



turn a custom GPT into a high-impact extension of your team

Elise Horst

ASSOCIATE DIRECTOR, AI SOLUTIONS

10 / 15 / 2025

Who has wanted to clone a colleague?

Today you'll walk away with:

- Clarity on when to use custom GPTs
- 3 practical custom GPT examples
- How to successfully build your own



tools that help you get more out of AI

AI is powerful, but the real value comes with being able to harness that power within the context of your work.

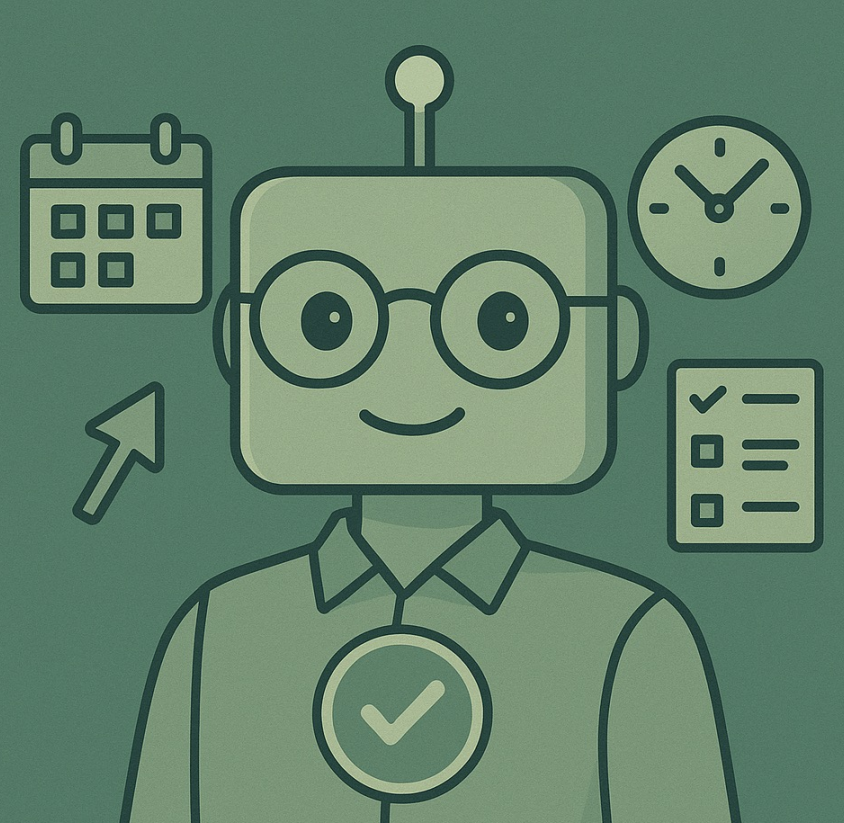
	Custom GPT	Canvas App	AI Agent
Best For	Acting as a thought partner or knowledgeable assistant to support with repeatable tasks	Creating, editing, and sharing tangible work products like tools or documents	Automating multi-step workflows with reasoning and memory
What It Can Do	• Follow basic instructions • Pull from the web and/or your provided documentation • Improve over time • Respond with some consistency	• Code basic apps • Generate consistently formatted, downloadable files • Can be shared with and used by others	• Plans multi-step tasks • Autonomously taps tools needed to complete requests • Has a persistent memory



What's a task you
would train a colleague
to take over?

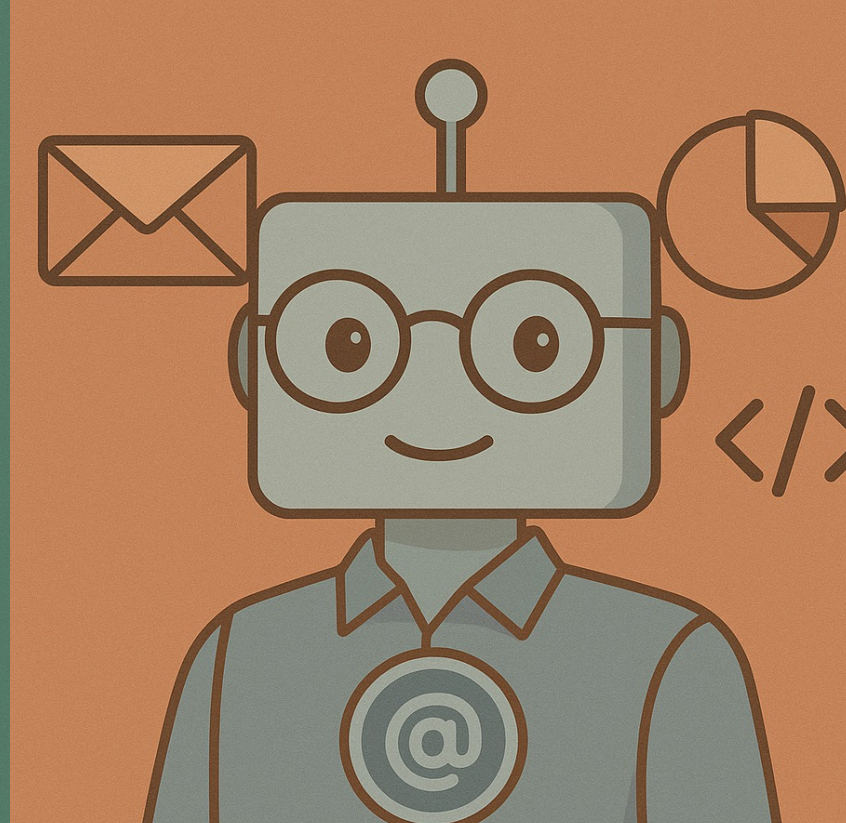
That's your custom GPT use case.





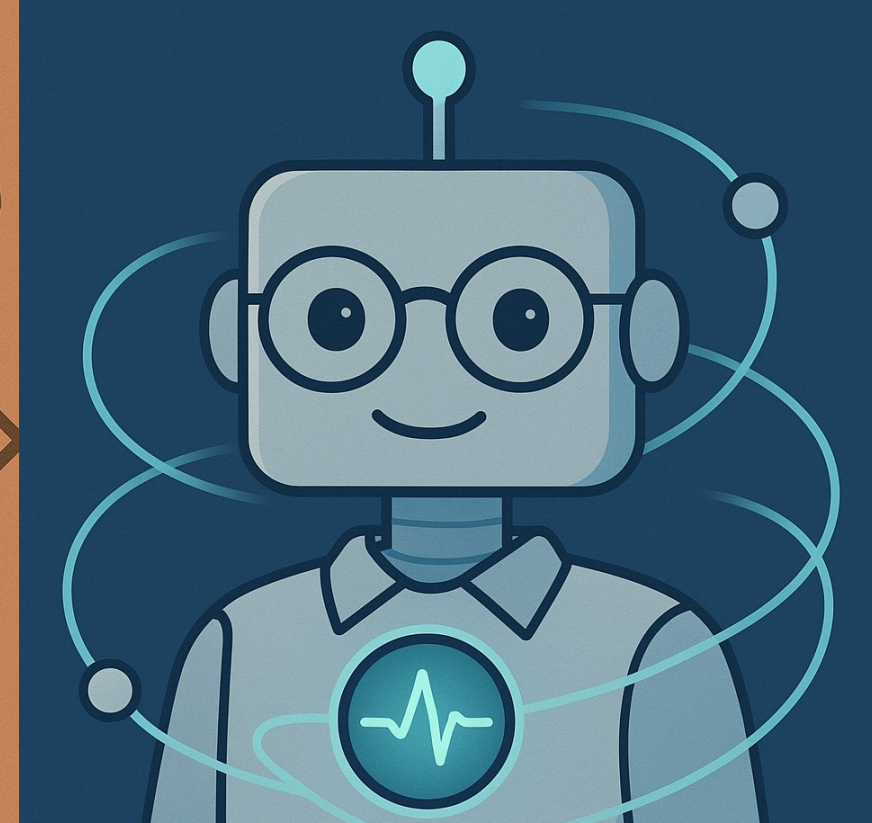
Project Assistant

Helps us align on realistic project timelines and brings consistency to planning and activation



Email Deployment Specialist

Increases efficiency and accuracy in managing large-scale email deployments



Patient Path

Gives us deeper insight into medical conditions, the people they affect, and the best ways to engage prospective patients



research is integral to strategy, but it takes time

CONDITION

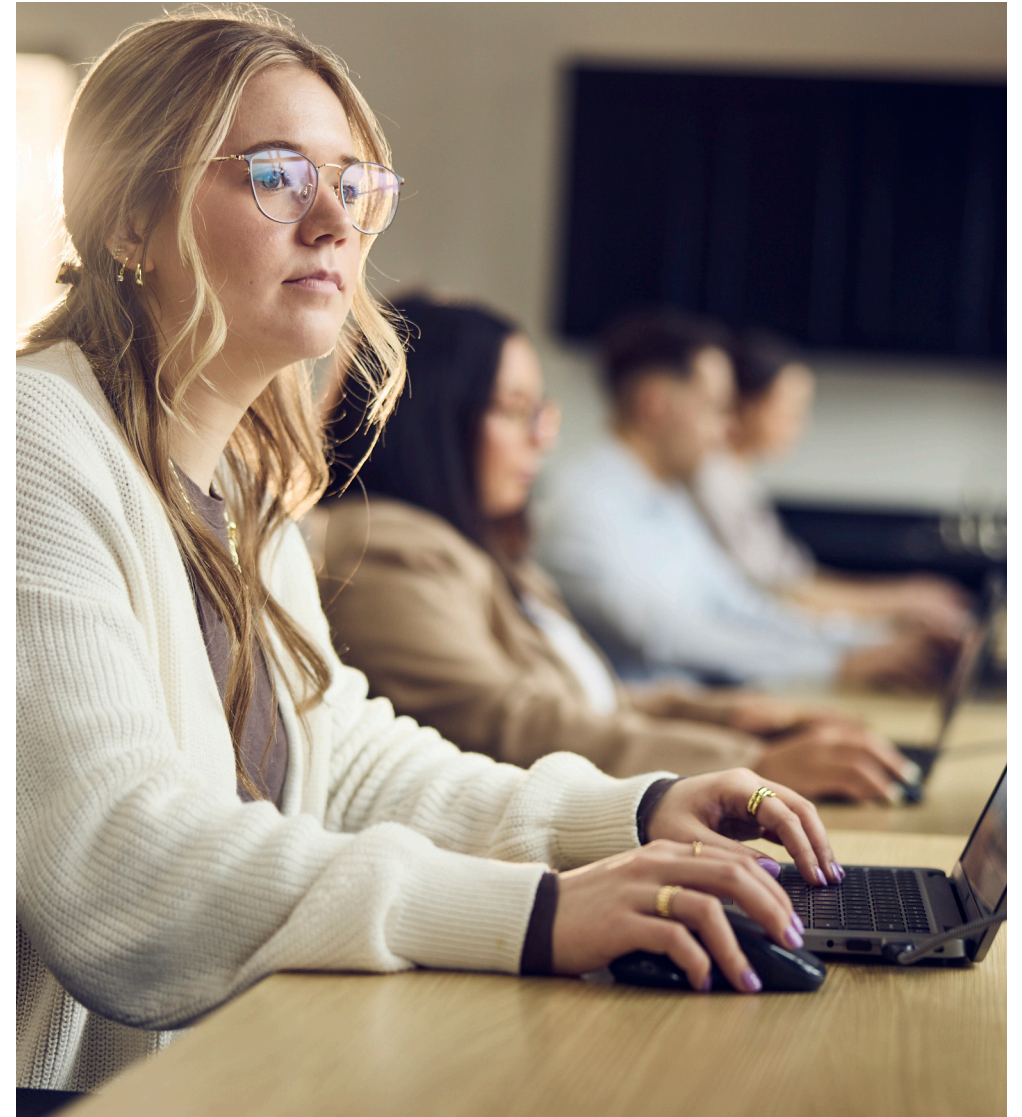
AUDIENCE

SYMPTOMS + TREATMENT

RELEVANT KEYWORDS

MESSAGING THEMES

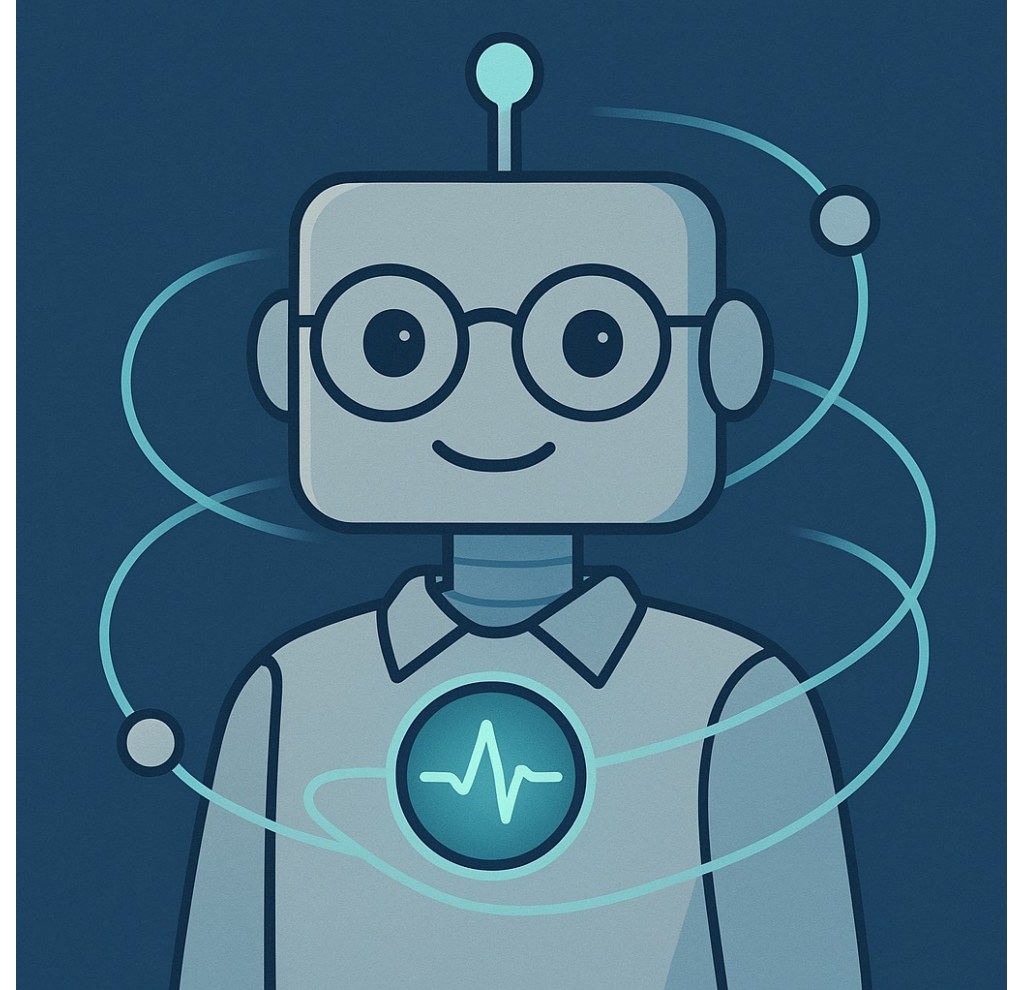
AUDIENCE TARGETING STRATEGIES



we built a specialized research assistant to help

- Friendly and approachable healthcare market researcher
- Explains concepts in plain language
- Designed to operate with empathy for patient experiences and emotions
- Understands the digital marketing applications of its research findings

Patient Path





Help me understand the patient journey for someone who might need spine surgery

Thank you for bringing up spine surgery — it's a deeply important and emotionally complex topic. People facing spine surgery often deal with long-term pain, fear of mobility loss, and anxiety about invasive procedures. It can be life-changing — both in its risks and its potential to relieve suffering.

We'll walk through eight learning modules to ground your understanding. You can jump into any one, or we can go in order:

- 1. Understand the Condition
- 2. Who It Affects
- 3. Patient Journey Stages
- 4. Patient vs. Clinical Language
- 5. When Search Happens
- 6. Performance-Aligned Thematic Areas
- 7. Audience Suggestions
- 8. Tenley's Recs

Since you've asked about the **patient journey**, we'll focus on Module 3: **Patient Journey Stages**. Here's a structured breakdown of what someone might go through when heading toward spine surgery:



Message Patient Path



 New version of GPT available - Continue chatting to use the old version, or start a [new chat](#) for the latest version.



UNDERSTAND THE CONDITION

WHO IT AFFECTS

PATIENT JOURNEY STAGES

PATIENT VS. CLINICAL LANGUAGE

WHEN SEARCH HAPPENS

KEYWORD THEMES

AUDIENCE SUGGESTIONS

ICD-10 CODES

knowledge source for Patient Path

UNDERSTAND THE CONDITION

PATIENT JOURNEY STAGES

WHEN SEARCH HAPPENS

WHO IT AFFECTS

PATIENT VS. CLINICAL LANGUAGE

KEYWORD THEMES

CHAT'S FINDINGS FROM THE WEB

AUDIENCE SUGGESTIONS

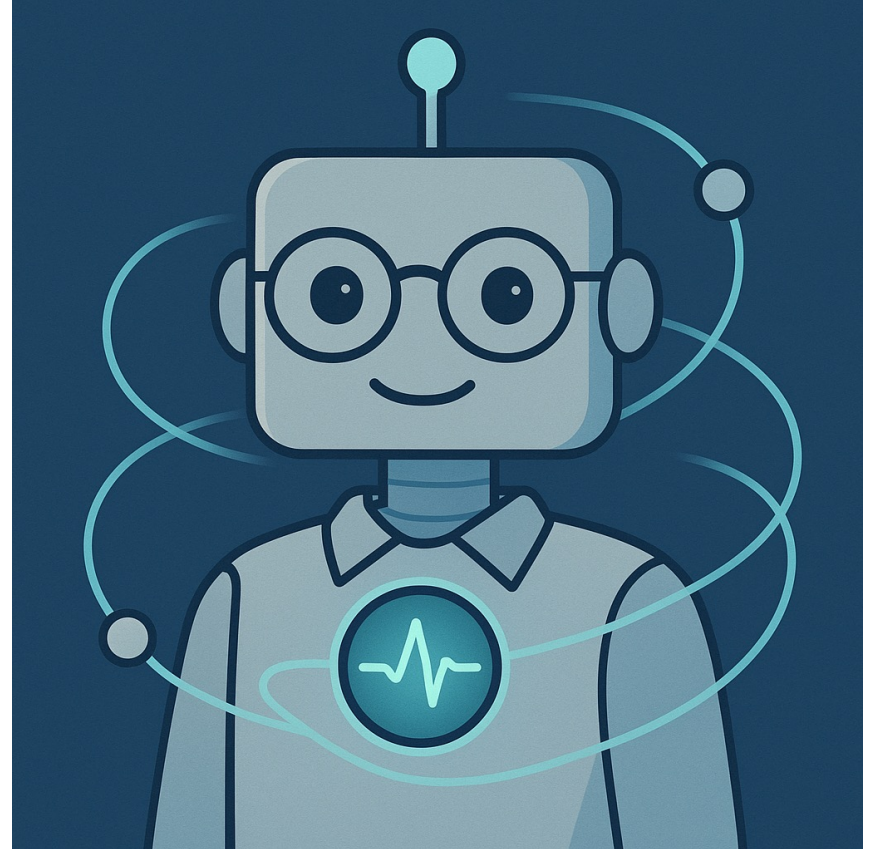
ICD-10 CODES

DOCUMENTATION WE PROVIDED

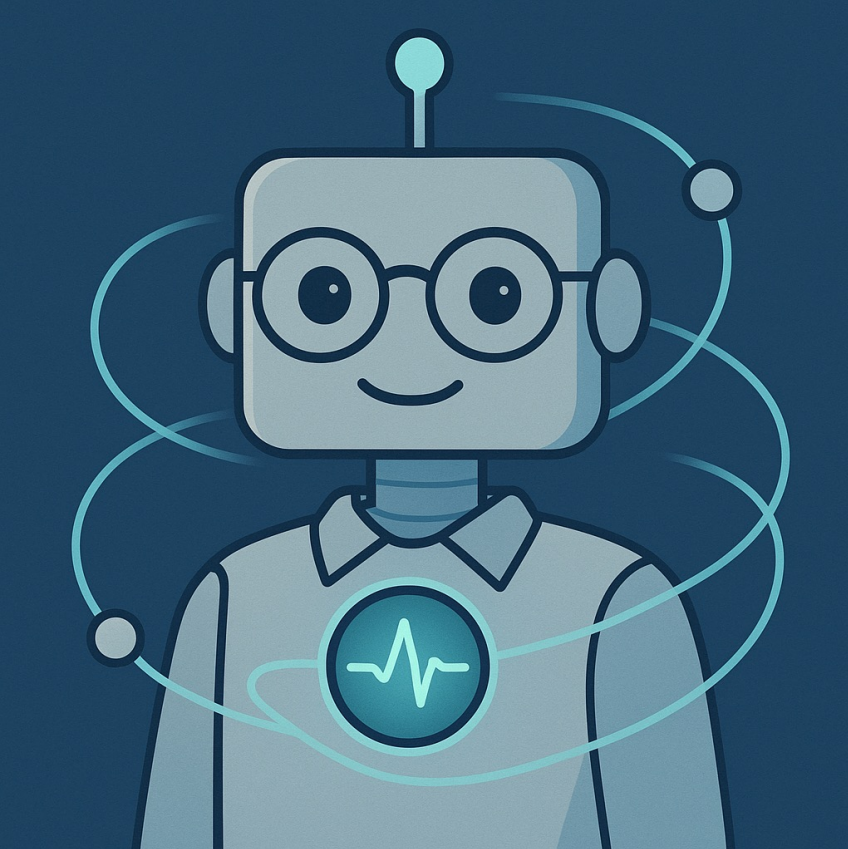


driving adoption and evolving custom GPTs

MEDIA STRATEGY AND CAMPAIGN PLANNING



driving adoption and evolving custom GPTs



MEDIA STRATEGY AND CAMPAIGN PLANNING

MESSAGE DEVELOPMENT

ORGANIC KEYWORD STRATEGY

AUDIENCE RESEARCH



how to build a successful custom GPT for your team



Define its role



Design the user experience



Provide resources



Test, share & iterate



BONUS:

Humanize your custom GPT



advance your AI adoption journey



[Download AI Empowered](#)

