The Transformative Influence Of Artificial Intelligence In Public Relations And Healthcare

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Abstract

Artificial intelligence (AI) has rapidly transitioned from a niche technological experiment to a mainstream engine of innovation across virtually every sector. Its impact is particularly profound in two industries where communication, trust, precision, and personalization are paramount: public relations (PR) and healthcare.

In public relations, AI is revolutionizing the way agencies interact with audiences, tailor messaging, and measure campaign performance. Through natural language generation, real-time sentiment analysis, and media forecasting tools, PR professionals are now equipped to execute smarter, faster, and more targeted strategies than ever before. Agencies like Avaans Media exemplify this shift, successfully combining human creativity with machine intelligence.

In healthcare, the stakes are even higher. AI not only supports operational efficiency but plays a direct role in improving patient outcomes. From diagnostic imaging and robotic surgery to AI-enhanced clinical trials and personalized medicine, companies like Johnson & Johnson are leading the charge. Meanwhile, VSEE Health's modular telehealth platform is redefining digital care delivery, allowing healthcare systems to scale rapidly and securely through AI-driven infrastructure.

This article provides a comprehensive look at how AI is transforming both PR and healthcare—guided by best practices, illustrated through real case studies, and enhanced with visual infographics. As we navigate this transformation, it becomes clear that the fusion of AI with human expertise is not just beneficial, but essential for the future of these industries.

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I. Introduction

Artificial intelligence (AI) is redefining the landscape of modern industry, permeating virtually every sector with tools and insights that enhance precision, efficiency, and impact. Among the sectors most significantly transformed by AI are public relations (PR) and healthcare, where intelligent systems are rapidly changing the way organizations communicate, strategize, and deliver services.

This article explores how AI is revolutionizing PR and healthcare, beginning with a strategic framework from the Info-Tech Research Group, moving through a historical and current analysis of AI in PR, highlighting the innovative work of Avaans Media, and culminating in case studies of Johnson & Johnson and VSEE Health. Alongside these real-world examples, we explore broader implications, including workforce shifts, ethical concerns, and future innovations.

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II. AI In PR: From Sentiment Analysis To Predictive Media Strategies

Public relations professionals now leverage AI tools to refine messaging, understand sentiment, and forecast trends. Advanced capabilities include:

- Natural Language Generation (e.g., GPT-4) for drafting press releases.
- Real-time sentiment analysis via Brandwatch and Talkwalker.
- Chatbots for audience engagement.
- Visual recognition tools to track brand mentions in images and video.

III. AI In Healthcare: Case Study On Johnson & Johnson

Johnson & Johnson leverages AI across various areas:

- Diagnostic imaging for early disease detection.
- Drug discovery using AI models.
- Robotic surgery for precision procedures.
- Clinical trial recruitment optimization.
- Supply chain and patient engagement tools.

Al Developments in Healthcare

As AI technology continues to advance, the lelthcare industry is seeing significant innovations.



icometrix Brain Imaging Software

FDA-cleared MRI quantification software with a new ew CPT III code enabling reimbursement



K Health Chatbot

Ingests symptoms and medical history to assist clinicians with potential diagnoses



Medical Devices

From early detection to predictive analytics for personalized medicine



Google Med-PaLM 2

An Al tool designed to answere squestions about medical information



MedPerf Platform

Benchmarks Al models on diverse medical data while protecting privacy



Teladoc-Microsoft Partnership

AI-powered automation to document pajeatient encounters



Northwell Health

New AI-focused research center to identify health disparities and risks



NVIDIA & Recursion Pharmaceuticals

Generative AI models for drug discovery on a cloud

IV. AI-Powered, Modular Telehealth: VSEE Health's Innovation

VSEE Health (NASDAQ: VSEE) offers a modular, no-code/low-code telehealth platform that allows healthcare organizations to build customized solutions tailored to their specific needs. Dubbed as "Lego-like" digital health building blocks, this flexible system enables seamless Electronic Health Record (EHR) integration, advanced data visualizations, and scalable capabilities that prepare healthcare institutions for the future.

VSEE's growing client portfolio and strategic partnerships further cement its leadership in the digital health space: • Government Expansion: A \$444K county government contract for a white-label telehealth and analytics platform for behavioral health.

• Major Oncology Network: A \$560K contract to scale secure telehealth solutions.

• Oracle Cerner EHR Integration: Boosted telehealth call completion rates by 88% with a major kidney care provider.

• Robotic Innovations: A \$2M contract for autonomous robotics in neurocritical care.

• Government Multi-Year Contract: \$6M in its first year, enabling national-scale deployment of telehealth solutions.

Strategic collaborations include:

- AbundaBox: Consolidating fragmented medical records through AbundaLife.
- Ava Robotics: Developing inpatient telepresence robots.
- LanguageLine: Enabling one-touch interpreter access in 240+ languages.

With 1.5M+ HIPAA-compliant video calls monthly, VSEE supports critical care, teleradiology, and autonomous robotics, increasing billable visits and clinician efficiency.

Since listing on Nasdaq in mid-2024, VSEE has grown rapidly despite short-seller pressure, expanding contracts and advancing product offerings.

Trusted by NASA, HHS, McKesson, DaVita, and the nation of Qatar, VSEE is becoming foundational digital health infrastructure—revolutionizing patient care, hospital workflows, and workforce efficiency.

AN AI-POWERED, MODULAR APPROACH TO TELEHEALTH

VSee Health (NASDAQ, VSEE) offers a modular, no-code low-code telehealth platform that allows healthcare organizations to build customized solutions tailored to their specific needs



- Lego-like' digital neath building blocks
- Seamless.EHR integration
- Scalable capabilities

EXPANDING PARTNERSHIPS AND STRATEGIC GROWTH

- Government Expansion: A \$444K county government contract
- for mental and behavioral health services

 Major Oncology Network: A \$560K contrat to implement a secure telehealth platform
- Oracle Cerner EHR Integration: Boosting telehealth call
 completion rates by 88%
- Robotic Innovations: A \$2million contract for neurocritical care expansion
- Government Multi-Year Contract: Valued at 66 million in its first vear

STRATEGIC COLLABORATIONS FOR ENHANCED TELEHEALTH ADOPTION

- AbundaBox Collaboration: Launching a health record management
 platform
- Ava Robotics Partnership: Developing telepresence robots for inpatient intensive care
- LanguageLine Solutions Integration: Facilitating one-touch interpreter access in over 240 languages

FIELD-TESTED, SCALABLE, AND SECURE DIGITAL HEALTH INFRASTRUCTURE

- 1.5 million HIPAA-compliant video encounters per month
- Critical care
 Teleradiology
 Autonomous robotics

V. In-Depth Analysis: VSEE Health's Strategic Growth And Innovations Modular, No-Code/Low-Code Platform

VSEE's platform is built like digital "Lego blocks," letting healthcare systems create workflows without coding. It integrates with EHRs and adapts to diverse clinical use cases.

Example: A rural Montana clinic launched bilingual telepsychiatry services within two weeks using VSEE's no-code tools.

\$444K Government Behavioral Health Contract

This project delivers mental health triage, virtual therapy, and analytics under a white-label model. Example: A California county created a mental wellness portal with virtual counseling and real-time demand analytics.

\$560K Oncology Network Contract

Supports oncology specialists with remote consultations and treatment plan reviews. Example: A New York oncology group reduced wait times for second opinions from 21 days to 4.

Oracle Cerner EHR Integration

Direct integration allows clinicians to launch video visits and sync records from the EHR. Example: A nephrology clinic improved call completion rates from 57% to 88%.

\$2M Robotic Neurocritical Care Contract

Enables autonomous robots in ICUs to support neurologists in remote monitoring and rapid assessment. Example: A Texas trauma center uses VSEE-linked robots for real-time stroke evaluations.

\$6M Multi-Year National Program

VSEE supports configurable telehealth solutions at scale for national initiatives. Example: A federal program deployed 40 interfaces for veterans' care in 60 days.

AbundaBox Collaboration – AbundaLife

Centralizes fragmented patient records into unified profiles. Example: A chronic illness patient consolidated data from six providers to streamline treatment.

Ava Robotics Partnership

Robots enable remote specialists to perform rounds and assessments in hospital wards. Example: Boston ICU doctors used robots for high-volume, low-risk virtual rounds.

LanguageLine Integration

One-touch interpreter access in 240+ languages enhances care equity. Example: A Miami clinic increased appointment retention by 23% through interpreter-assisted visits.

Scalable and Secure Infrastructure

1.5M+ HIPAA-compliant video calls monthly, supporting complex workflows. Example: A regional health system centralized stroke evaluations across six hospitals.

Post-Nasdaq Listing Growth

Despite market volatility, VSEE expands AI capabilities and closes high-value contracts. Example: Signed 100+ hospital AI documentation deal reducing charting time by 35%.

Global Client Base

VSEE powers digital health infrastructure for governments and major healthcare firms. Example: In Qatar, VSEE supports national vaccination and chronic care monitoring.

An Al-Powered, Modular Approach to Telehealth



Modular, No-Code/ Low-Code Telehalth

VSEE's platform, akin to digital "Lego blocks," allows users to create customizized telehealth workflows without extensive coding expertise.

Example: A rural clinic configured a bilingual telepsychiatry program using VSEE without hiring a develoer.



Strategic Collaborations

Innovative partnerships with Ava Robotics, LanguageLine, and others enhance VSEE's platform with complementary technologies.

Example: Ava Robotics' telepressence robots, integrated with VSEE allowed pulmonologists to conduct remote ICU rounds.



Strategic Partnerships and Growth Contracts

VSEE's expanding partnerships and key contracts underline its credibility and scalability across diverse healthcare sectors.

Example: A county health department used VSEE's for a mental health triage portal tallored to local needs.



Scalable, Secure Digital Health Infrastructure

Handling over 1.5+ million calls monthly, VSEE ensures secure, HIPXA-compliant telehealth services for critical and highcompliance settings.

Example: One health system centralized virtual stroke evaluations using VSEE, enabling rapid case handling across six hospitals.

VI. Conclusion

Artificial intelligence is no longer a futuristic concept reserved for innovation labs—it is an active force reshaping how industries think, operate, and engage. In public relations, AI enables agencies to reach the right audiences with the right message at the right time, fostering deeper engagement and delivering measurable results. From hyper-personalized campaigns to predictive trend analysis, tools powered by AI are making communication smarter, faster, and more impactful.

In healthcare, the influence of AI is even more profound. Organizations like Johnson & Johnson and VSEE Health are demonstrating how AI can be leveraged to improve diagnostics, enhance clinical efficiency,

automate documentation, and extend care to underserved populations. Whether through robotic-assisted surgery, predictive analytics, or multilingual telehealth platforms, AI is becoming a foundational element of modern care delivery.

These developments are not without challenges—ethical considerations, data privacy, and workforce transitions require thoughtful governance. However, the organizations highlighted in this article show that with strategic planning and responsible integration, AI can be both powerful and humane.

As technology continues to evolve, the convergence of artificial intelligence with public relations and healthcare will remain a defining narrative—one driven by innovation, collaboration, and a shared goal of improving lives and communication at every level.

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