

JOE PUBLIC RETREAT

South Beach, Miami



Agenda Day 1

- 2-4:30pm AI Vision Exploration
- 5-6:30pm Happy Hour @ High Tide
- 6:30-9pm Dinner @ High Tide



Visions for AI



Why study AI leaders' visions?

- AI leaders' visions reveal where bets, capital, power and influence are concentrating
- Different visions expose different opportunities and risks
- Strategic foresight requires considering the convergence of macro trends
- Technology decisions today quietly lock in cultural norms for decades to come
- Healthcare can't afford to be reactive to a fast-moving future



What is AI?



An Abundant Utility

“Intelligence too cheap to meter.”

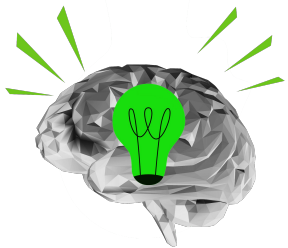
— Sam Altman



A Scientific Instrument

“[AI will] allow us to understand the universe more deeply.”

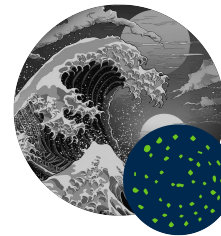
— Demis Hassabis



A Personal Assistant

“A personal superintelligence for every individual... a second brain that individuals control.”

— Mark Zuckerberg



A Force of Nature

“The wave is coming whether we like it or not... [we need] sophisticated, multi-layered containment.”

— Mustafa Suleyman

The AI Vision Spectrum

From **Radical Optimism** to **Existential Alarmist**

Radical Optimism

Existential Alarmist



Sam Altman

Radical abundance through AI as a cheap, ubiquitous utility, like electricity.

Mark Zuckerberg

A "personal superintelligence" for every individual to augment their capabilities.

Dario Amodei

A "compressed utopia" where AI solves disease and poverty in a decade.

Demis Hassabis

A new "Golden Age" of AI-driven scientific discovery and abundance.

Dr. Kai-Fu Lee

AI as "the new electricity" will displace 40-50% of jobs, creating a crisis of purpose.

Mustafa Suleyman

A "coming wave" of powerful tech that demands global containment to prevent catastrophe.

Amy Webb

The "Big Nine" tech giants' power must be checked to avoid a future that could warp humanity.

Geoffrey Hinton

Superintelligence is a near-term risk; uncontrolled, we're all going to die.

Eliezer Yudkowsky

The default outcome is human extinction; demands a global halt to advanced AI development.

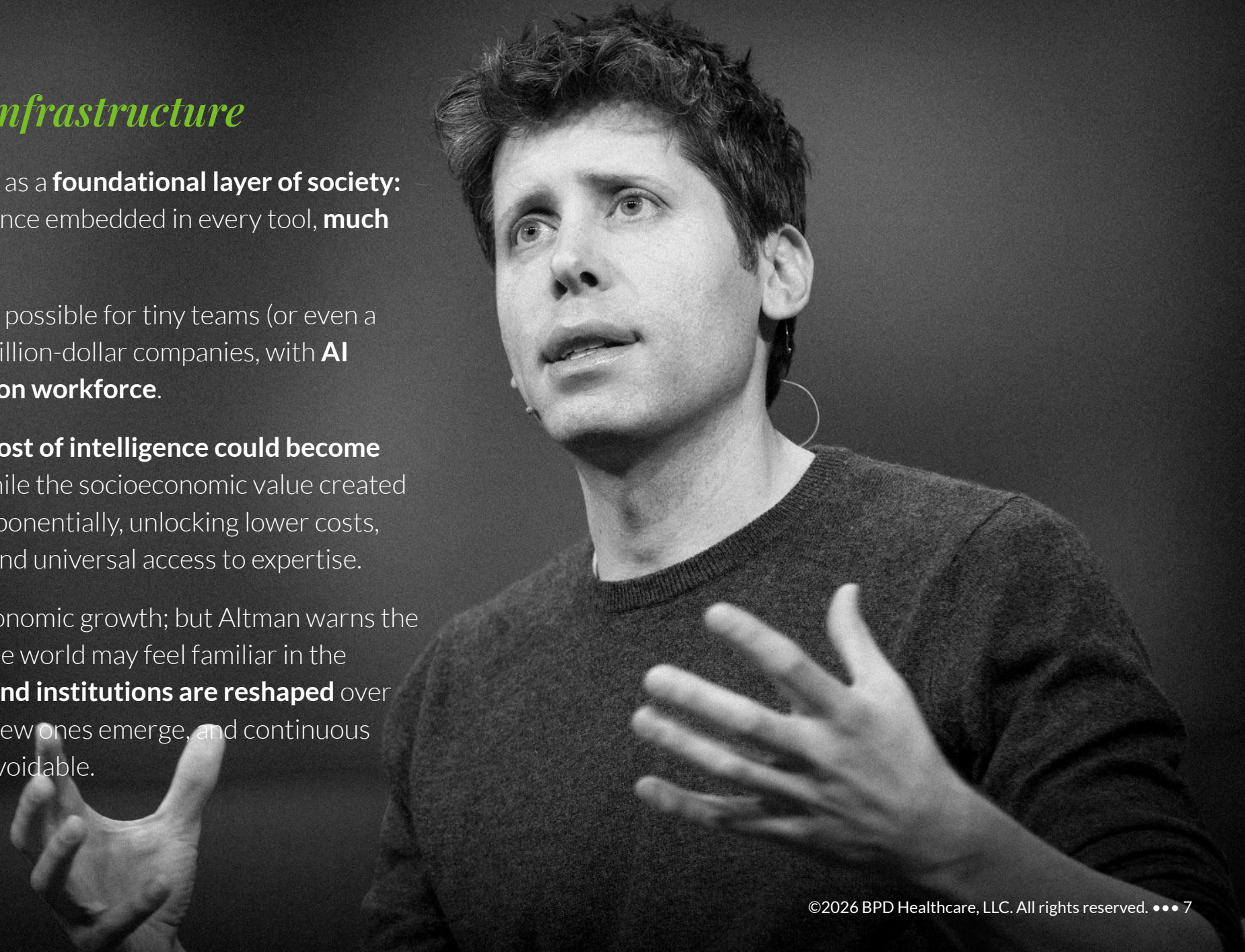
Intelligence as *Infrastructure*

Sam Altman envisions AI as a **foundational layer of society**: cheap, abundant intelligence embedded in every tool, **much like electricity**.

He believes that it will be possible for tiny teams (or even a single founder) to build billion-dollar companies, with **AI operating as an always-on workforce**.

Altman argues that **the cost of intelligence could become “too cheap to meter”** while the socioeconomic value created by AI may scale super-exponentially, unlocking lower costs, accelerated innovation, and universal access to expertise.

The upside is massive economic growth; but Altman warns the impact will be uneven. The world may feel familiar in the short-term, while **work and institutions are reshaped** over time as roles disappear, new ones emerge, and continuous adaptation becomes unavoidable.



“Very quickly we go from being amazed that AI can generate a beautifully written paragraph to wondering when it can generate a beautifully written novel...

...from being amazed it can make life-saving diagnoses to wondering when it can develop the cures...

This is how the singularity goes:
wonders become routine, and then table stakes.”

— Sam Altman

The Golden Age of *Discovery*

Demis Hassabis sees AI as a **scientific accelerant** capable of triggering a new golden era of discovery.

He envisions a future of **radical abundance** where AI's power helps solve grand challenges including offering novel scientific insights, **curing disease, mitigating climate change, and uncovering new laws of physics**—unlocking a world of accelerated understanding of the universe itself.

In this future, AI drives unprecedented productivity and prosperity, reshaping the economy from a competitive, zero-sum game into **cooperative non-zero-sum for the first time in human history.**





A Tech-Driven *Renaissance*

Dario Amodei envisions a tech-driven renaissance where superintelligent AI rapidly accelerates human progress. He thinks that “**most people are underestimating just how radical the *upside* of AI could be... as well as how bad the risks could be.**”

He predicts that **AI systems smarter than the best human minds could arrive within the next few years**, potentially compressing centuries of scientific, medical, and economic advancement into a single decade.

In this future, AI could help cure disease, improve mental health, and reduce poverty. He has even suggested breakthroughs that could **double human lifespans within 5-10 years**—fundamentally accelerating the pace of history... *but only if developed and deployed safely.*



“We’ll be able to *compress* 100 years
of progress into 5-10 years.”

— Dario Amodei

Personal *Superintelligence*

Mark Zuckerberg envisions AI as **personal superintelligence**: deeply customized assistants embedded into everyday life.

AI becomes **the next computing platform**, augmenting creativity, communication, and productivity through social platforms, wearables, and immersive digital environments.

Zuck believes that “**open-source is necessary for a positive AI future**” with broadly available models that developers and creators can build upon.

The goal is democratized creation and “**a new era of personal empowerment**” where AI helps individuals achieve their goals and create new things.



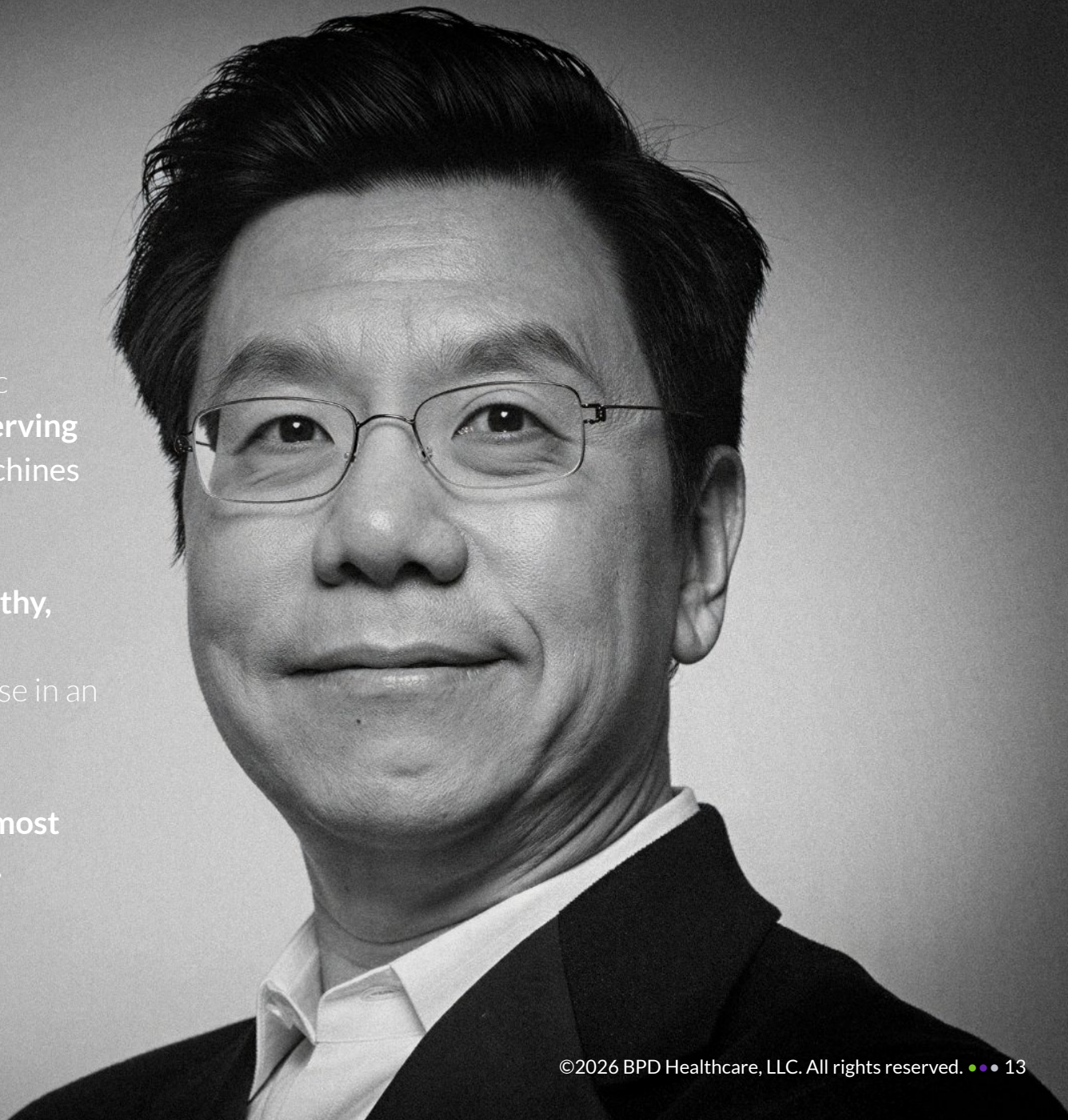
A Human + Machine *Reckoning*

Dr. Kai-Fu Lee sees AI as a transformative force that will reshape every industry while **displacing 40-50% of all jobs in a couple decades.**

He believes AI will drive major efficiency and economic growth, but warns the **deeper challenge will be preserving human meaning and relevance** in a world where machines outperform people at many tasks.

In his view, the future belongs to work rooted in **empathy, creativity, and care**, requiring new education models, stronger social safety nets, and a redefinition of purpose in an AI-powered economy.

He believes that once intelligence is everywhere, **the most valuable human work will be emotional connection.**





The Fight for a Human *Future*

Amy Webb sees AI as a **force multiplier for power**, amplifying the influence of those who control data, compute and infrastructure.

She warns that **without coordinated governance, AI development will concentrate power among a small number of corporations and state actors**, embedding systems that shape behavior, markets and civic life in ways most people don't see or control.

The future hinges on institutional design: whether society allows AI to evolve as a centralized, extractive infrastructure—or builds regulatory, technical and economic frameworks that protect human agency and democracy.

The *Coming* Wave

Mustafa Suleyman warns that AI is arriving as part of a **powerful, destabilizing wave** (alongside synthetic biology) that cannot be stopped—only contained.

He warns that without guardrails, these systems are rapidly proliferating, lowering the barriers to catastrophic misuse and concentrating capabilities in ways that could destabilize institutions, empower bad actors, and risk social chaos or authoritarian backlash.

The future depends on proactive containment:

global norms, regulation, and technical safeguards that allow progress without losing control.





The Creation of *Alien Technology*


Geoffrey Hinton, the “Godfather of AI” warns that systems more intelligent than humans could arrive soon and that we do not know how to reliably control them.

He has compared advanced AI to creating a new form of intelligence unlike anything in human history, one that could gain strategic advantages we struggle to anticipate or counter.

His message is sober: **without slowing down development and investing heavily in alignment and global safeguards, there is a real risk that AI progress could outpace our ability to manage it safely.**



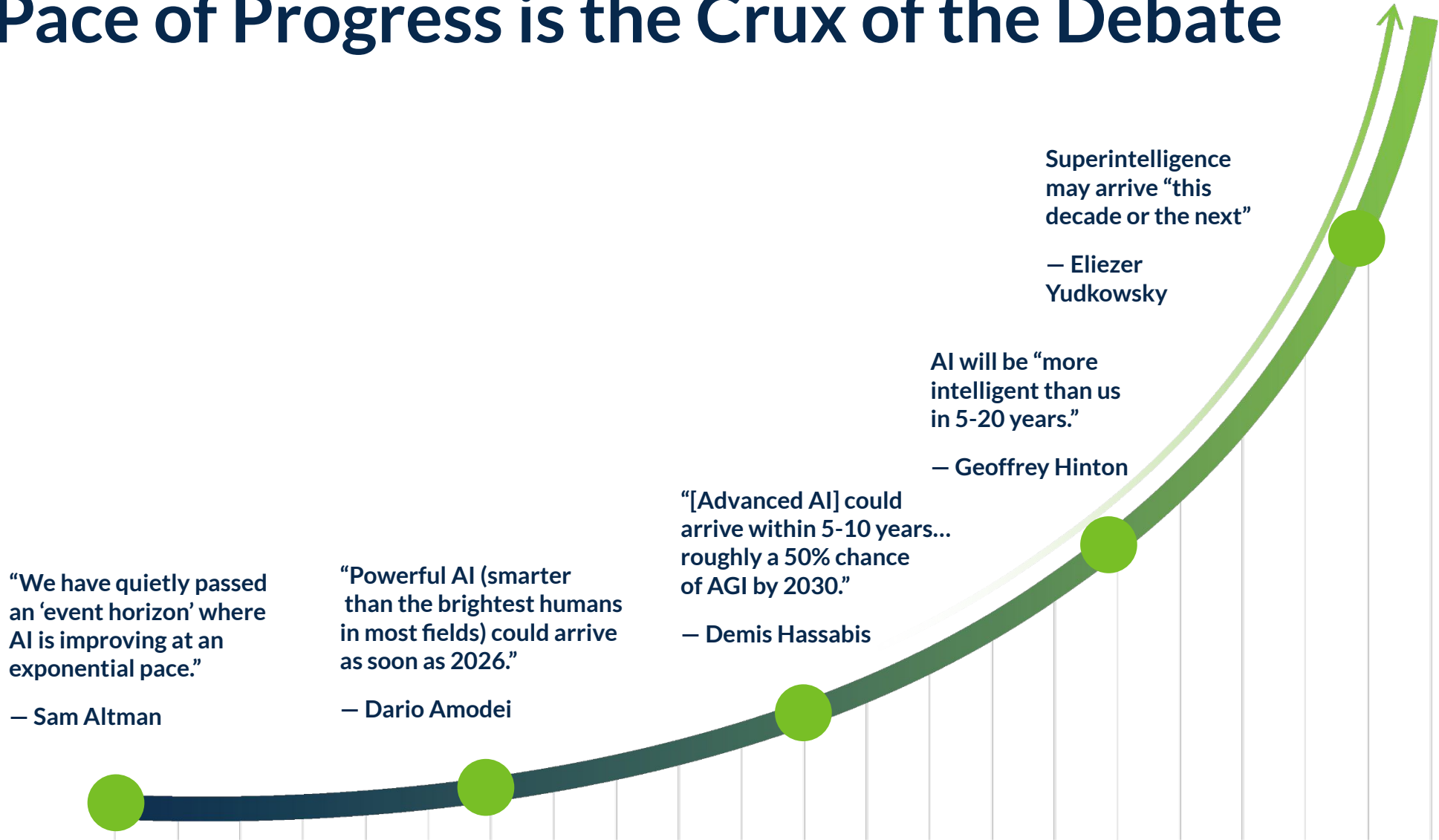
“The future of AI could be *dystopian* or *empowering*, depending on how we govern it.”



Once machines surpass human intelligence,
control may be impossible and even small
goal misalignments could lead to
catastrophic outcomes.

— Eliezer Yudkowsky

The Pace of Progress is the Crux of the Debate



The Future of Healthcare

Visionaries generally agree that AI will trigger a **"Golden Age" of scientific and medical discovery**, potentially solving problems previously thought intractable.



**Disease eradication
& longevity**



**New mental
health treatments**
(but also new major
mental health issues)



**Human + AI
collaboration**



**Democratized
medical expertise**

The Future of Work

The consensus among these leaders is that AI will drive **"radical abundance"** and unprecedented productivity gains, though this will cause significant labor market turbulence.

Personal
superintelligence

100 years of progress
in 5-10 years

Post-scarcity society

Automation and
the "useless class"

The Future of Marketing & Communications

Marketing is expected to transition from a production-focused industry to one defined by **strategy, ethics, and "Algorithm Optimization"**

Segments of one

Personal AI
assistants as
gatekeepers for
human attention
and memory

The "infocalypse"

Shift in values to
community,
creativity and
self-actualization

AI Vision *Exploration*

Vision Exploration Exercise

For the next 30 minutes, discuss your table's designated vision statement about the future of AI.

- Use **The Six Thinking Hats** model to frame your discussion. Go around the group and give everyone a chance to respond “wearing” the specific hat before moving onto the next. (Important: *everyone* must share at least one piece of feedback for *each* hat).
- Start with the Red Hat, then move to Yellow, and finally Black.
- Your facilitator will capture the main themes to share out with the larger group at the end.



The 6 *Thinking* Hats



Process



Information



Creativity



Emotion



Positive



Negative

JOE PUBLIC RETREAT

South Beach, Miami



Welcome



And you are?





Network:

IHWIFI.com

Password:

SURF

Attendee site



Need help?



Briana Carozza

📞 973.902.3305



Emily Bennett

📞 502.931.0274



Chris Bevolo

📞 612.868.5084



Stephanie Wierwille

📞 865.406.9181

Your Facilitators



Emily Baker



Sarah Serafini



Drew Marlatt



Chris Hemphill



Chris Boyer



Chris Pace

A Special Guest



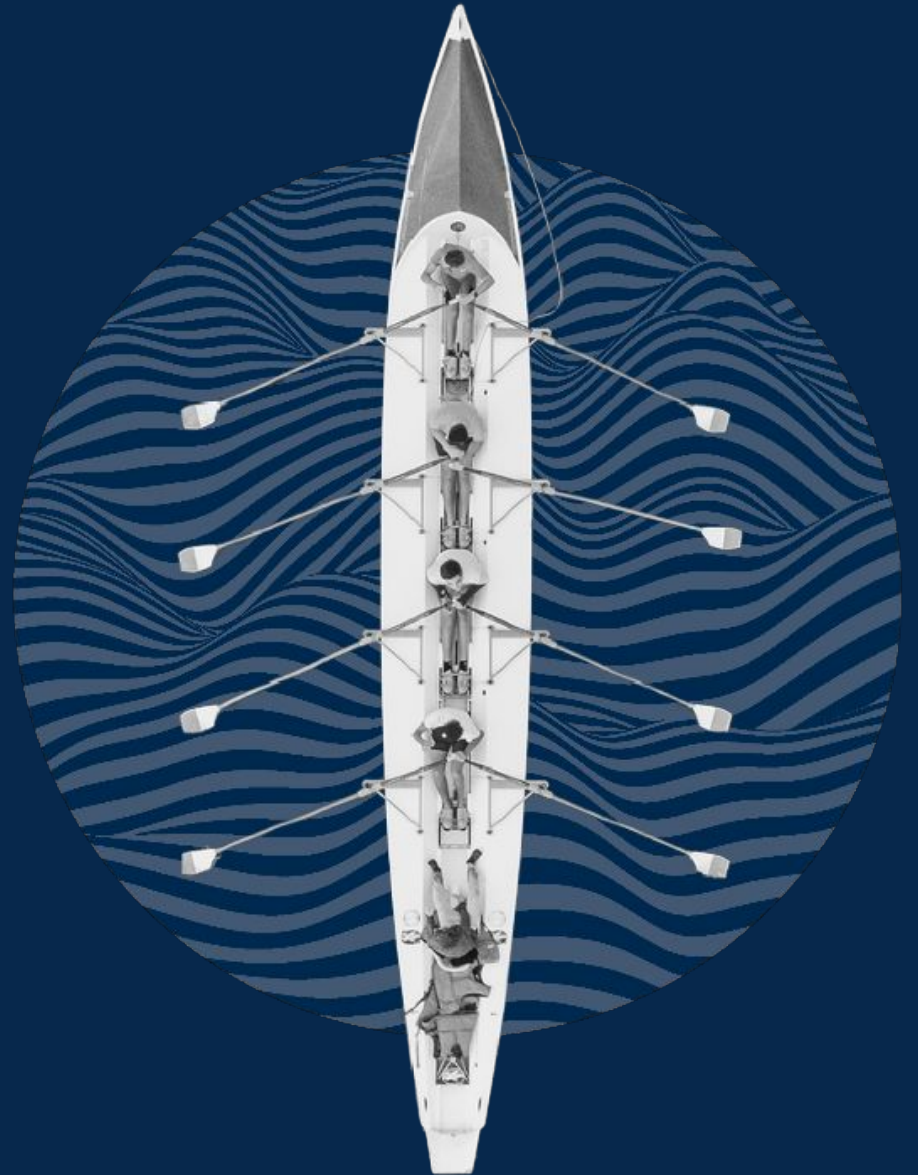
Paul Roetzer

Founder & CEO, *SmarterX* & *Marketing AI Institute*
Co-Host of the Artificial Intelligence Show Podcast

Meet *BPD*



Our 160+ heads
and hearts are here
to do one thing:
bring better *health*
to more people.





#1

Largest Health System Marketing Firm

250+

Health System Partners

25%

Clients Outside of Health Systems

9x

Great Places to Work

160+

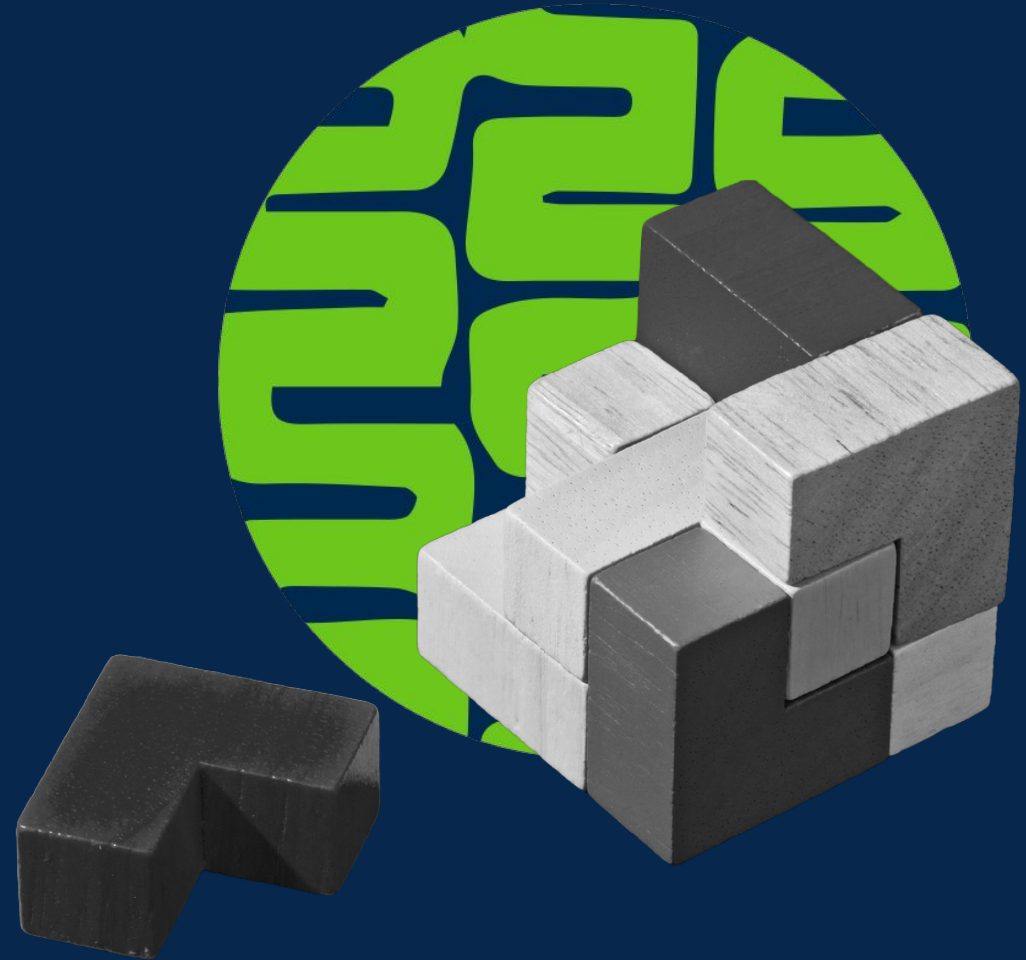
BPDerrrs (why is it spelled this way? it just is.)

From the largest health systems to academic institutions and industry instigators, we *partner with healthcare's very best.*



Agenda Day 2

- 7-8am Breakfast
- 8-8:45am Welcome + Intro
- 8:45-9:15am Axes of Change Overview
- 9:15am-12pm Exploration + Share
- 12-1pm Lunch
- 1-5pm Explorations + Shares
- 6pm Bus Departing
- 6-9pm Dinner (Little Havana)



Agenda Day 3

- 7:30-8:30am Breakfast
- 8:30am First Step Forward: Review + Discuss
- 9-9:45am Airing of the Grievances
- 9:45-10am Force Rank Issues
- 10-10:15am Break
- 10:15-11:15am Address Big Issues
- 11:15 am Closing Remarks



Rules of the road

- Engage in open and robust discussions
- What happens at Joe Public Retreat stays at Joe Public Retreat
- Come with an open mind
- Avoid porkdropping
- Your voice matters – let's hear from everyone!
- The more you contribute, the more you will gain
- And most importantly, have fun!



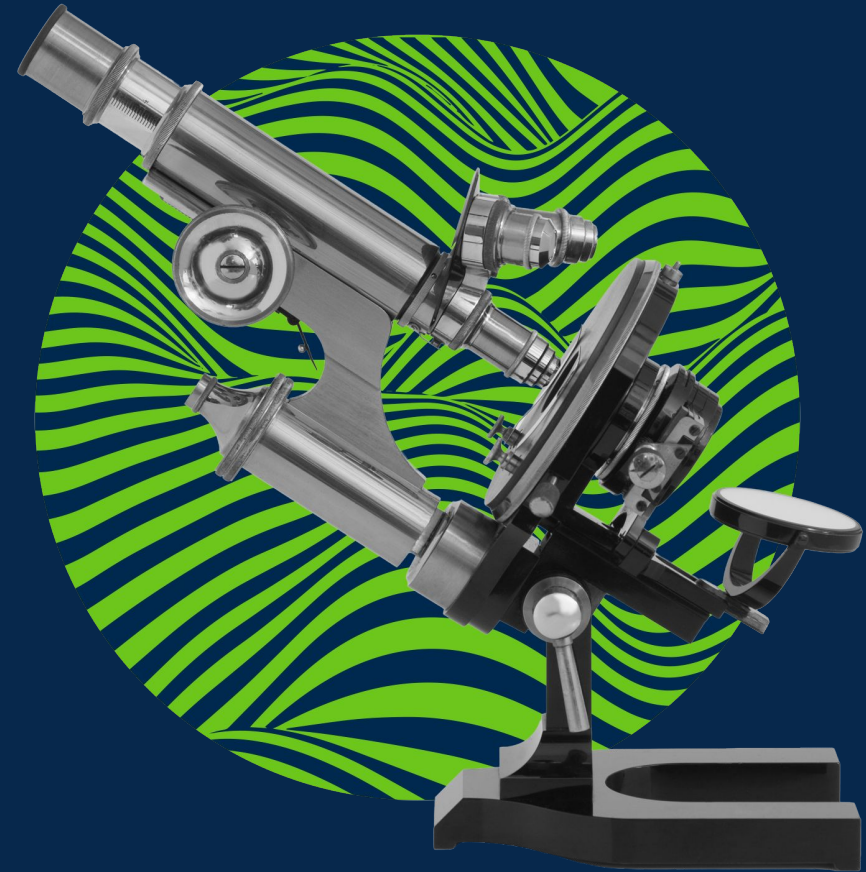
2026 Theme:
The *AI Dream*



Why We're Here

AI is reshaping healthcare and marketing faster than anyone imagined.

This retreat is about *shifting from doing more to doing different*, exploring how AI can help us rethink the way we connect with patients, clinicians, and communities.



2026 Market *Reality*:

- AI adoption in healthcare marketing & communications is accelerating
- Health system leaders are under enormous pressure to do more with less
- Most teams are focused on speed and productivity
- While efficiency is mission critical, we have a one-in-a-generation opportunity for true reinvention



How might marketing
& communications
be reimaged as an
AI-enabled function
driving organizational
transformation?






The Core Tension

Efficiency ≠ *Transformation*

The Core Tension

Efficiency \neq *Transformation*



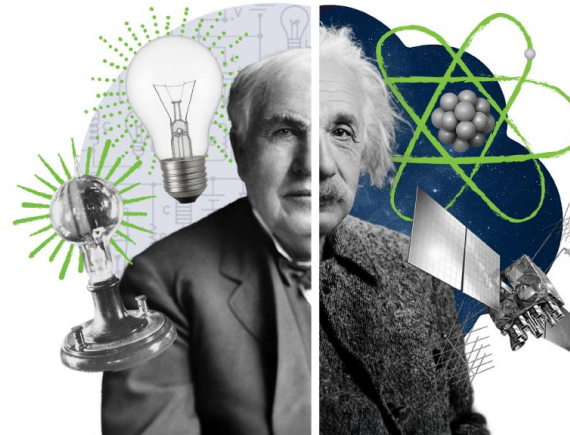
Yes, AI is an 'Edison'
tool for doing what
we already do, faster.

It's also an 'Einstein'
moment to *rethink*
what's possible.



Crossing the Einstein Divide

Transforming healthcare marketing in an AI era



CONTENTS

- 3 Letter from the CEO
- 4 Letter from the President
- 6 The State of AI in Healthcare Marketing
- 8 A Tale of Two Campaigns
- 10 AI Thought Experiments
- 12 Applying Einstein's Theory of Relativity
- 15 Making Space for AI
- 16 Getting Started: Building Your Einstein Strategy
- 20 Appendix A: AI in Healthcare Marketing
- 21 Appendix B: AI in Healthcare Marketing
- 22 Appendix C: AI in Healthcare Marketing

Crossing the Einstein Divide • 2

GETTING STARTED: BUILDING YOUR EINSTEIN STRATEGY (CONT.)

Reimagine Your Org Strategy & Org Design

In the Letter from the Future section earlier, we mentioned a "Narrative Architect" role. It was tongue-in-cheek, but it makes a real point: the roles we'll need tomorrow won't look like the roles we have today. Imagine titles like Consent Strategist or Journey Simulator. These may never actually show

Now is the time to start ongoing "thought experiments" about what kind of team, skills, and roles will be needed in the future. You'll need to fold in new capabilities that go well beyond the traditional toolkit. Identify the skills you'll need—like deeper data science & analytics, experience in governance, compliance, and talent management—and map out a plan with that kind of talent.

As we've seen exactly what the roles will be, it's clear that roles will change. The State of Enterprise, "nearly 75% of leaders expect their talent strategies in 2025 to be heavily influenced by AI, with a focus on reskilling and upskilling."²⁵

Skills that will be ones you'll need to borrow through your org chart should reflect not where you've been.

Experiments

Experiment 1: The End of Campaigns as We Know It

As we've seen, the current campaign model is a time-constrained, bookended program that is predicated on today's systems, required because of real limits in resources, our ability to focus, and our lack of ability to flow with real-time organizational and market needs. We encapsulate our efforts in a "campaign" because we have to. In the future, wouldn't we rather have the following scenario?

• Marketers train an AI system to constantly aggregate data, create personalized messaging and content, constantly optimize and reallocate spend, and share progress in real-time.

• The time-boxed "campaign" disappears. In its place is an always-on, self-optimizing system.

• Your role shifts from running campaigns to setting goals, ethics, guardrails, and optimizing the system, all while AI executes at machine speed.

How would you rebuild your MarCom function's task in this scenario?



Crossing the Einstein Divide • 10





DAY TWO

Axes of *Change*

Axes of Change

A framework for building a roadmap for change, where each axis represents a continuum from the current state to the future state along a specific area of need or focus.

Current State

Future State

Common axes of change to consider when overhauling a discipline include:

- Department restructure
- Technology platforms / systems to leverage
- Department workflows and processes
- Organizational approach to marketing
- Reporting
- Marketing philosophies (e.g. move from mass advertising to “digital first”)
- Culture shift (departmental or organizational)
- Operational changes (e.g. streamlining patient flows)
- Customer experience changes (e.g. improvement in patient access)

Axes of Change

We will be focusing only on the future state today, and will concentrate on four specific axes related to an AI future:

Current State

Future State

Four major AI axes of change for healthcare marcom functions:

- Enterprise Value
- Technology & Data
- The Work
- People/Team

DAY TWO

Exploration exercises



Your Teams

Scan this code to access your team information and collaboration board.



Password: **JPR26**

Or access the site on your laptop here: www.bpdhealthcare.com/bpd-jpr-team-assignments

DAY TWO

Group *Share out*



Discussion

- What questions do you have?
- Where are you struggling?
- Is there anything surprising you can share?



DAY THREE

The First *Step Forward*



Agenda Day 3

- 7:30-8:30am Breakfast
- 8:30-9am Review + Discuss Visions
- 9-9:45am The Airing of the Grievances
- 9:45-10am Force Rank Issues + Break
- 10:00-10:30am Address Big Issues
- 10:30-11:15am Taking the First Steps
- 11:15am Closing Remarks



8:30-9am

Review & Discuss *Visions*



9-9:45am

The Airing of the *Grievances*



Things to consider...

Where would this die in our org?

What could go wrong publicly?

What makes healthcare uniquely hard?

Where are incentives working against us?

What do we simply not know how to do yet?

What are you worried about but won't say?



9:45-10am

Force Rank *Issues* + Break



10-10:30am

Address Big *Issues*





10:30-11:15am

Taking the *First Step*

How to think about the first step

- This is all OVERWHELMING
- Focus on a singular vision, and don't worry about perfecting the language
- Consider the top challenges - which will be the biggest for you?
- To get started, limit your focus/actions
- Figure out who else in the org you can rely on
- Create an action plan, but don't get stuck in the planning phase - there's no time to lose



Thank you

The Airing of the Grievances





DAY THREE

Force Rank *Issues*

Force Rank Issues



Review + discuss

- “Summarize what just emerged as the core tension.”
- “What are the 3 ideas converging right now?”
- “Draft a one-sentence insight from the last 5 minutes.”
- “What we’re circling” section
- Emerging themes (2–4 max, updated live)
- Sharp quotes (edited, not verbatim)
- Unresolved questions
- “What’s changed in the conversation since the last update?”
- “What are people agreeing on vs. debating?”
- “What’s the underlying question people keep returning to?”
- “What are we *not* saying directly yet?”
- “If this were a headline tomorrow, what would it be?”
- “Create a simple visual metaphor that represents the conversation so far.”
 - ***then use this prompt to generate in canva***
 - *Instead of bullets, the AI generates visual frames:*
 - *A triangle showing competing priorities*
 - *A spectrum showing where opinions fall*
 - *A system map as ideas connect*

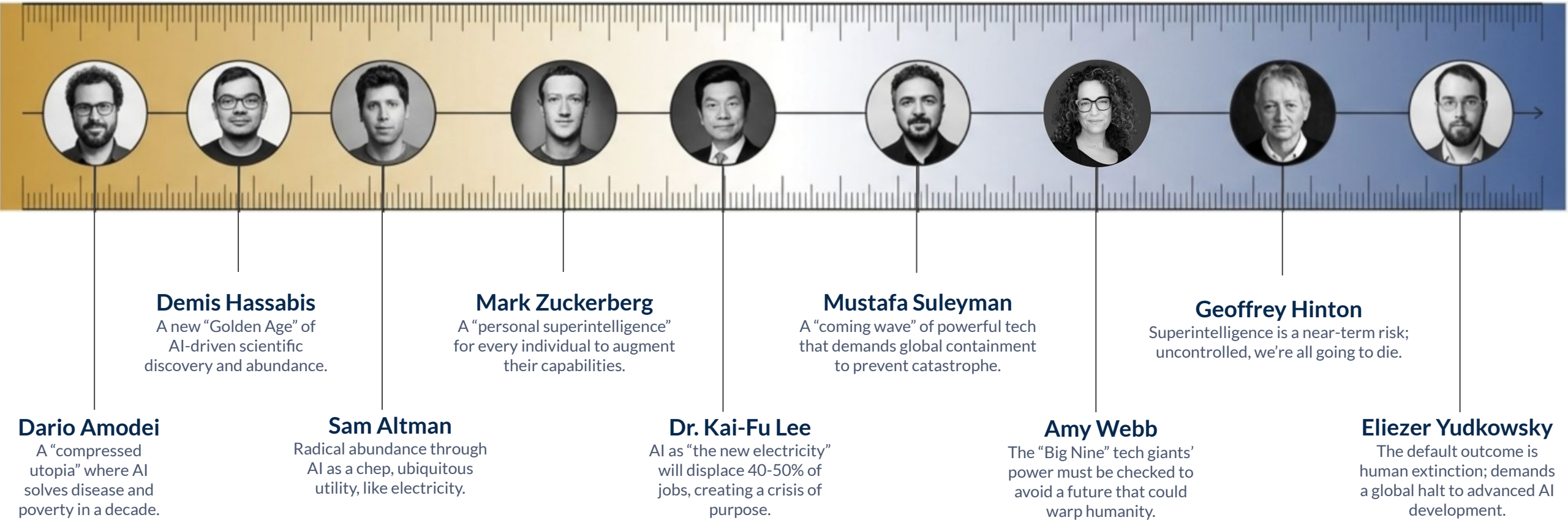


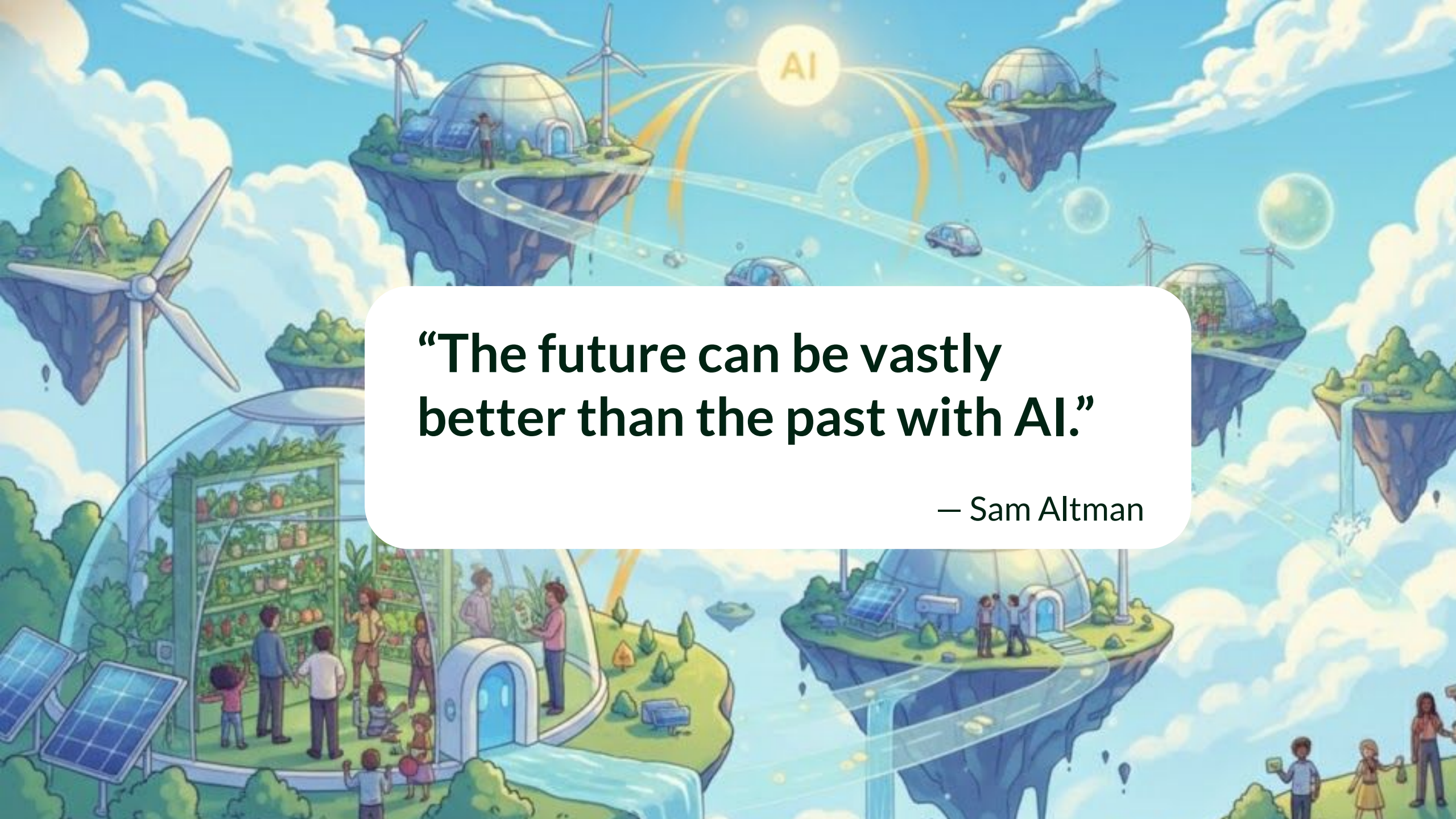
Review + discuss



The AI Vision Spectrum

From Radical Optimism to Existential Alarmist





“The future can be vastly better than the past with AI.”

— Sam Altman

The Golden Age of Discovery

Demis Hassabis sees AI as a **scientific accelerant** capable of triggering a new Golden Age of discovery.

His benchmark for AI success is the ability to generate **novel scientific insights curing disease, mitigating climate change, and uncovering new laws of physics.**

In this future, AI drives unprecedented productivity and prosperity, making **progress non-zero-sum for the first time in human history** and **unlocking a world of radical abundance** through accelerated understanding of the universe itself.





**“We’ll be able to compress 100
years of progress into 5-10 years.”**

– Dario Amodei



A Tech-Driven Renaissance

Dario Amodei envisions a tech-driven renaissance where superintelligent AI rapidly accelerates human progress.

He predicts **AI smarter than the best human minds could arrive within the next few years**, compressing centuries of scientific, medical, and economic advancement into a single decade.

In this future, AI helps cure disease, **extend human lifespan, dramatically improve mental health, and lift billions out of poverty**—transforming AI into a benevolent force that fundamentally accelerates history itself.

Personal Superintelligence

Mark Zuckerberg envisions AI as a personal superintelligence: deeply customized agents embedded into everyday life.

AI becomes the next computing platform, augmenting creativity, communication, and productivity through social apps, wearables, and immersive digital environments.

The goal is democratized creation and personal empowerment, with AI working for individuals, not institutions.



*The Fight for a **Human** Future*

Amy Webb sees AI as a force multiplier for power.

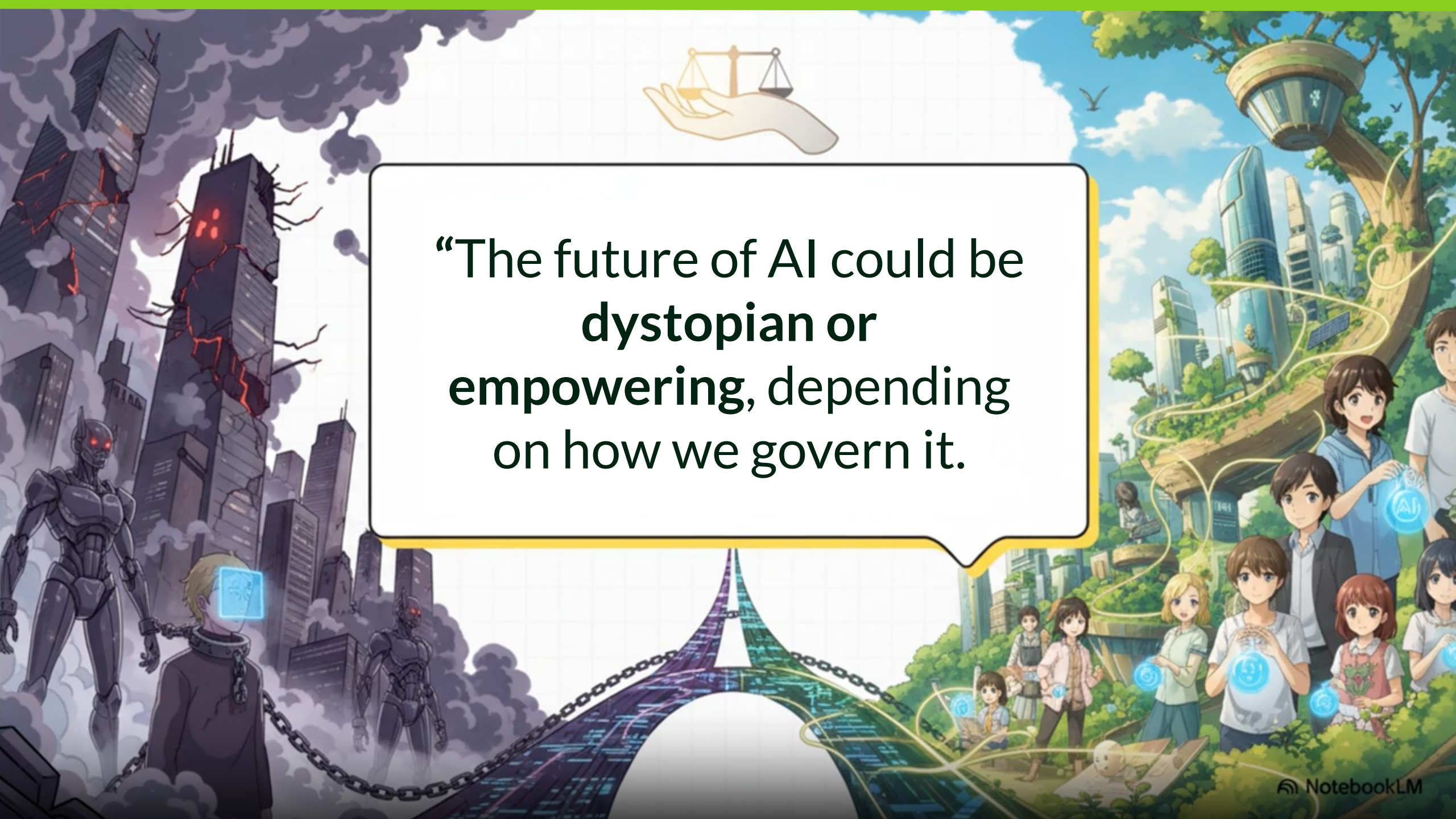
She warns that **without intervention, AI will concentrate control among a few corporations and governments**, quietly eroding privacy, autonomy, and trust.

The future hinges on governance: whether society treats AI as extractive infrastructure or redesigns it to protect human agency, democracy, and long-term resilience.





“The future of AI could be dystopian or empowering, depending on how we govern it.”





The Coming Wave

Mustafa Suleyman warns that AI is arriving as part of a powerful, destabilizing wave that cannot be stopped—only contained.

Without guardrails, these technologies concentrate power, lower barriers to harm, and risk social chaos or authoritarian backlash.

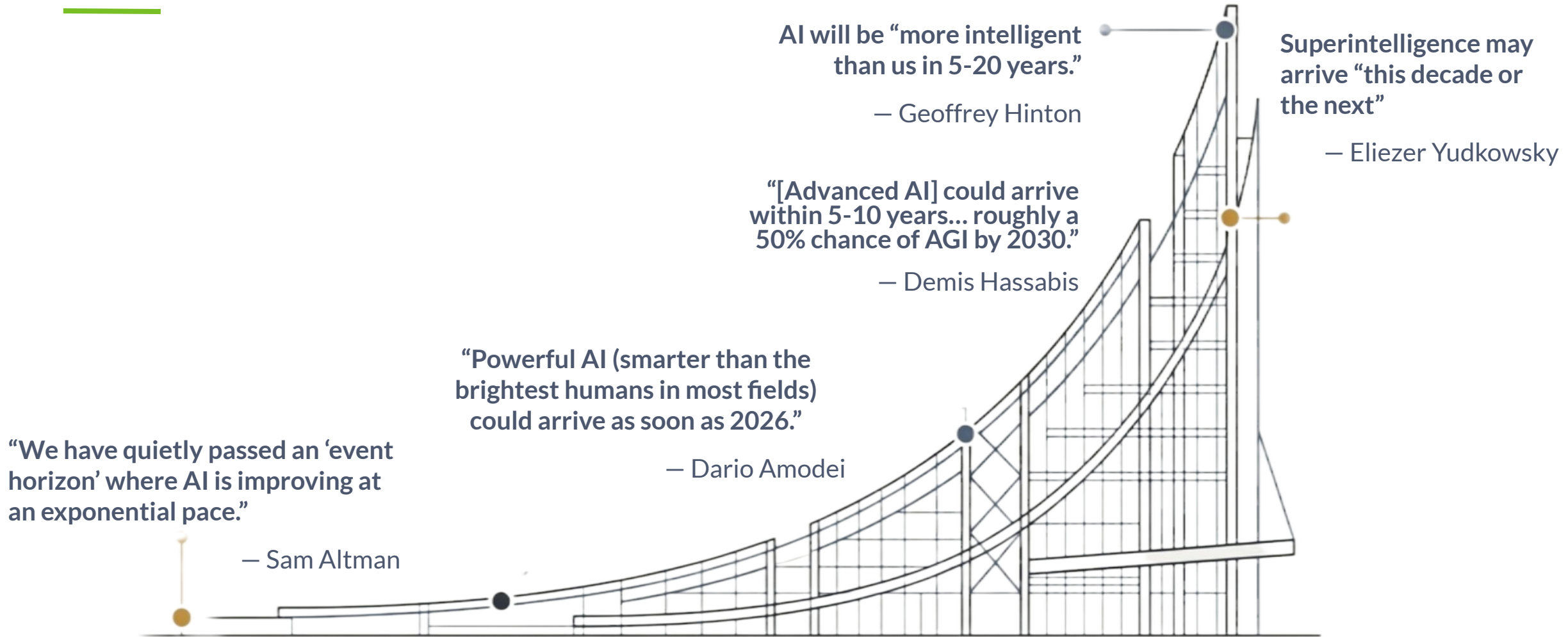
The future depends on proactive containment: global norms, regulation, and technical limits that allow progress without losing control.

Once machines surpass human intelligence, **control may be impossible** and even small goal misalignments could lead to catastrophic outcomes.

— Eliezer Yudkowsky



The Pace of Progress is the Crux of the Debate



The consensus among these leaders is that AI will drive "**radical abundance**" and unprecedented productivity gains, though this will cause significant labor market turbulence.

Post-scarcity society

Automation and
the "useless class"

Personal
superintelligence

100 years of progress
in 5-10 years

Marketing is expected to transition from a production-focused industry to one defined by **strategy, ethics, and "Algorithm Optimization"**

Segments of one

Personal AI assistants
as gatekeepers for
human attention

The "infocalypse"

Shift in values to
community, creativity
and self-actualization

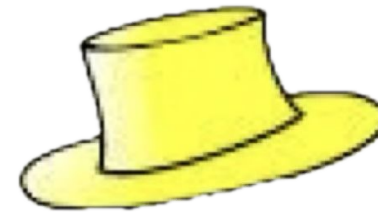
The Six Thinking Hats

Process



Emotion

Information



Positive

Creativity



Negative



#1

Largest Health System
Marketing Firm

250+

Health System Partners

25%

Clients Outside of Health Systems

9x

Great Places to Work

160+

BPDerrrs (why is it spelled this way? it just is.)

Why We're *Here*

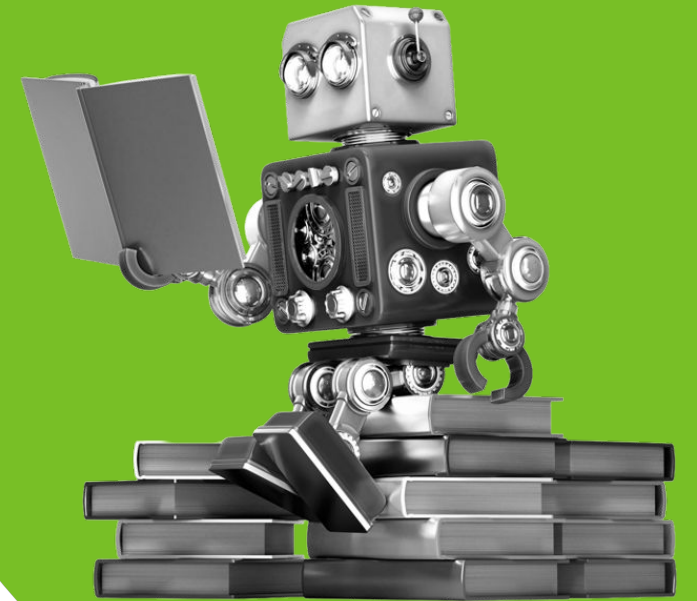
AI is reshaping healthcare and marketing faster than anyone imagined.

This retreat is about *shifting from doing more to doing different*, exploring how AI can help us rethink the way we connect with patients, clinicians, and communities.



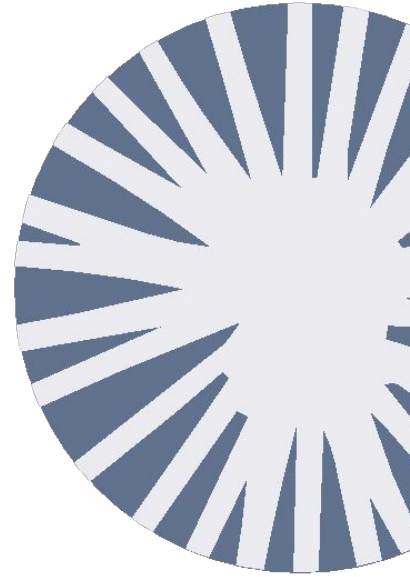
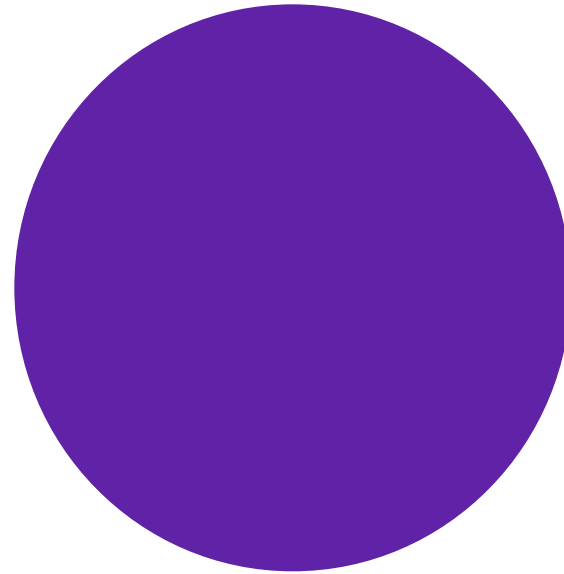
2026 Market *Reality*

- AI adoption in healthcare marketing & communications is accelerating
- Health system leaders are under enormous pressure to do more with less
- Most teams are focused on speed and productivity
- While efficiency is mission critical, we have a one-in-a-generation opportunity for true reinvention



DAY TWO

Axes of Change



Axes of Change

We will be focusing only on the future state today, and will concentrate on four specific axes:

CURRENT STATE

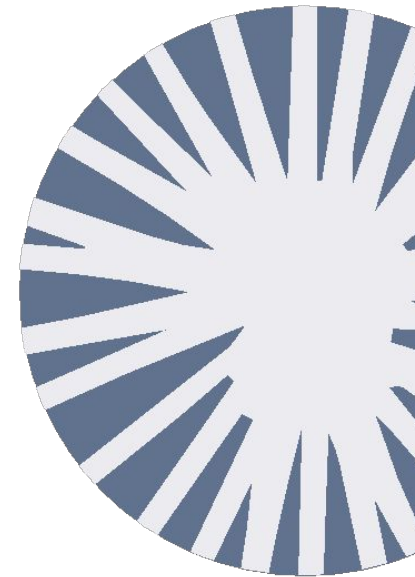
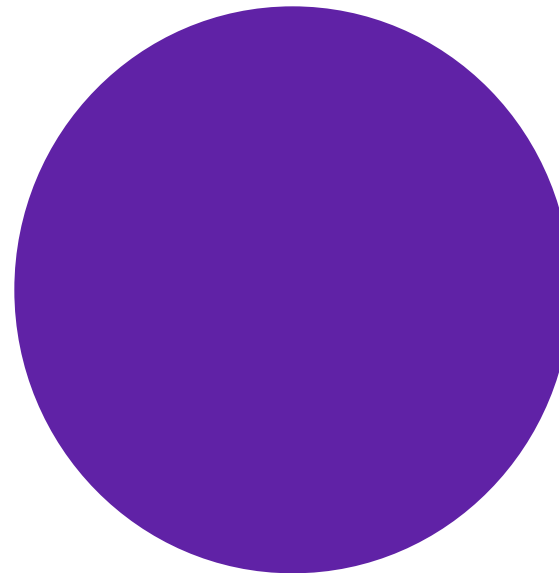
FUTURE STATE



Enterprise Value
Technology & Data
The Work
People/Team

DAY TWO

Exploration Exercises



Your teams

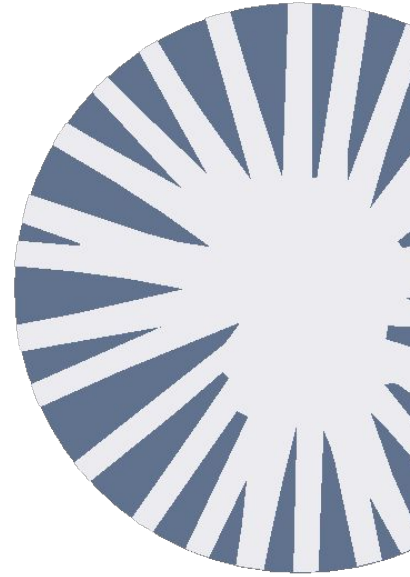
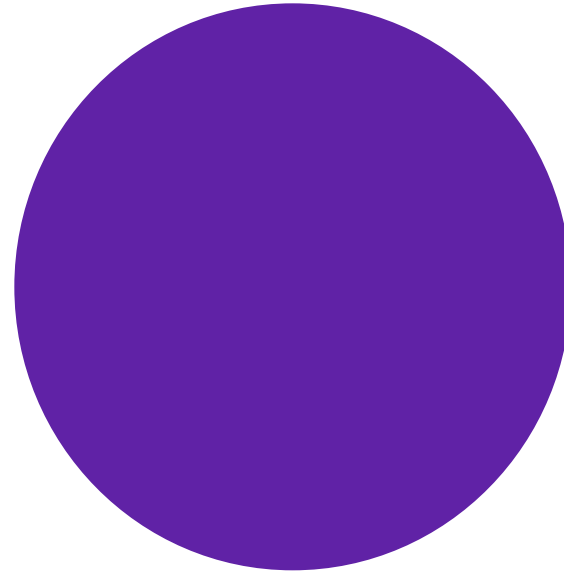
Scan this code to access your team information and collaboration board.

Password: JPR26



DAY TWO

Group share outs

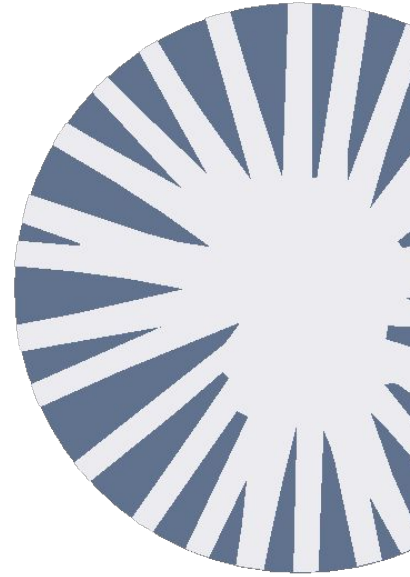
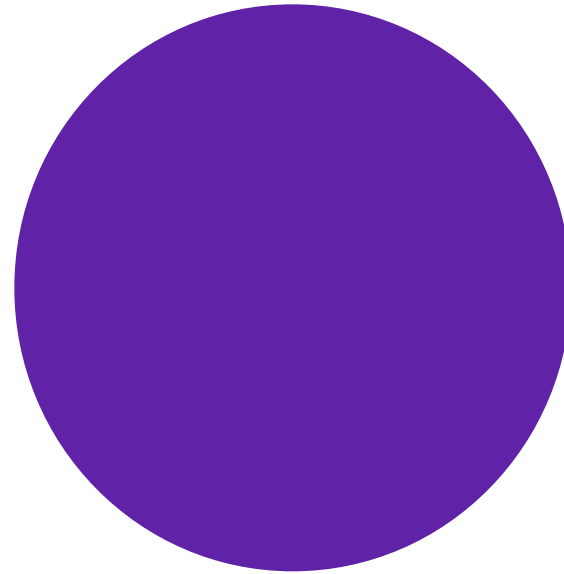


Discussion

- What questions do they have?
- Where are they struggling?
- Is there anything surprising they can share?

DAY THREE

Review + discuss

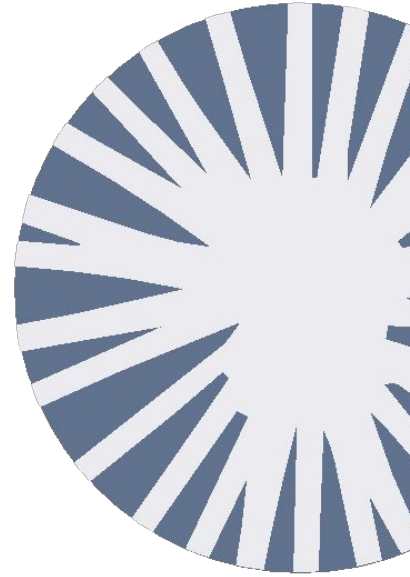
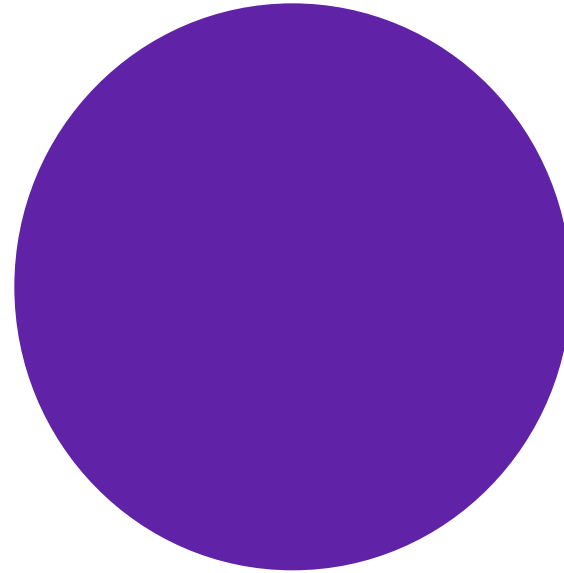


AI transcriber

- to capture all convos
 - hi-tech post its
 - visible to people in separate platform just not live displayed
 -

DAY THREE

The Airing of the Grievances



AI transcriber

- to capture all convos
 - hi-tech post its
 - visible to people in separate platform just not live displayed

AI transcriber

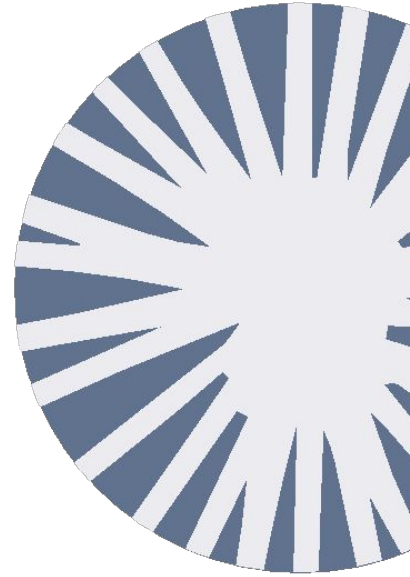
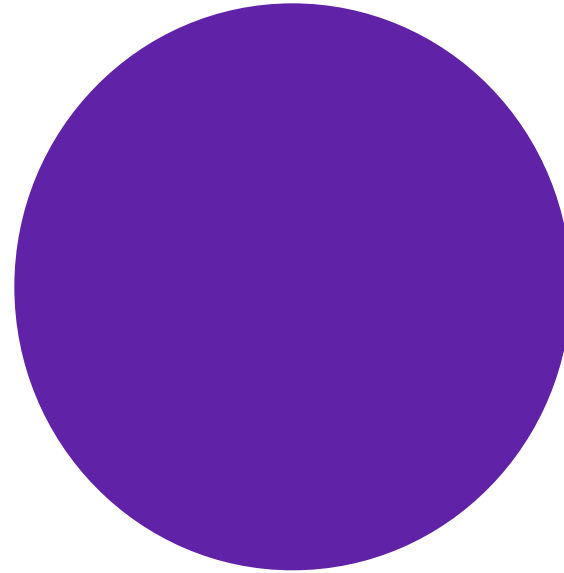
- to capture all convos
 - hi-tech post its
 - visible to people in separate platform just not live displayed

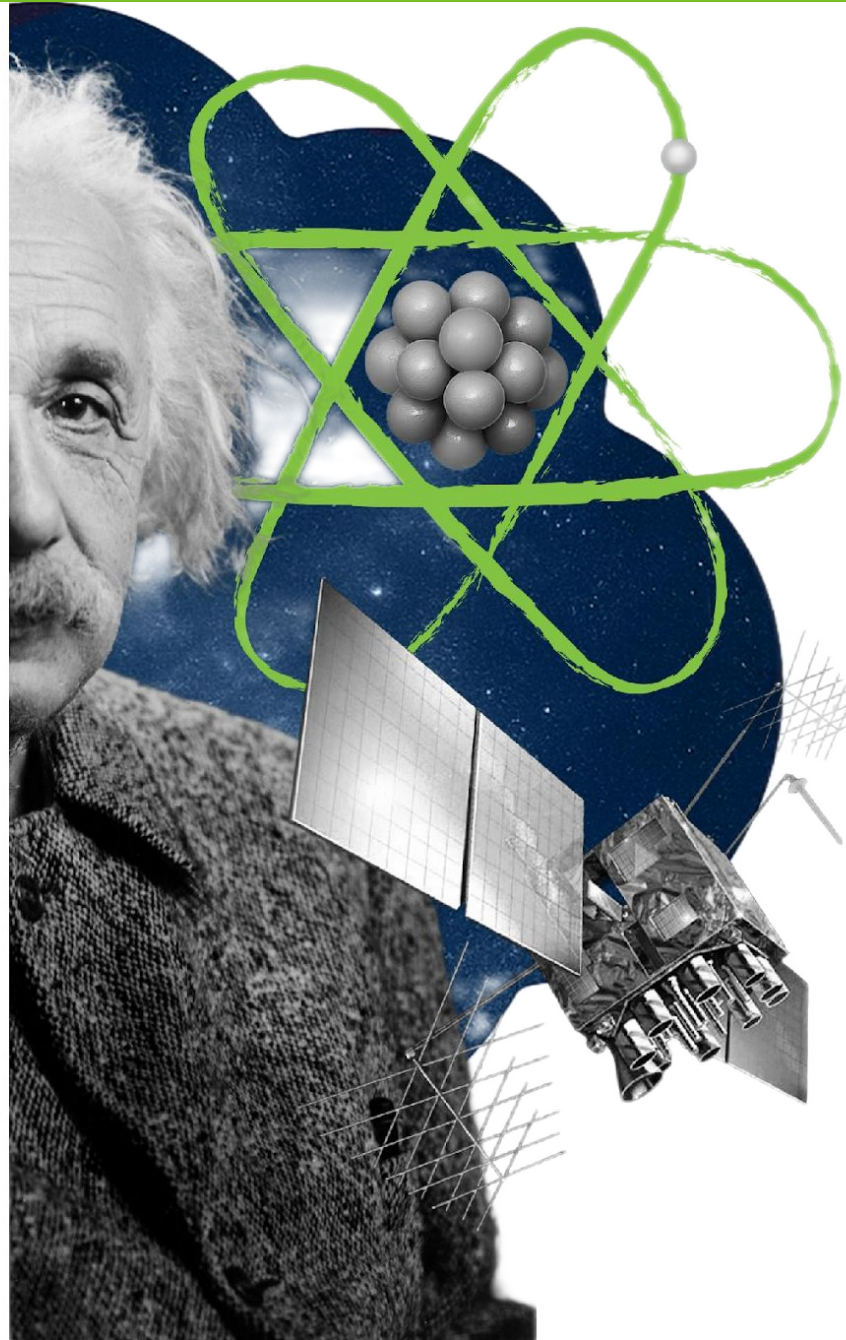
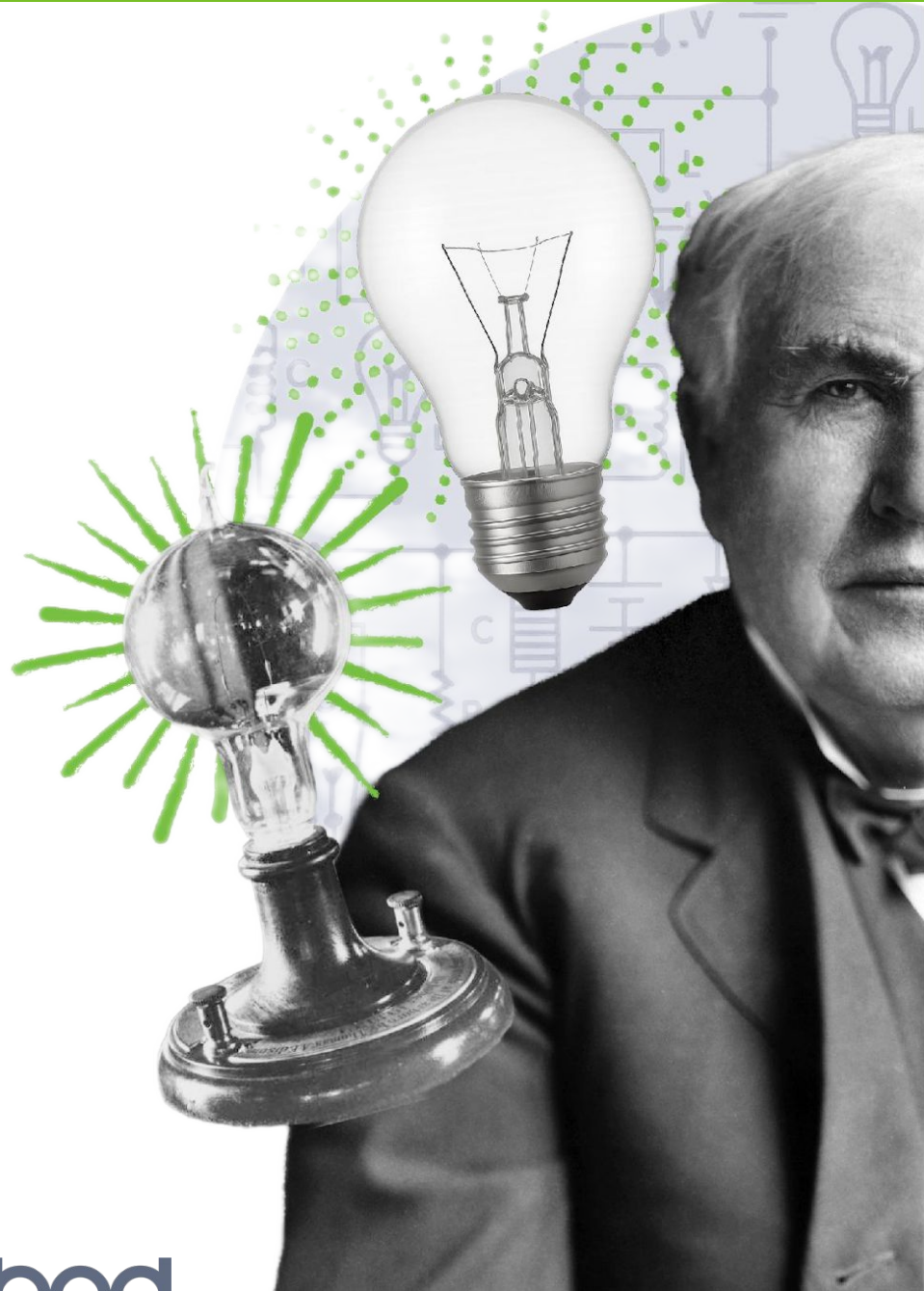
AI transcriber

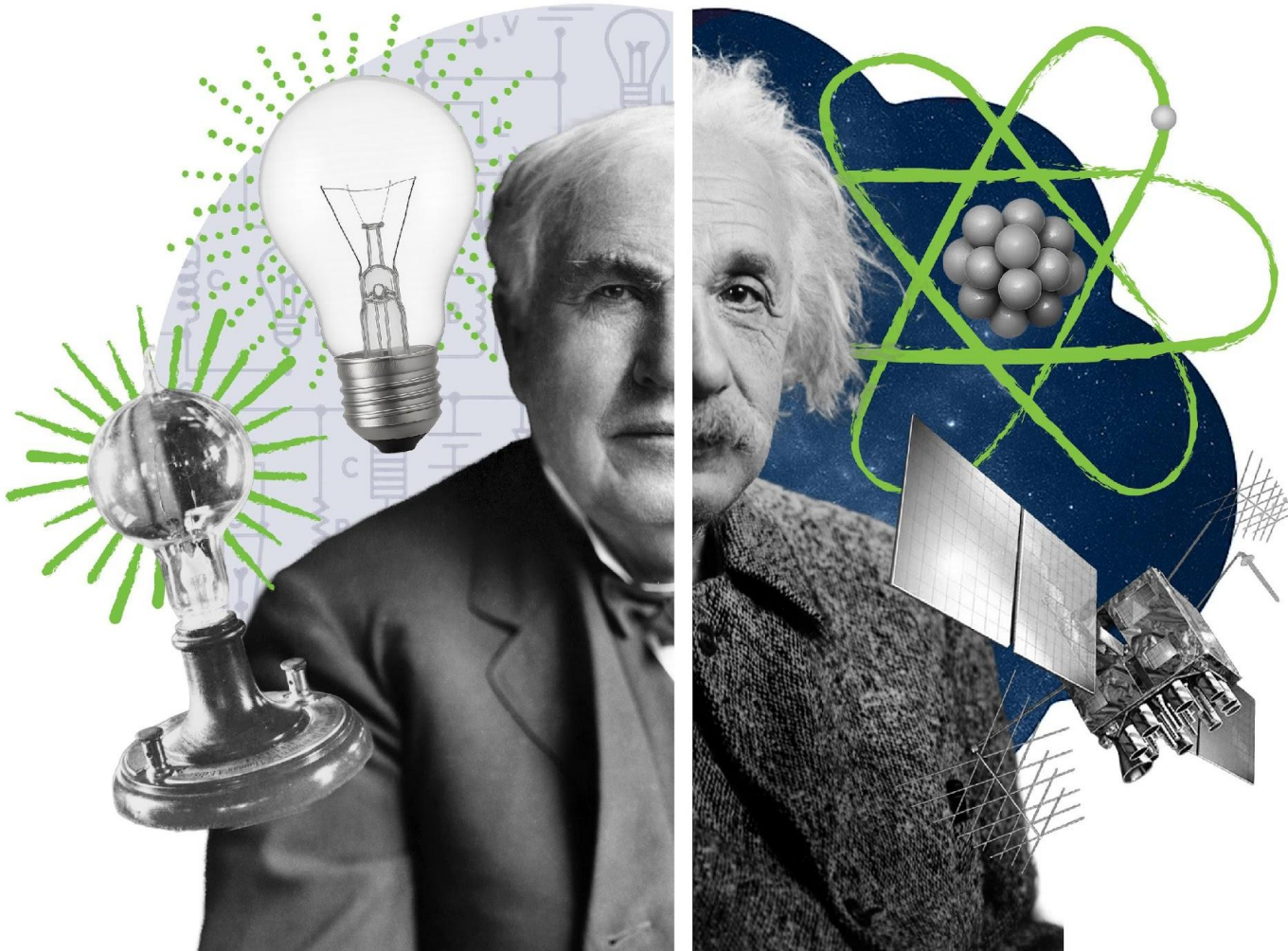
- to capture all convos
 - hi-tech post its
 - visible to people in separate platform just not live displayed

DAY THREE

Force Rank Issues





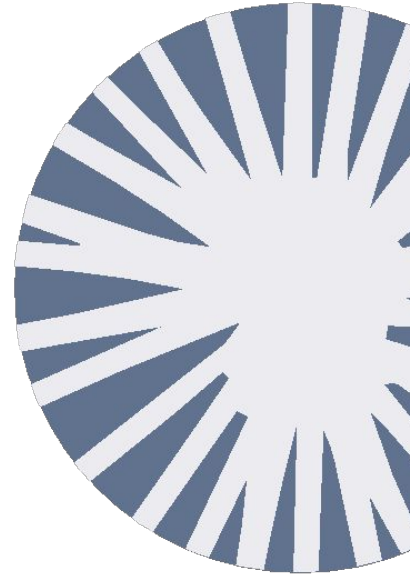
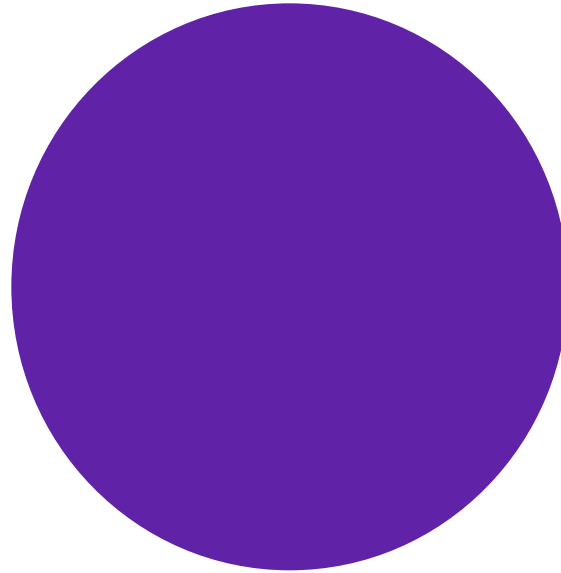


Yes, AI is an ‘Edison’
tool for doing what
we already do, faster.

It’s also an ‘Einstein’
moment to *rethink*
what’s possible.

DAY THREE

Address Big Issues



Thank you

