

Community Advocacy in Action: Ensuring Community Voices are Heard in AI *Webinar Summary*



Community of Practice
for US Advocacy Groups
Webinar Series

US Public Affairs and Patient Advocacy
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Why it Matters

The ways that patients, caregivers, healthcare professionals, and policymakers find health information are rapidly changing. Increasingly, they are turning to AI-powered tools to ask questions, identify trusted resources, and inform decisions before visiting a healthcare provider. As this shift continues, advocacy organizations face a new challenge: ***Will AI and the people using it ever find your organization?***

This webinar explored how advocacy organizations can ensure their trusted information, educational resources, and community perspectives remain visible and represented in AI-

"If patients, caregivers, providers, and payers ask AI first... will AI find your organization and resources?"

Angie Bricco
Head, US Public Affairs & Patient Advocacy
General Medicines, Sanofi

generated responses. As AI increasingly shapes how people find health information, strengthening AI discoverability is becoming an essential component of effective advocacy communications.

Webinar Objectives

Participants explored how to:

- Understand how AI is reshaping health information-seeking behaviors.
- Identify practical actions to improve their organization's AI discoverability.
- Learn from peer organizations successfully adapting their digital strategies.

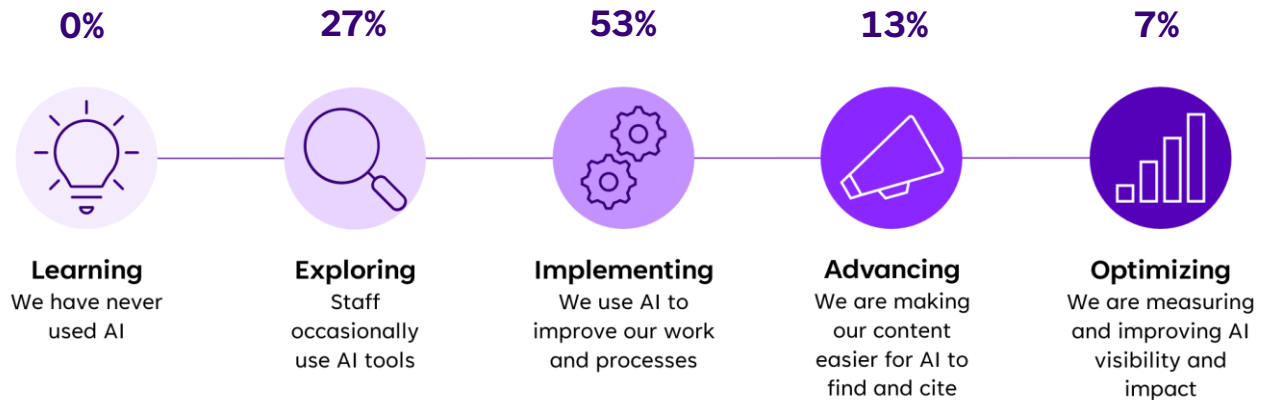
AI Adoption Is Well Underway

The opening polling results demonstrated that AI adoption has become commonplace across advocacy organizations.

The majority of participants reported using AI to improve internal operations and efficiency (81%), while more than half are leveraging AI to support research and partnerships (55%). Nearly half reported developing patient-facing resources (48%) or working to ensure their advocacy content appears in AI-generated responses (48%).

These results suggest US advocacy organizations have largely embraced AI as a productivity tool. However, fewer organizations have begun thinking strategically about how patients and caregivers will discover their information through AI-generated responses.

A second poll asking where your organization is on their AI journey reinforced this finding.



While more than half of respondents described their organizations as implementing AI to improve work and processes, only a small percentage reported actively improving or measuring how their content is discovered and cited by AI.

Key insight

The next frontier is ensuring trusted advocacy content is discoverable, cited, and represented in AI-generated responses.

The remainder of the webinar focused on how advocacy organizations can begin improving AI discoverability through practical, achievable actions.

AI Discoverability Is Becoming a Core Communications Strategy



Lisa Zanchi, Senior Director at Padilla,

shared practical strategies to help advocacy organizations ensure their trusted health information is visible, accurately represented, and cited in AI-generated responses. Lisa introduced participants to the concept of Generative Engine Optimization (GEO), the practice of improving how AI systems discover, understand, summarize, and reference content. Unlike traditional search engine optimization (SEO), which focuses on search engine rankings, GEO helps organizations improve how AI systems discover, interpret, and reference their content.

"The goal is not just to be discoverable by people, but to be understood, summarized, and cited accurately by AI engines."

**Lisa Zanchi
Padilla**

Want to dive deeper? Watch Lisa's Presentation (30 minutes)

Learn how AI-generated responses are changing health information discovery and the practical steps advocacy organizations can take to improve AI discoverability.

► [Watch the presentation](#)

Several important themes emerged:

AI discoverability builds upon, rather than replaces, SEO

Organizations should continue investing in strong search engine optimization while expanding their efforts to improve visibility within AI-generated responses.

AI relies on an ecosystem of trusted information

AI-generated responses are informed by multiple sources, including organizational websites, earned media, government resources, academic literature, nonprofit organizations, partner content, and social platforms. No single website determines the answer.

"To increase trustworthiness, information needs to appear consistently across owned content, earned media, social channels, and credible third-party sources."

Lisa Zanchi

Authority extends beyond an organization's website

Media coverage, partnerships with respected organizations, clinical resources, and consistent messaging across digital channels all strengthen AI's confidence in an organization's information.

Plain language matters

Organizations should write content the way patients and caregivers naturally ask questions. Frequently asked questions, summaries, clear headings, and structured content make information easier for both people and AI systems to understand.

Practical Actions to Improve AI Discoverability

Rather than viewing AI discoverability as a technical exercise, participants were encouraged to incorporate several core practices into their communications strategies.

- **Build on a strong SEO foundation.** GEO complements, rather than replaces, traditional SEO.

- **Create content around real audience questions.** Structure information the way patients, caregivers, and healthcare professionals naturally seek answers.
- **Strengthen trust across the digital ecosystem.** Consistent messaging across websites, earned media, social channels, and partner organizations improves AI confidence in your content.
- **Prioritize quality over quantity.** Focus first on the webpages and resources that matter most to your audience.
- **Continuously evaluate and refine.** AI-generated responses will continue to evolve, making ongoing monitoring essential.

Community Examples: AI Discoverability in Practice

Representatives from **Beyond Type 1**, **Vaccinate Your Family**, and the **World Eosinophilic Esophagitis (EoE) Day** initiative shared how their organizations are beginning to incorporate AI discoverability into their communications strategies.

Beyond Type 1



Beyond Type 1 is integrating AI optimization into its broader digital strategy by strengthening foundational SEO, focusing on high-priority webpages, testing and monitoring AI-generated responses, and using analytics to identify content gaps.

An important lesson was that AI optimization does not require rebuilding an entire website. Incremental improvements made consistently over time can produce meaningful results.

"If you spend an hour or two with this each week, even if you're a one-person organization, you can make significant strides in improving AI search visibility."

Ben Smith
Beyond Type 1

Vaccinate Your Family



Vaccinate Your Family emphasized creating content that is both public-friendly and AI-friendly..

Key approaches included:

- For Web development: Strengthen metadata and page structure.
 - Leverage [Yoast](#) in Word Press, [Semrush](#) for SEO/GEO analytics, and Google Analytics for web performance.
- For Web content: Write in plain language, aiming for the lowest grade level possible on the Flesch-Kincaid grade.

- Organize information in FAQs around the questions families actually ask.

World EoE Day



The [World EoE Day](#) initiative demonstrated the value of collaboration across organizations. By coordinating messaging, sharing consistent educational resources, and reinforcing common themes across participating organizations, advocacy groups can strengthen both public understanding and AI visibility.

Community Topics of Interest

The discussion following Lisa's presentation reflected a community ready to move beyond awareness and begin implementation. Participants asked thoughtful questions about:

- Making peer-reviewed research more accessible to AI through open-access publishing
- How AI platforms determine authoritative health sources
- Recommended frequency for reviewing and updating AI visibility
- Privacy considerations when using AI platforms
- Practical tools for monitoring AI-generated responses

Several attendees also requested the names of tools discussed during the presentation, including [Google Trends](#), [SparkToro](#), and [AnswerThePublic](#), reinforcing the community's desire for practical resources they could begin using immediately.

What Advocacy Organizations Can Do Immediately

Organizations do not need a comprehensive AI strategy before taking action. Participants were encouraged to begin by:

- Ask AI platforms common questions about their disease area to understand which organizations are currently being cited.
- Review whether their educational content answers the questions patients are actually asking.
- Use the following tools: [Google Trends](#), [SparkToro](#), and [AnswerThePublic](#), to see what questions and items people are searching for today.
- Update one or two priority webpages using plain language, FAQs, and clear content structure.

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- Strengthen partnerships with trusted organizations that reinforce accurate information across multiple channels.
- Monitor AI-generated responses periodically and refine content as AI search continues to evolve.

Organizations do not need to become AI experts overnight. Small, consistent improvements can significantly strengthen the visibility and impact of trusted advocacy information over time.