AI PROMPTING
PLAYBOOK

FOR HEALTHCARE MARKETERS

wax
HEALTHCARE MARKETING™

What will I learn?

This is not about using ChatGPT to write tweets. This is about equipping strategic marketers—especially those in complex, regulated industries like healthcare—with the tools and thinking to improve performance, accelerate cycles, and make smarter decisions faster.

Marketers are under enormous pressure:
to grow with tighter budgets, to personalize without overstepping privacy lines, and to "use AI" without clear guidance. This playbook is your grounded, BS-free guide to doing exactly that.

This guide will show you a few ways you can start using AI right now.

Research & Audience Intelligence

Use Cases:

- Extracting language patterns from patient reviews
- Clustering top pain points by persona
- Surfacing unmet needs based on forum/social content

Example Prompt:
"Analyze these 150 reviews and identify the top emotional drivers related to [service]. Tag them by sentiment and categorize into themes."

Use AI not to "replace" research—but to mine unstructured data at speed. **What used to take two weeks of combing through VOC now takes 20 minutes.**

Creative Development

Use Cases:

- Generating message variants across tones and channels
- Testing CTA framing across personas
- Creating modular content blocks from long-form assets

Example Prompt:

"Rewrite this paragraph to speak to a 50-year-old female caregiver worried about scheduling time off for a screening. Emphasize empathy and convenience."

Train your AI with your brand tone and persona types to get usable first drafts. **Build a library of reusable "prompt templates" by channel.**
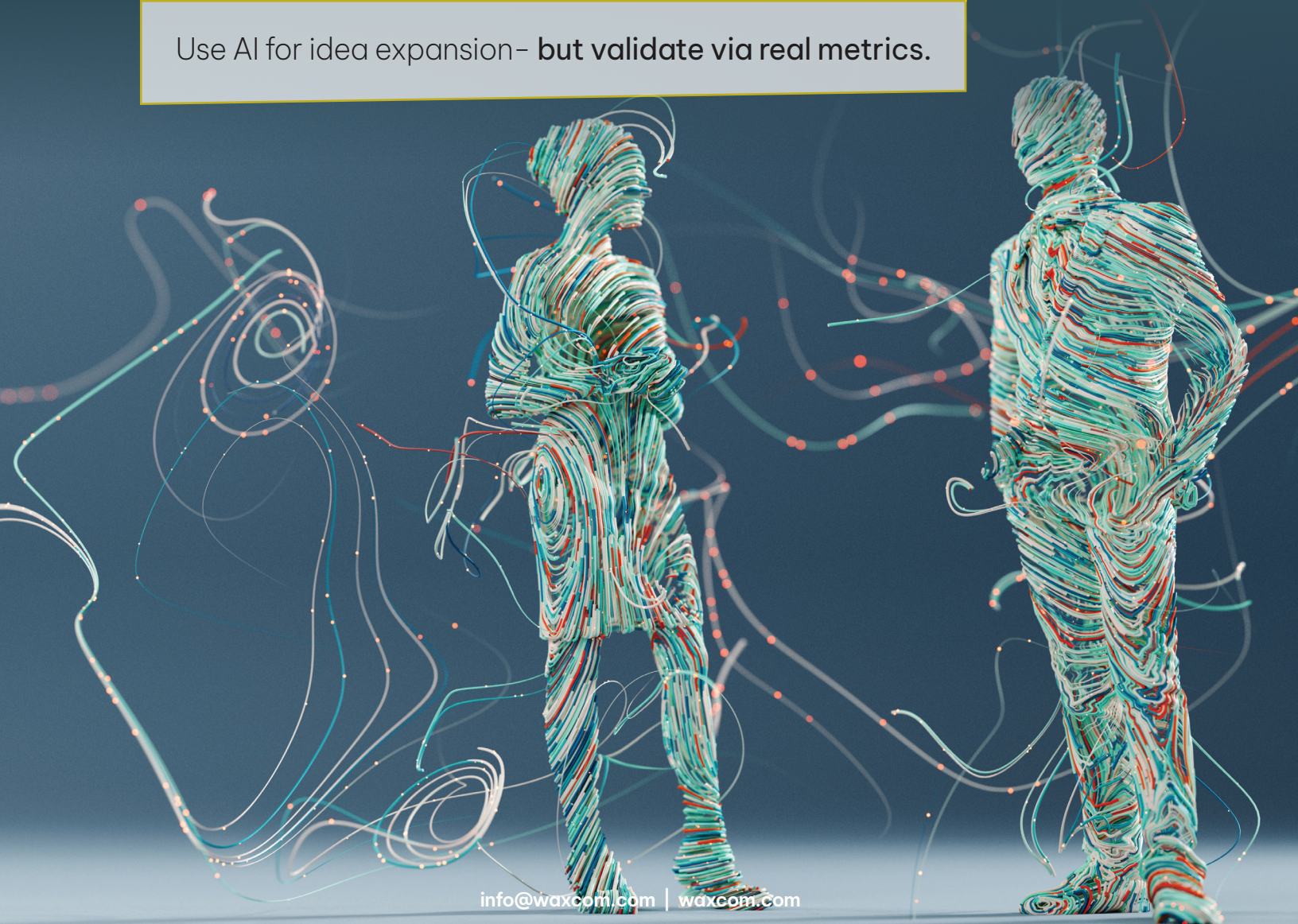
Email & Messaging Optimization

Use Cases:

- Subject line generation and testing
- Personalization variant generation
- Behavioral sequence creation

Example Prompt:

"Write 5 subject lines for this campaign. One should use curiosity, one fear of missing out, one empathy, one clarity, and one authority."

Use AI for idea expansion– **but validate via real metrics.**

Performance Synthesis & Reporting

Use Cases:

- Turning reports into stakeholder-ready summaries
- Finding messaging patterns in top-performing ads
- Visualizing campaign performance narratives

Example Prompt:

"Summarize this campaign performance report into 3 executive insights, with one actionable next test. Use plain English and avoid jargon."

You already test fast. Use AI to learn faster.

That's how AI shifts from tool to differentiator.

Tips for Creating a Reusable Prompt Library

wax
HEALTHCARE MARKETING™

Prompt Framework:

- Goal (what you want the AI to do)
- Inputs (data or context)
- Constraints (brand tone, audience, format)
- Output format (bullets, table, email, ad, etc.)