### **What this means for pharma brands:**

Brands must understand and map this new AI-mediated patient pathway, identifying where AI tools influence awareness, perception and treatment choice – and ensure their education or influence is present, accurate and trusted at every touchpoint.

### **How to adapt to the AI-driven patient experience:**

- 1.** Map the new patient pathway to pinpoint how AI tools shape awareness, attitudes and decision-making.
- 2.** Optimise patient content for AI retrieval by ensuring it is accurate, structured and written in accessible, plain language.
- 3.** Collaborate with trusted AI and health-information patient platforms to integrate verified, up-to-date content into the data sources generative models rely on.

# WHERE ARE YOU ON THE AI ENGAGEMENT MATURITY JOURNEY?

STAGE	DEFINITION	CLINICIAN ENGAGEMENT	PATIENT ENGAGEMENT	GOAL
<b>1. AWARENESS</b>	Recognising that AI is reshaping how clinicians and patients access and interpret information.	Reliance on traditional channels and SEO; limited understanding of how AI influences clinical decision-making.	Minimal awareness of how AI shapes patient expectations and health behaviours.	Understand how AI is transforming decision-making and information flow in healthcare.
<b>2. EXPLORATION</b>	Beginning to test how AI tools represent the brand, data and therapy area.	Informal checks in ChatGPT or Gemini to see what clinicians are shown about key therapies.	Awareness that patients are consulting AI for health guidance before seeing a doctor.	Explore early opportunities and risks in how AI mediates clinician and patient understanding.
<b>3. INTEGRATION</b>	Embedding AI considerations into brand, evidence and engagement planning.	Structuring data for machine readability; incorporating AI visibility into evidence and publication strategy.	Ensuring patient content is accurate, accessible and retrievable by AI tools.	Integrate AI into scientific communication, content design and governance.
<b>4. OPTIMISATION</b>	Actively managing and improving how information about the brand and therapy area is surfaced and interpreted by AI.	Monitoring AI citations and refining data inputs to strengthen accuracy and trust.	Building partnerships to ensure balanced, up-to-date patient information across AI ecosystems.	Optimise for credibility, accuracy and consistency across clinician and patient experiences.
<b>5. LEADERSHIP</b>	Shaping industry standards for transparent, trusted and human-centred use of AI in healthcare.	Embedding AI engagement metrics in governance; collaborating with platforms on evidence integrity.	Driving cross-industry collaboration to ensure safe, accurate patient education through AI.	Lead the market in responsible, data-driven AI engagement and influence.

# HOW YOUR BRAND CAN SUCCEED IN THE AGE OF GENAI

GenAI is not replacing pharma – it’s redefining it. Success now depends on how effectively your evidence and content interact with the AI systems shaping clinical and patient decisions.

At Day One Strategy, our NextSight approach combines market research, proprietary live intelligence and consultancy to help pharma brands move from awareness to action.

**“GenAI optimisation is not optional anymore. If you’re not visible to AI, you’re invisible to HCPs.”**

–Reena Sooch, Day One Strategy



## Day One’s NextSight approach

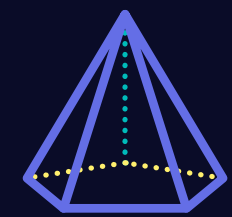
### 1. LENS



#### LLM Exposure & Navigation Scan

Audit where and how your brand appears in generative answers

### 2. PRISM



#### Patient/HCP Retrieval-Insight for Search & Messaging

Authentic GenAI tracking of how customers prompt, explore and interpret pharma content in real time, revealing unseen behaviours and blind spots, using Day One’s proprietary pharma-grade LLM simulator

### 3. BEAM



#### Behaviour-led Engagement & Activation Mapping

Co-created roadmap to define the strategic actions to make your content GEO-ready across channels



# CASE STUDY

## Competing for relevance in the age of AI search

A progressive marketer on a global blockbuster brand began hearing from reps and priority clinicians that AI tools were increasingly shaping clinical decision-making. As new search data showed early signs of market share erosion, the team realised they needed a clearer view of the GEO landscape and how it now interacts with SEO to understand why competitor narratives were being surfaced more readily than their own latest evidence.

## What we did

Using Day One's NextSight LENS-PRISM-BEAM framework, we combined passive ethnographic capture of real-world prompts from different patient personas with quantitative metrics on LLM usage to reveal how the brand was actually being retrieved in everyday journeys. This enabled us to audit AI-generated answers, expose unseen retrieval patterns across clinician and patient segments, and co-create a roadmap to make their content GEO-ready across channels.



## Outcome

The GEO diagnostic is now reshaping the brand's omnichannel and content strategy. It informed the design of an agile content engine that continually produces GEO-ready assets more likely to be surfaced by LLMs, and prompted a full refresh of their ATU and performance measurement to include LLM-related indicators that monitor emerging shifts in retrieval and influence. Together, these changes are helping the brand stay ahead of competitor narratives and strengthen real-world impact.



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**This work gave us a completely new lens on how our brand shows up in the real world of AI-driven information. It's already changing how we plan content and measure impact.**

–Global Insights Director



# LET'S TALK ABOUT YOUR AI JOURNEY

To explore how Day One Strategy can support your next step, please contact:

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