

# AI GLOSSARY

Defining Today's Top Tech for Pharma Marketers



## Algorithm

(al·go·rith·um)

A computer program governed by a specific set of rules that allows it to perform complex, labor-intensive tasks like calculations, data processing and automated reasoning ... so we human marketers can focus on strategy and creative.



## Ambient Intelligence

(am·bee·uh·nt | in·tel·i·juh·ns)

"Smart" devices like Alexa, Google Home and Apple HomePod are sensitive and responsive to the presence of people. They hang out in the background and wait for you to ask for their help.



## Artificial Intelligence

(ahr·tuh·fish·uh·l | in·tel·i·juh·ns)

A computer system that can gather data and make decisions and/or solve complex problems. Intouch's proprietary artificial intelligence (AI) engine built specifically for pharma, [Cognitive Core™](#), is one such example.



## Augmented Reality

(awg·ment·ed | ree·al·i·tee)

Yep, like *Pokemon Go*, or the Intouch app, [In My Eyes](#), AR helps you see — using your phone or special goggles — computer-generated things that aren't there in the real world.



## Behavioral Informatics

(bih·heyv·yer·ol | in·fer·mat·iks)

The use of technology/devices to detect and measure human behavior to gain insights. For example, searching Google for "large dog breeds" tells data-collection folks that you may be thinking of adopting a dog, which means there's a good chance you'll start seeing online ads for pet supplies. Our [programmatic media](#) team uses these kinds of insights to develop more effective targeting protocols.



## Big Data

(big | dey·tuh)

This is the massive amount of information we now generate about ourselves — our interests and habits — as we move through the digital universe. Some say the term “big data” should be retired, because so much data is collected these days that all data is now part of big data.

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## Chatbot

(chat·bawt)

Chatbots are programs — like Apple's Siri — that [simulate human conversation](#), using response workflows or artificial intelligence to interact with people based on verbal and written cues ... Chatbots can be the frontline of communication between brands and their users. Intouch's Cognitive-Core-powered chatbot, [Ruby](#), can help users get information on medications and treatment plans, help patients set doctor appointment reminders and more.

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## Cluster

(kluhs·ter)

A group of people that share common characteristics such as age, parental or marital status, hobbies and pretty much anything else you can think of. AI programs can identify clusters and reveal patterns that help marketers target groups of people with common characteristics.

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## Deep Learning

(deep | lur·ning)

A more advanced branch of machine learning, where a computer teaches itself with only minimal amounts of programming. With deep learning, marketers can make predictions about consumer behavior.

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## Image Recognition

(im·ij | rek·uh·g·nish·uh·n)

AI looks for patterns in images, and the tech is scarily good. As of 2016, the error rate was less than 3%. A January 2017 article in [Nature](#) described an AI system that could diagnose and classify skin cancers just as well as board-certified dermatologists.

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## Machine Learning

(muh·sheen | lur·ning)

Machine learning teaches a computer to find functions — equations that work not only for the examples that it has, but for unknown ones in the future. Machine learning teaches a computer how to predict.



## Natural Language Processing

(nach·er·uh·l | lang·gwij | pros·es·ee·ng)

Natural language processing is a way for computers to analyze, understand and derive meaning from human language. Where can NLP be used?

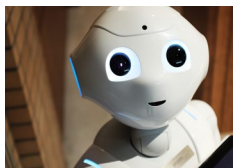
- Adverse event detection
- Chatbots
- Sentiment analysis
- Text analysis
- Text generation
- Text summarization
- Translation



## Neural Network

(noo·r·uh·l | net·wurk)

This is essentially a two- (or more) heads-are-better-than-one approach to problem solving. Neural networks – designed to be similar to the human nervous system and brain – help AI solve complex problems by splitting the work into levels of data. These networks can be used to recognize handwriting or faces, for example.



## Turing Test

(too·r·ing | test)

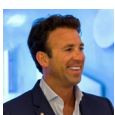
Developed by computer scientist Alan Turing in 1950, this was a test to determine whether a computer could think. If a human interacting with it believed they were talking to another person – not a computer – the test was considered a success.



## Unstructured Data

(uhn·struhk·cherd | dey·tuh)

This is what it sounds like. Disorganized chunks of data that appear random and unconnected. Examples of unstructured data include email messages, social media posts, photos, audio files, text messages, satellite images and webpages.



Want to learn more about AI and machine learning?

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