Are You Missing Market Signals? Transcript

(Transcripts are generated by AI and may contain errors)

Introduction to healthcare data challenges

Most healthcare organizations [music] Most healthcare organizations [music] have more data than ever before. Yet, have more data than ever before.

Meet Camya Alawadhi and Doceree

Yet, many teams do struggle to understand many teams do struggle to understand what physicians need from the data that what physicians need from the data that they have, what patients are looking they have, what patients are looking for, and [music] how to make faster for, and [music] how to make faster commercial decisions. In today's commercial decisions. In today's episode, we're joined by Camya Alawadhi, episode, we're joined by Camya Alawadhi, [music] [music] [music] co-founder and president of Doceree, co-founder and president of Doceree, an MM&M [music] an MM&M [music] Woman of Distinction honoree, and Top Woman of Distinction honoree, and Top Women [music] in Media and Ad Tech 2025 Women [music] in Media and Ad Tech 2025 recipient. She shares how AI-powered recipient. She shares how AI-powered marketing intelligence is helping marketing intelligence is helping healthcare marketers turn data into healthcare marketers turn data into actionable [music] actionable [music] insights that drive stronger patient and insights that drive stronger patient and physician engagement.

physician engagement.

Sabrina's mission and the show intro

Healthcare entrepreneurs, are you ready Healthcare entrepreneurs, are you ready to rewrite the rules for your business to rewrite the rules for your business so you can have more time off, a [music] so you can have more time off, a [music] great team, and more income while great team, and more income while creating a positive social impact? Then, creating a positive social impact? Then, you are in the right place. Welcome to you are in the right place. Welcome to The Providers' Edge. I'm your host, The Providers' Edge. I'm your host, [music] Sabrina Runbeck. I'm a provider, [music] Sabrina Runbeck. I'm a provider, an international peak performance an international peak performance keynote speaker, and a best-selling keynote speaker, and a best-selling [music] [music] [music] author. Let's open the gateway to author. Let's open the gateway to profitability for you today. My guests profitability for you today. My guests and I help healthcare entrepreneurs and and I help healthcare entrepreneurs and startup [music] founders like you break startup [music] founders like you break through barriers so you can control your through barriers so you can control your business, control your life, and control business, control your life, and control your future. This is your defining your future. This is your defining [music] moment to be a disruptor in [music] moment to be a disruptor in healthcare.

One of the most common topics we have One of the most common topics we have been discussing is healthcare AI. And AI been discussing is healthcare AI. And AI seems to like a big buzzword in seems to like a big buzzword in everything nowadays. So, today we have everything nowadays. So, today we have the amazing Camya Alawadhi here. She is the amazing Camya Alawadhi here. She is a co-founder and the president for a co-founder and the president for Doceree, the AI-powered operating system Doceree, the AI-powered operating system for healthcare marketing. Yes, there is for healthcare marketing.

Healthcare AI as a collaborative partner

Yes, there is a sector and the domain for that and she a sector and the domain for that and she drives global strategy, client drives global strategy, client partnership, and operational execution partnership, and operational execution helping pharma and life sciences helping pharma and life sciences partners and organizations monetize partners and organizations monetize marketing through AI, advanced marketing through AI, advanced analytics, and real-time optimization.

analytics, and real-time optimization. Named as the MM+M woman of distinction Named as the MM+M woman of distinction and top women in media and ad tech in and top women in media and ad tech in 2025. We're so honored to have you here 2025. We're so honored to have you here because we're big component both from my because we're big component both from my own TED Talk to many things that we do own TED Talk to many things that we do is about having women as leaders in not is about having women as leaders in not just healthcare but healthcare just healthcare but healthcare technology innovation. So, I'm so technology innovation. So, I'm so excited for you to share more about what excited for you to share more about what are you guys are building. As we start are you guys are building. As we start off, I think people have misconception off, I think people have misconception of what actually is and AI should be a of what actually is and AI should be a collaborative collaborative collaborative sparring partner for all of the clinical sparring partner for all of the clinical staff admin sides, not just a staff admin sides, not just a automation. So, tell us more about how automation. So, tell us more about how do you see in the leveraging AI as a do you see in the leveraging AI as a partnership and in what you guys have partnership and in what you guys have created for DocuCare.

created for DocuCare. >> Thank you, Sabrina. Thank you so much >> Thank you, Sabrina. Thank you so much for a warm welcome. Just to keep it very for a warm welcome. Just to keep it very brief and just to introduce and mention brief and just to introduce and mention about what and how what expertise I about what and how what expertise I bring on table. I have been an bring on table. I have been an advertiser from very long time. I advertiser from very long time. I completed my advertising sprint in completed my advertising sprint in advertising agency, then moved to advertising agency, then moved to marketing, and then mastered marketing, and then mastered storytelling. In all these years when I storytelling. In all these years when I was doing all different roles in was doing all different roles in advertising agencies, I realized one advertising agencies, I realized one thing which is so essential to build out thing which is so essential to build out anything which is data. And over period anything which is data. And over period of time at Doceree, we realized that of time at Doceree, we realized that data exists. When the conversation data exists. When the conversation around AI really started, it was all around AI really started, it was all around how we can make data be more around how we can make data be more accessible. So, it was all about accessible. So, it was all about automation. It was all about how we can automation. It was all about how we can make utilize it to find things which we make utilize it to find things which we were finding difficult to search or look were finding difficult to search or look up. It was never about finding insights.

up. It was never about finding insights. And truly, AI has shown up as a great And truly, AI has shown up as a great sparring partner because you can sparring partner because you can actually convert that data insights to actually convert that data insights to an actionable insights which a marketer an actionable insights which a marketer can really use and know what exactly can really use and know what exactly they need to do as next steps, next they need to do as next steps, next action. And at Doceree, we take pride in action. And at Doceree, we take pride in building out anything and everything building out anything and everything that comes from those sparring partners that comes from those sparring partners using data, using AI, and helping using data, using AI, and helping marketers make those decision-making marketers make those decision-making moment much easier and simpler to moment much easier and simpler to identify and then action it.

identify and then action it. >> Yeah, when I think about healthcare >> Yeah, when I think about healthcare marketing, I think people also needed to marketing, I think people also needed to take a step back of just like marketing take a step back of just like marketing anything, right? If you think about life anything, right? If you think about life insurance in itself, some of them are insurance in itself, some of them are painting a whole amazing picture of a painting a whole amazing picture of a story of a grandfather playing with a story of a grandfather playing with a grandchild, right? Why is there telling grandchild, right?

Why healthcare marketing needs better data

Why is there telling a emotional story about you're living a emotional story about you're living longer, you're enjoying your life, the longer, you're enjoying your life, the quality of life, right? So, it's about quality of life, right? So, it's about market research that we know people are market research that we know people are connected to and use those research for connected to and use those research for intelligently and connecting with the intelligently and connecting with the public. And that's what exactly Camelia public. And that's what exactly Camelia is saying, right? We need to have the is saying, right? We need to have the right data. If we're creating content, right data. If

we're creating content, advertisement, education materials advertisement, education materials toward the public and they're not toward the public and they're not connecting to those messages or they connecting to those messages or they don't quite understand cuz we have too don't quite understand cuz we have too much a much a or we are teaching them on one area that or we are teaching them on one area that doesn't really quite fit what they are doesn't really quite fit what they are searching for. Of course, the searching for. Of course, the searchability is going to be low and searchability is going to be low and your conversion into what you're trying your conversion into what you're trying to solve in biotech life sciences, it's to solve in biotech life sciences, it's going to be a longer journey, right? And going to be a longer journey, right? And because pharma is already tough enough because pharma is already tough enough based on the nomenclatures and all the based on the nomenclatures and all the back end of what required to create back end of what required to create that. So, makes sense of using a AI tool that. So, makes sense of using a AI tool to help us to protect and gather the to help us to protect and gather the right data and simulate it. I want you right data and simulate it. I want you to also tap into the collaborative way to also tap into the collaborative way of guidance because you guys have of guidance because you guys have recently done a workshop where you recently done a workshop where you selected 75 people who are in the arena selected 75 people who are in the arena of healthcare marketing and driving the of healthcare marketing and driving the right message and educating the public right message and educating the public and creating softwares that exactly lead and creating softwares that exactly lead to their daily impact on their job role.

to their daily impact on their job role. So, how did that idea get created in the So, how did that idea get created in the first place and then what did you guys first place and then what did you guys actually create that people are already actually create that people are already using that right now?

using that right now? >> So, anytime when we were talking to any >> So, anytime when we were talking to any technology team members ever, they would technology team members ever, they would always go back to whiteboard. Let's, you always go back to whiteboard. Let's, you know, know, know, go to whiteboard and then find a go to whiteboard and then find a solution to it. When we were in a solution to it. When we were in a conference, we used to listen to a lot conference, we used to listen to a lot of other people coming and sharing ideas of other people coming and sharing ideas and then we would go back to our daily and then we would go back to our daily jobs and then continue daily jobs jobs and then continue daily jobs without any impact, without any change without any impact, without any change in our life. We would utilize that in our life. We would utilize that conference only as medium of networking, conference only as medium of networking, medium of upskilling ourselves for medium of upskilling ourselves for latest trends, know people who are who's latest trends, know people who are who's who in the category and industry. Then who in the category and industry. Then we also parallelly were trying to we also parallelly were trying to understand what you just mentioned about understand what you just mentioned about the different segments and language the different segments and language understanding. When it comes to understanding. When it comes to healthcare, there are two key components healthcare, there are two key components to health care. One, which is patient, to health care. One, which is patient, another, which is HCP. And patient and another, which is HCP. And patient and HCP doesn't speak the same language.

HCP doesn't speak the same language. That came up as one of the big learning That came up as one of the big learning area when we were planning out these area when we were planning out these things because the this event is because things because the this event is because physician understand way complex stuff, physician understand way complex stuff, very technical language. Their search or very technical language. Their search or their pattern they learn or the things their pattern they learn or the things that they look up are very technical in that they look up are very technical in nature and they they look for certain nature and they they look for certain type of, you know, information material.

type of, you know, information material. They look up their behavior to search They look up their behavior to search data is very different. Versus a data is very different. Versus a consumer who is trying to figure out consumer who is trying to figure out what issues they have through symptoms what issues they have through symptoms and then gradually land and they're and then gradually land and they're using the simple language. The first using the simple language.

Building Daily Command with makers

The first challenge that we felt that really needs challenge that we felt that really needs to be addressed is when a physician is to be addressed is when a physician is thinking here, a patient is thinking thinking here, a patient is thinking here, to bring that gap, bridge that here, to bring that gap, bridge that gap, and find a common path which is gap, and find a common path which is more easily understood. And marketer has more easily understood. And marketer has to talk to both patient and physician.

to talk to both patient and physician. So, what we wanted to create together So, what we wanted to create together was to create a solution that help was to create a solution that help marketer bridge that gap, help marketer marketer bridge that gap, help marketer have more insights where they can action have more insights where they can action it in real time. We actually interviewed it in real time. We actually interviewed and met almost 400 people who industry and met almost 400 people who industry leaders, brains, who actually wanted to leaders, brains, who actually wanted to participate in this event. It was called participate in this event. It was called health decode. When we got so many health decode. When we got so many application, of course, that was an application, of course, that was an overwhelming response we got. And we had overwhelming response we got. And we had to pick and make our beds because we our to pick and make our beds because we our entire program was built for 75 people.

entire program was built for 75 people. 75 people, best brains in the category, 75 people, best brains in the category, industry people who have really created industry people who have really created an impact in their organizations and an impact in their organizations and place and category and industry overall place and category and industry overall came together, brainstormed, worked in came together, brainstormed, worked in lot of multiple smaller groups, and lot of multiple smaller groups, and created a product which was built, created a product which was built, tested and then passed on into beta tested and then passed on into beta phase to some of our beta partners to phase to some of our beta partners to further keep working on it. That product further keep working on it. That product has been fantastically overwhelming has been fantastically overwhelming results that we have got from that results that we have got from that product and I think we are very hopeful product and I think we are very hopeful that we will do a lot more of these that we will do a lot more of these collaborative maker session. All of the collaborative maker session. All of the people that became maker, I feel that so people that became maker, I feel that so connected to them because they are as connected to them because they are as much as a co-founder or a maker as I much as a co-founder or a maker as I feel that I have built this organization feel that I have built this organization or any product in my life.

or any product in my life. >> Yeah, that's a assignment, right? Like >> Yeah, that's a assignment, right? Like you have hundreds of application and you have hundreds of application and only be able to select the best 75 and only be able to select the best 75 and these people are so engaged with you on these people are so engaged with you on co-collaboration because they wanted to co-collaboration because they wanted to build up for their own use. And I think build up for their own use. And I think you got you got definitely hit a nail on the head by definitely hit a nail on the head by saying, "When we go to these large saying, "When we go to these large conferences, we're so excited. This conferences, we're so excited. This talk, that talk, this panel. I'm seeing talk, that talk, this panel. I'm seeing aisles of aisles demos." But then, aisles of aisles demos." But then, what's going to happen right after? Or what's going to happen right after? Or some of us have endless conversation some of us have endless conversation with startup, with executive, with the with startup, with executive, with the investors and then half the time people investors and then half the time people forget what they even talked about, forget what they even talked about, right? So of course you follow up, your right? So of course you follow up, your nurturing way is going to be difficult.

nurturing way is going to be difficult. So you guys are bringing people exactly So you guys are bringing people exactly right together and start building it right together and start building it right there and really become more right there and really become more practical solution on what people are practical solution on what people are looking for. Give me a 60-second summary looking for. Give me a 60-second summary about at the end of the day, what was about at the end of the day, what was the name of the product you guys are the name of the product you guys are building and then how people are using building and then how people are using it now?

it now? >> It's called daily command. We actually >> It's called daily command.

How Daily Command helps marketers and patients

We actually never named the product. It was named by never named the product. It was named by those 75 makers. We had few short-listed those 75 makers. We had few short-listed versions where everybody voted it and versions where everybody voted it and picked up the name that to the product picked up the name that to the product that they built together and we always that they built together and we always feel that people who have to face the feel that people who have to face the problem should own the solutions as well problem should own the solutions as well and hence that maker concept really and hence that maker concept really helped them build a solution that helps helped them build a solution that helps them each and every day. What this them each and every day. What this product does is to simplify and bring product does is to simplify and bring all data that exists and in healthcare all data that exists and in healthcare the tons of data available. There are the tons of data available. There are claim data, there are sales data, there claim data, there are sales data, there are CRM data, there are signals that are are CRM data, there are signals that are available, there are physician data that available, there are physician data that is available, patient data that is is available, patient data that is available. Bringing all of those that available. Bringing all of those that data together to identify and have data together to identify and have aspiring partner where you can actually aspiring partner where you can actually chat, talk, or brainstorm ideas about chat, talk, or brainstorm ideas about building out strategies, identifying building out strategies, identifying media plan, keep a track of trends. So media plan, keep a track of trends. So use it like a daily partner where when use it like a daily partner where when you log in for your work day, go to you log in for your work day, go to that, identify where your brand stands, that, identify where your brand stands, is there any big issue in the category is there any big issue in the category that happened, any big announcement.

that happened, any big announcement. With so many new news every single day, With so many new news every single day, there's so much happens overnight. It's there's so much happens overnight. It's important to keep a track.

important to keep a track. And especially when it comes to And especially when it comes to healthcare, considering that there are healthcare, considering that there are so many variables from geographic to so many variables from geographic to ethnicity, other cultural nuances that ethnicity, other cultural nuances that impacts your health trends overall.

impacts your health trends overall. Those data really are something that Those data really are something that marketer used to look up, search, and marketer used to look up, search, and find solutions, see patterns. This tool find solutions, see patterns. This tool does all of that.

does all of that. >> Yeah, that's the critical thing is when >> Yeah, that's the critical thing is when you do true market research, it takes so you do true market research, it takes so much time. When you create a something much time. When you create a something like the Daily Command that filters and like the Daily Command that filters and synthesizes based on your industry synthesizes based on your industry because we understand healthcare have so because we understand healthcare have so many niches, right? You can be life many niches, right? You can be life science and biotech is very different science and biotech is very different than people are purely interoperability.

than people are purely interoperability. And it's also different from the each of And it's also different from the each of the disease subspecialty, right? Your the disease subspecialty, right? Your primary care is all over a broad primary care is all over a broad spectrum, but your cardiologists, your spectrum, but your cardiologists, your oncologists, your dermatologists, oncologists, your dermatologists, ENT, everyone's going to have a ENT, everyone's going to have a different trend in what's happening in different trend in what's happening in the market. The next big innovation, the market. The next big innovation, what's the new device that they might what's the new device that they might want to use? Tracking issue, right? So, want to use? Tracking issue, right? So, when you have the right data when you have the right data synthesized, analyzed on everyday, every synthesized, analyzed on everyday, every week, however that is set up for you, week, however that is set up for you, and then you can be more up-to-date. And and then you can be more up-to-date. And you can not just with checking trends, you can not just with checking trends, but really following the direction where but really following the direction where the market is going. And I think many of the market is going. And I think many of us are from the traditional marketing, us are from the traditional marketing, we say that yes, we create your 3-month we say that yes, we create your 3-month plan for marketing, but it's actually plan for marketing, but it's actually about the timing of implementation.

about the timing of implementation. Really quickly review this data point on Really quickly review this data point on your sales marketing data point on how your sales marketing data point on how things are working, so you can quickly things are working, so you can quickly make the adjustment decision and keep make the adjustment decision and keep moving forward. If we delay the moving forward. If we delay the progression, progression, progression, then actually you probably is missing then actually you probably is missing the mark than your competitors. So, it's the mark than your competitors. So, it's so important for AI tool, what Doc care so important for AI tool, what Doc care can do is about bring people in the most can do is about bring people in the most timely way. And I think it was a also timely way. And I think it was a also amazing is you guys are collaboratively amazing is you guys are collaboratively creating these. And some of your other creating these. And some of your other case study, I believe what you mentioned case study, I believe what you mentioned was that even when physicians, right, on was that even when physicians, right, on Epic EHR, they're putting in a Epic EHR, they're putting in a medication prescribing to the patients, medication prescribing to the patients, and that medication might be still has a and that medication might be still has a high ticket, and you guys connected with high ticket, and you guys connected with the pharma life sciences are able to the pharma life sciences are able to suggest there are a coupon discount suggest there are a coupon discount code, or there's other ways patient can code, or there's other ways patient can get to those medication. Therefore, they get to those medication. Therefore, they are ensuring patient are being compliant are ensuring patient are being compliant and not did not go to the pharmacy and not did not go to the pharmacy because it's too expensive for them, because it's too expensive for them, right? So, you guys are really building right? So, you guys are really building a holistic way of creating AI, not just a holistic way of creating AI, not just the automation, not just a tool, but the automation, not just a tool, but it's a part of the daily work function it's a part of the daily work function as we go forward. So, I'm so excited for as we go forward. So, I'm so excited for everything that you guys have been everything that you guys have been doing. We know we're going to link up doing. We know we're going to link up many of your current workflow product in many of your current workflow product in our show note. And then, how can people our show note. And then, how can people best continue to have that discussion best continue to have that discussion with you? Whether they wanted to run a with you? Whether they wanted to run a similar event like what you guys did for similar event like what you guys did for that 75 people or perhaps a smaller for that 75 people or perhaps a smaller for their own organization, or using what their own organization, or using what Docu Care has already created?

Docu Care has already created? >> We are available you through LinkedIn or >> We are available you through LinkedIn or our website. We anybody can reach out our website. We anybody can reach out and connect. We would love to have and connect. We would love to have collaborate and built out. We are collaborate and built out. We are actually doing lot of those such session actually doing lot of those such session with different pharma companies and with different pharma companies and agencies who are trying to make move agencies who are trying to make move towards AI. Every company has mandated towards AI. Every company has mandated to work on AI, and the tool that we have to work on AI, and the tool that we have built, which is Daily Command, works built, which is Daily Command, works like a super power to marketers, works like a super power to marketers, works like a partner to like a partner to physician where they are able to physician where they are able to identify and find out the right insights identify and find out the right insights when they really need it, not after or when they really need it, not after or before, and works like an affordability before, and works like an affordability partner for a patient where they are partner for a patient where they are able to comfortably find the right kind able to comfortably find the right kind of co-pay, right kind of affordability of co-pay, right kind of affordability support that are available in the market support that are available in the market for them to really stick on for them to really stick on prescription. So, we are always prescription.

Connecting with Doceree and closing remarks

So, we are always available and would love to chat with available and would love to chat with anybody who's interested in knowing more anybody who's interested in knowing more about what things we are bringing to about what things we are bringing to market.

market. market. >> Amazing. And also, we know Kami is such >> Amazing. And also, we know Kami is such an amazing speaker, award-winning, an amazing speaker, award-winning, a woman-led company. And for anybody who a woman-led company. And for anybody who wanted to explore more AI-related, wanted to explore more AI-related, connect with her directly. What's the connect with her directly. What's the best way? Is that best way? Is

that to reach out to you personally or is to reach out to you personally or is that email?

that email? >> LinkedIn would be perfect. >> LinkedIn would be perfect. >> Perfect. All right, we love LinkedIn. We >> Perfect. All right, we love LinkedIn. We know LinkedIn is a great support for know LinkedIn is a great support for many of our professional relationships.

many of our professional relationships. So, send her a message. And tip for you, So, send her a message. And tip for you, make sure you add a personal message make sure you add a personal message that you heard her talk on our podcast that you heard her talk on our podcast because herself and me, we are always because herself and me, we are always get so many LinkedIn requests. If we get so many LinkedIn requests. If we don't really know where you coming in don't really know where you coming in from, it's a harder to judge who to from, it's a harder to judge who to accept and going through the inbox. So, accept and going through the inbox. So, always add a personal message. And I always add a personal message. And I can't wait to see all the other amazing can't wait to see all the other amazing things you guys are creating in the things you guys are creating in the ecosystem and continue to support you as ecosystem and continue to support you as you guys are expanding into more you guys are expanding into more physicians' hands, more patients to physicians' hands, more patients to bridge the gap on the newer life science bridge the gap on the newer life science product and how physicians are able to product and how physicians are able to support patients in leveraging these AI support patients in leveraging these AI technologies. So, until next time. Bye, technologies. So, until next time. Bye, guys.

guys. guys. >> Thank you. >> Thank you. >> Thank you for listening. Remember, >> Thank you for listening. Remember, [music] the positive change we're [music] the positive change we're seeking starts right here with me and seeking starts right here with me and you.

you. you. >> [music] >> [music] >> [music] >> If you're a fan of the show or if you >> If you're a fan of the show or if you are just having struggles or success are just having struggles or success [music] that you're either experienced [music] that you're either experienced in the past or are experiencing now in in the past or are experiencing now in the healthcare industry, these matter to the healthcare industry, these matter to all of us. I want to hear from you.

all of us. I want to hear from you. Visit sabrinarombach.com/connect Visit sabrinarombach.com/connect [music]