



BROADBAND COMMISSION

FOR SUSTAINABLE
DEVELOPMENT



Launching *Reimagining Global Health through Artificial Intelligence: The Roadmap to AI Maturity*

Dissemination kit developed by the Novartis Foundation

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Launching the Roadmap to AI Maturity

We will launch the new report from the Broadband Commission Working Group and Digital and AI on Wednesday 9 September, with a keynote address from Ann Aerts at [Intelligent Health](#).

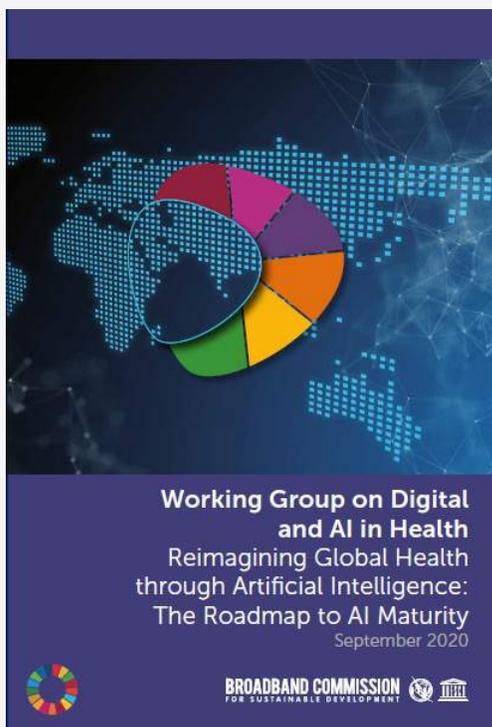
Please join us in calling on countries to use the Roadmap to AI maturity. You can do this by:

- Following us and sharing our content: Twitter at @NovartisFDN and LinkedIn at <https://www.linkedin.com/company/novartis-foundation>
- Using the assets outlined below on your own channels to help dissemination

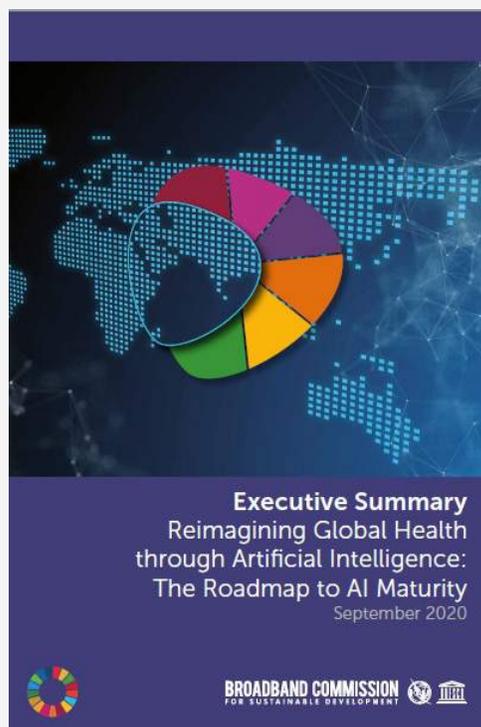
Contact carolyn.canham@novartis.com and lucy.setian@novartis.com for more information



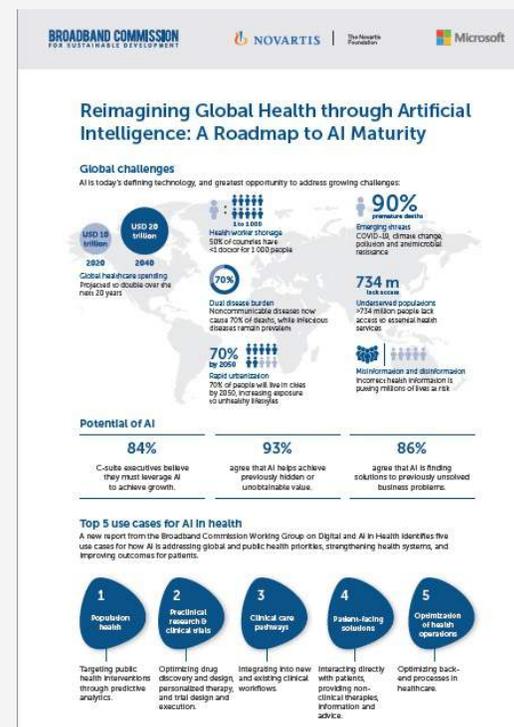
Report and infographic



Full report



Executive summary



Infographic

Available from 9 September at: <https://www.broadbandcommission.org/publications/Pages/default.aspx>

And on Trello: <https://trello.com/b/8C82zoMZ/roadmap-to-ai-maturity-in-health-communications-toolkit>

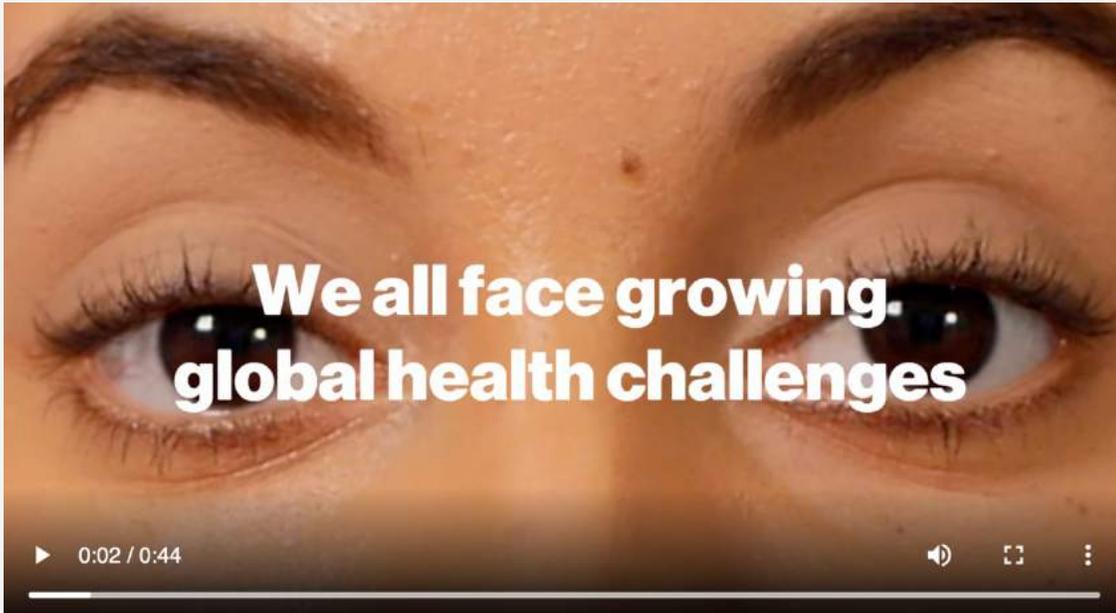
Master deck



Available on Trello: <https://trello.com/b/8C82zoMZ/roadmap-to-ai-maturity-in-health-communications-toolkit>

Videos

Promotional video – 40 second cut



Asset: https://youtu.be/W_aoOn5AqgY

Contact carolyn.canham@novartis.com for MP4 file

Promotional video – 15 second cut



Asset: https://youtu.be/2qu8_0d12fk

Contact carolyn.canham@novartis.com for MP4 file

The six-step roadmap to AI maturity in health



Asset: <https://youtu.be/UwMFiU5Aew4>

Contact carolyn.canham@novartis.com for MP4 file

Content for Twitter, LinkedIn and Facebook

Posts for Twitter, LinkedIn and Facebook

- The third report from the @UNBBCom Working Group on Digital and #AI in Health is out. Explore the actionable roadmap for reaching AI maturity in health systems #AlinHealth #ICT4SDG @NovartisFDN @Microsoft https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf
- AI in health can save lives, strengthen health systems, and improve efficiencies and patient participation, especially in low- and middle-income countries. #AlinHealth #ICT4SDGs @NovartisFDN @Microsoft @UNBBCom https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf
- Learn how to reach #AI maturity in health systems by exploring the third report from the @UNBBCom Working Group on Digital and AI in Health - co-chaired by @NovartisFDN and @Microsoft #AlinHealth #ICT4SDGs https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf

Polls for Twitter & LinkedIn

- Poll:

Which global health challenges could be supported by AI?

- COVID-19
- Climate change
- Access to healthcare
- All of the above

- Reply post:

All answers are correct. Learn more in the new roadmap to AI maturity in health:

https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf

- Poll:

Should AI in health be a global and national priority?

- Yes
- No
- Unsure

- Reply post:

We think 'yes'! Learn more in the new roadmap to AI maturity in health:

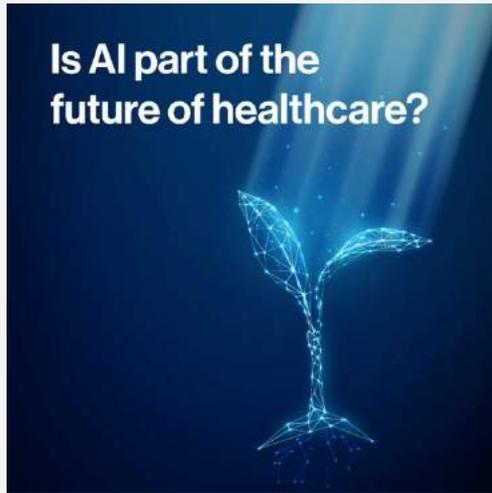
https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf

Version 1 - Animations for Twitter and LinkedIn



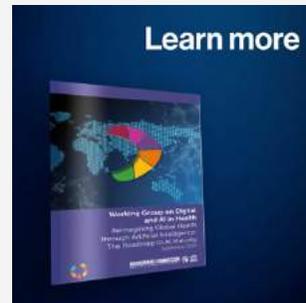
- Post copy:
AI does not replace humans, but enhances health workers' capabilities. Check out the roadmap for reaching AI maturity in health systems #AlinHealth #ICT4SDGs
https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf
- Post asset:
Loop animation
- Available at:
<https://trello.com/b/8C82zoMZ/roadmap-to-ai-maturity-in-health-communications-toolkit>

Version 2 - Animations for Twitter and LinkedIn



- Post copy:
AI is not a silver bullet; its accuracy depends on the health data it draws on. Check out the roadmap for reaching AI maturity in health systems #AlinHealth #ICT4SDGs
https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf
- Post asset:
Loop animation
- Available at:
<https://trello.com/b/8C82zoMZ/roadmap-to-ai-maturity-in-health-communications-toolkit>

Version 3 - Animations for Twitter and LinkedIn



- Post copy:
While data is crucial for AI, quality is more important than quantity. Check out the roadmap for reaching AI maturity in health systems #AlinHealth #ICT4SDGs
https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf
- Post asset:
Loop animation
- Available at:
<https://trello.com/b/8C82zoMZ/roadmap-to-ai-maturity-in-health-communications-toolkit>

Version 4 - Animations for Twitter and LinkedIn



- Post copy:
AI is already having a real-world impact on healthcare. Check out the roadmap for reaching AI maturity in health systems #AlinHealth #ICT4SDGs https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf
- Post asset:
Loop animation
- Available at:
<https://trello.com/b/8C82zoMZ/roadmap-to-ai-maturity-in-health-communications-toolkit>

Version 5 - Animations for Twitter and LinkedIn



- Post copy:
What do executives think about the potential of #AI in health? Check out the latest roadmap for reaching AI maturity in health systems #AlinHealth #ICT4SDGs
https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf
- Post asset:
Loop animation
- Available at:
<https://trello.com/b/8C82zoMZ/roadmap-to-ai-maturity-in-health-communications-toolkit>

LinkedIn – Carousel ad



Ad images

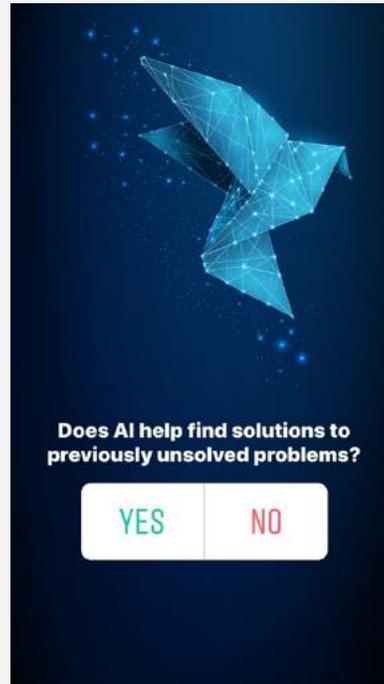
- Ad copy:
AI should be an integral part of any health system.
Download your copy of the roadmap to AI Maturity in Health. #AlinHealth #ICT4SDGs
https://www.broadbandcommission.org/Documents/working-groups/AlinHealth_Report.pdf
- Images:
Three tiles
- Available at:
<https://trello.com/b/8C82zoMZ/roadmap-to-ai-maturity-in-health-communications-toolkit>

Facebook – Stories (polls)

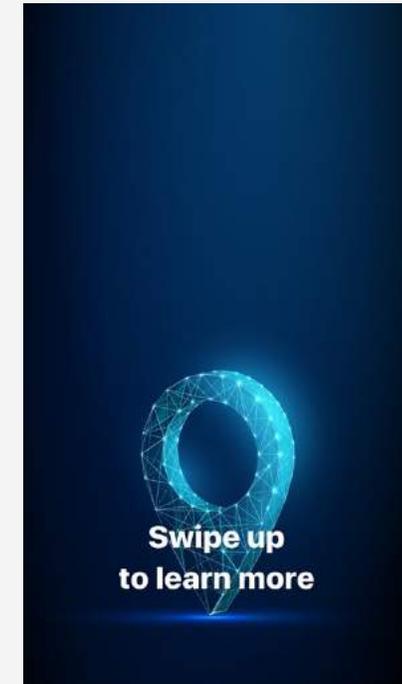
Available at:
<https://trello.com/b/8C82zoMZ/roadmap-to-ai-maturity-in-health-communications-toolkit>



Poll 1



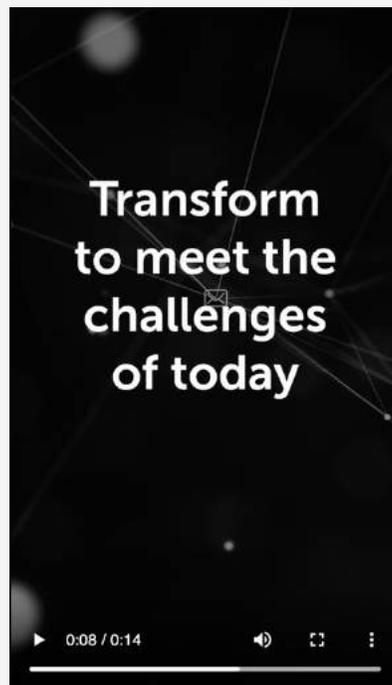
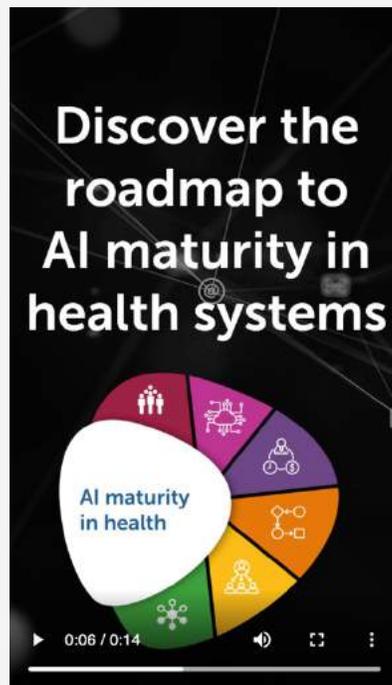
Poll 2



Link to report

Facebook – Stories (video)

Available at:
<https://trello.com/b/8C82zoMZ/roadmap-to-ai-maturity-in-health-communications-toolkit>



Contact carolyn.canham@novartis.org for the MP4

[Link to report](#)

Novartis Group / Instagram – Stories (quizzes)



Quiz 1 & 2

Link to report

Novartis Foundation social media plan for the launch week

Tuesday 8 September

Twitter

@NovartisFDN:

AI in health can save lives, strengthen health systems, and improve efficiencies and patient participation, especially in low- and middle-income countries. Get set for our #AlinHealth launch this Weds 9 Sep! #ICT4SDG @Microsoft @UNBBCom

Video: https://youtu.be/2qu8_0d12fk

LinkedIn

Novartis Foundation:

AI in health can save lives, strengthen health systems, and improve efficiencies and patient participation, especially in low- and middle-income countries. It must be a global and national priority and an integral part of any health system. Get set for our #AlinHealth launch this Weds 9 Sep! @Broadband Commission for Sustainable Development #AlinHealth #ICT4SDGs @Microsoft

Video: https://youtu.be/2qu8_0d12fk

Wednesday 9 September

Twitter – @NovaritsNews

Learn how to reach #AI maturity in health systems by exploring the third report from the @UNBBCom Working Group on Digital and AI in Health - co-chaired by @NovartisFDN and @Microsoft #AlinHealth #ICT4SDGs

Link: media release

Twitter – @NovartisFDN

The third report from the @UNBBCom Working Group on Digital and #AI in Health is out. Explore the actionable roadmap for reaching AI maturity in health systems #AlinHealth #ICT4SDG @Microsoft [link to featured news](#)

Video: https://youtu.be/W_aoOn5AqgY

Twitter – Ann Aerts

I'm excited to share that we just released the third report of the @UNBBCom Working Group on Digital and AI in Health – co-chaired by the @NovartisFDN and @Microsoft #AlinHealth #ICT4SDGs

Link: (copy attached – to be published either on LinkedIn or the ITU webpage)

Facebook – Novartis

Learn how to reach #AI maturity in health systems by exploring the third report from @The Broadband Commission Working Group on Digital and AI in Health - co-chaired by Novartis Foundation and @Microsoft #AlinHealth #ICT4SDG [link to featured news](#)

Video: https://youtu.be/W_aoOn5AqgY

Wednesday 9 September

LinkedIn – Novartis

Learn how to reach #AI maturity in health systems by exploring the third report from the @Broadband Commission for Sustainable Development Working Group on Digital and AI in Health - co-chaired by @Novartis Foundation and @Microsoft #AlinHealth #ICT4SDG [\[link to featured news\]](#)

Video: https://youtu.be/W_aoOn5AqgY

LinkedIn - Ann Aerts

I'm excited to share that we just released the third report of the Broadband Commission for Sustainable Development Working Group on Digital and #AlinHealth – co-chaired by the Novartis Foundation and Microsoft #AlinHealth #ICT4SDG.

Link: (to come)

LinkedIn – Novartis Foundation

The third report from the @Broadband Commission for Sustainable Development Working Group on Digital and AI in Health is out. Explore the actionable roadmap for reaching #AI maturity in health systems #AlinHealth #ICT4SDG @Microsoft [\[link to featured news\]](#)

Video: https://youtu.be/W_aoOn5AqgY

LinkedIn – carousel ad - Novartis Foundation

AI should be an integral part of any health system. Download your copy of the roadmap to AI Maturity in Health. #AlinHealth #ICT4SDGs



Thursday 10 September

Twitter and LinkedIn polls (Novartis Foundation)

Poll:
Which global health challenges could be supported by AI?

COVID-19

Climate change

Access to healthcare

All of the above

Reply post:
All answers are correct. Learn more in the new roadmap to AI maturity in health: [Report landing page on NF.org]

Poll:
Should AI in health be a global and national priority?

Yes

No

Unsure

Reply post:
We think 'yes'! Learn more in the new roadmap to AI maturity in health [Report landing page on NF.org]

Thank you