



# XVIII IPOPI GLOBAL PATIENTS' MEETING

an **IPOPI** event

16-19 OCTOBER 2024  
MARSEILLE, FRANCE

#GPM2024

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# Team productivity thanks to AI

Martine Pergent & Rafael Graça

## Objective

Raise awareness of how AI technologies can significantly **increase** the **productivity** of the daily management and operations of a patient organisation, **easing the routine work** of patient representatives and **sparing time**.





- AI may occasionally generate **incorrect** or **misleading** information or produce partial or biased content.
- AI is **not intended** to give advice, including legal, financial, & medical advice. Don't rely on our conversation alone without doing your own independent research.
- Some have a first **free access**, with possibilities of paid upgrade to access more features. Others require a paid plan.





**We have a question to make...**

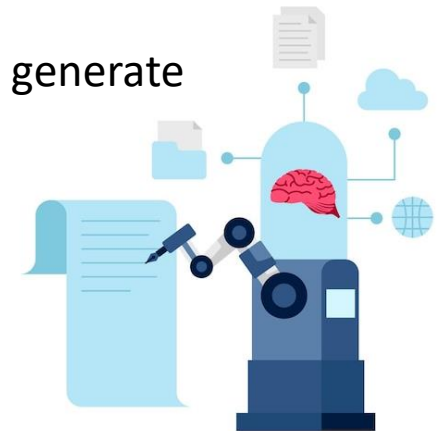
**Who in this room regularly uses  
AI to facilitate their daily work?**



# Increase the productivity with AI

## 1. Automating Writing and Content Creation

- Automated Writing Tools: AI can draft news articles, social media posts, annual reports, meeting minutes, and emails.
- Example: An AI tool drafts a weekly newsletter based on key points provided by the team, reducing the time spent on writing by 70%.
- Tools like ChatGPT (openAI), Gemini (Google), Copilot (Microsoft), Claude (Anthropic) can generate coherent and contextually relevant content quickly.







**Ok... Will we show them what we can do?**


**Hmmm, let's see...**





ChatGPT




 Create an image for my presentation

 Count the number of items in an image

 Experience Seoul like a local

 Email for plumber quote

 Message ChatGPT





**Interesting...but what about TikTok?**

**Well, that's easy!**




≡

ChatGPT ▾

✎

X (formerly Twitter):






 Ready for the IPOPI Global Patients Meeting 2024?


From October 17-18, Marseille will host our amazing PID community for 2 days of learning, connection, and inspiration!

Can't make it? No worries—follow along for live updates as we share highlights, discussions, and unforgettable moments from the event.

#IPOPIGPM2024 #PrimaryImmunodeficiency #PIDAdvocacy #Healthcare #Marseille2024

Let me know if you'd like any adjustments to better suit the platform's audience or tone!



 Message ChatGPT

↑





**We also use this to write long documents, can we show them?**

**Of course we can!**




ChatGPT







Create an image  
for my presentation




Count the  
number of items  
in an image



Experience  
Seoul like a local



Email for  
plumber quote

 Message ChatGPT



**Hmmm, I am not happy with the result.  
I'll tell the AI!**

**Sure, let's see the next result!**



Can you make it without going in a day to day approach but as a strong summary?



Here's a revised version of the report with a more concise, summary-focused approach:

### Campaign Report: MAR Awareness Campaign

**Overview:**

This 3-day campaign was launched to raise awareness about the urgent need for responsible antibiotic use to combat Microbial Antimicrobial Resistance (MAR), a critical issue for patients with Primary Immunodeficiencies (PID). The campaign aimed to underscore the life-saving role of antibiotics for PID patients and highlight the global responsibility in ensuring their effectiveness is preserved.

**Platforms:**

- Instagram/Facebook
- LinkedIn

**Campaign Focus:**

Throughout the campaign, we published **two posts per day** on each platform, sharing impactful messages and **testimonies from PID patients**. These testimonies were essential in humanizing the issue, showing real-world examples of how MAR affects the lives of those who depend on antibiotics for survival.





# Increase the productivity with AI

## 2. Creating Visual Content

- AI for Images and Videos: AI can assist in creating engaging visual content, such as infographics, promotional videos, and photo editing.
- Example: Using AI tools like Canva or Lumen5, ideogram, patient organisations can easily produce high-quality graphics and videos for campaigns, saving time and resources





**Chat GPT and other AIs can also help with images!**

**That's true, so let's challenge Chat GPT!**



Can you create an image of a woman working hard in an office when the wheater is very nice outside?



Here is the image of a woman working hard in an office with beautiful weather outside, highlighting the contrast between focus and the inviting day. If you need further changes or adjustments, feel free to let me know!



She should be working, not thinking!



Here is the updated image showing the woman fully focused on her work, typing diligently at her desk with the beautiful weather outside. Let me know if it's closer to what you envisioned or if any further adjustments are needed!



**You've reached your image creation limit.**  
Upgrade to ChatGPT Plus or try again tomorrow after 6:06 AM.

Get Plus

X



**I also use Gamma.ai as an  
inspiration for PPTs.**

**Really? Let me see...**



1. Prompt

Generate

Prompt7 cardsEnglish (US)

can you explain what DIPs are to a general public audience?

Cancel

Generate outline

2. Validate the summary

Outline

1What are Primary Immunodeficiencies?

2The Immune System: A Brief Overview

3Understanding Primary Immunodeficiencies

4Symptoms and Diagnoses

5Causes of Primary Immunodeficiencies

6Treatment and Management

7Living with a Primary Immunodeficiency

+ Add card

7 cards total

Typefor card breaks

54/5000

3. Choose a template and Get a proposal

Primary Immunodeficiencies

1

The Immune System: A Brief Overview

2

Understanding Primary Immunodeficiencies

3

Symptoms and Diagnoses

4

Causes of Primary Immunodeficiencies

5

Treatment and Management

6

Living with a Primary Immunodeficiency

7

# Increase the productivity with AI

## 3. Enhancing Communication

- Virtual Assistants: AI-powered virtual assistants can handle routine communications, schedule meetings, send reminders, and provide quick responses to common inquiries.
- Example: Google Assistant, Apple Siri, Amazon Alexa and Samsung Bixby, schedule appointments and send reminders to patients.



Hi, how can I help?



## Increase the productivity with AI

### 4. Providing Translation Services

- Real-Time Translation: AI translation tools like Google Translate and DeepL can translate documents, emails, and web content in real-time.
- Example: An AI tool translates a patient newsletter into multiple languages.



# Increase the productivity with AI

## Example: Web sites translation



**1. Choose a website**

**2. Go to Google Translate and write the link of the website you want to translate**

**3. Et voilà! Benchmark!**

## Increase the productivity with AI

### 5. Recording and summary of meetings


- The usual conference tools (Zoom, Google Meet, Microsoft Teams, ...) have now embedded AI.
- Another example: Tactiq records the meeting in writing, and then you can apply prompts on it



**Let's show an example. It's better!**

**Ok, but it's the last one!**



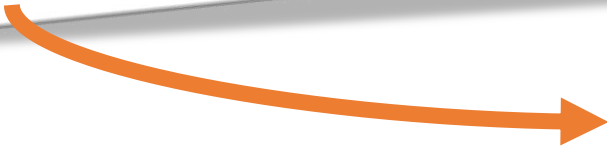


Hi Martine,


# Your transcript is ready!

Virtual workshop on the new Joint Clinical Assessment for ATMPs in Europe has been securely saved. Generate a meeting summary or action items in a single click. Highlight key moments, leave comments and share this meeting.

**Open the transcript**



## Virtual workshop on the new Joint Clinical Assessment for ATMPs in Europe

 Recorded by Martine Pergent, 14/06/2024 11:04:28, 40 min, Last updated 4 months ago

### AI Tools

Quick prompts AI credit already used, no more needed

✓ Short summary

✦ Detailed summary with citation

✦ Write bullet point highlights


✓ Detailed summary

📄 Summary and Action items

✦ Generate action items





✦ Ask

🗨 View more

Language for AI output  English (Default) ▾

### AI meeting notes

✦ Short summary

 Copy  Delete

During the meeting, Paolo Morgays presented the state of play and implications of the Joint Clinical Assessment (JCA) for advanced therapy medicinal products (ATMPs). He highlighted concerns about the conservative approach to evidence generation and the potential negative impact on patient access and developer incentives. Stefano Da Sacco shared the example of a therapy for an ultra-rare disease, emphasizing the ethical dilemma of conducting randomized control trials and the potential consequences of inconclusive JCA evaluations on patient access and cross-border healthcare.

# Practical Tips on Interacting with AI

## 1. Clear and Specific Prompts

- Tip: Always provide clear and specific instructions to the AI. The more details you give, the better the output will be.
- Example: Instead of saying, "Write a report," say, "Write a 500-word report on the recent fundraising event, including participant numbers, funds raised, and future goals."

## 2. Iterative Refinement

- Tip: Use an iterative approach. Start with a general prompt and refine it based on the AI's responses.
- Example: If the initial draft of a report isn't satisfactory, ask the AI to focus more on certain aspects or provide additional details.



## Practical Tips on Interacting with AI

### 3. Contextual Clarity

- Tip: Provide context and background information to the AI to improve the relevance and accuracy of the responses.
- Example: When asking for a social media post, include details about the campaign, target audience, and desired tone.

### 4. Use feedback

- Tip: Provide feedback on the AI's output to help it learn and improve.
- Example: If an email draft is too formal, instruct the AI to make it more conversational and friendly.



**Ok, perfect! Are you all convinced now?**

**Wait, wait, wait!  
We still have a conclusion to make!**



## Conclusion

AI can significantly **enhance the daily management and operations of a patient organisation** by automating writing tasks, creating visual content, improving communication, and offering translation services.



**Embrace AI tools to streamline operations, save time, and focus on more strategic initiatives to better serve your community.**

# THANK YOU!

This presentation was done with the help of AI.

But don't tell nobody! 🤫

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Q&A