

Five reasons your AI strategy keeps stalling

Look at almost any healthcare marketing conference agenda right now and you'll see that AI is everywhere. Why? Because there is enormous pressure to figure out how to use AI to improve efficiency, reduce operational strain, move faster, and do more with smaller teams.

Organizations start experimenting, which yields new pilots.

Some of that work starts creating real progress. A lot of it just creates more work without delivering much of the value everyone was hoping for.

1

You're trying to use a playbook that wasn't written for you

A health system presents an impressive AI initiative at a conference. Someone asks, "Why aren't we doing that?"

Six months later, the effort is stalled or underdelivering. The same AI strategy can be a brilliant success in one organization and a complete mismatch in another. Leadership dynamics, approval structures, tolerance for risk and experimentation, and operational realities all shape what AI work is actually likely to succeed.

2

Nobody agrees on what the organization is actually trying to improve

One team is experimenting with content generation. Another is pushing chatbot pilots. Meanwhile, nobody is evaluating workflow automation, which may be where the organization could create the most operational value.

If the directive is simply "Use AI," different teams start pursuing disconnected initiatives without much alignment around what matters most.

3

You're learning to use AI faster than you're learning to evaluate the output

The work starts moving faster, drafts multiply quickly, and summaries take seconds.

Then someone starts asking harder questions. Is this content on brand? Is it accurate? Is it useful?

Using AI effectively requires building the judgment, processes, and trust needed to use the output confidently at scale.

4

Your organization is uncomfortable with “failure”

The best predictor of how your organization will adopt AI may be how it adopted the last major technology shift it went through. Some organizations move quickly and learn as they go. Others slow down, add process, and build confidence before moving forward.

AI strategies often stall when organizations try to force a pace or style of experimentation that doesn't match how the organization normally operates.

5

Your AI strategy is focused on speed instead of strategic advantage

The promise of AI is hard to ignore. It allows for faster drafting and production and more effective workflows and efficient resource allocation.

So why isn't your AI strategy putting you ahead of the competition?

Because every competitor has access to the same tools. When AI initiatives focus entirely on how the work gets done faster, they often fail to capitalize on the unique knowledge, relationships, operational insight, and institutional data that actually differentiate the organization.



If these patterns sound familiar, you'll want to check out our free guide, ***There is no “right” AI strategy in healthcare marketing — only yours.*** It explores why some AI initiatives gain traction while others stall, how organizations adopt AI differently, and what it takes to build an AI strategy around your organization's actual strengths instead of someone else's playbook.