

Building Meaningful Brands through Disseminating Artificial Intelligence-Related Content: An Essay about Cancer Hospitals

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ABSTRACT

Artificial intelligence (AI) allows cancer hospitals to accelerate their digital transformation and promote their brand. This essay aims to answer the following research question: which communication principles should cancer hospitals respect when they report about their artificial intelligence initiatives for branding purposes? We analyzed these hospitals' corporate communication and branding strategies, as well as their initiatives on artificial intelligence. We resorted to three databases, four keywords and three inclusion criteria to find papers published about this area these last ten years (2013-2022). Based on this literature review, we proposed ten communication principles to help cancer hospitals integrate artificial intelligence, corporate communication, and branding. We concluded this essay by stating that cancer hospitals' corporate communication department need to employ experts in artificial intelligence, explain to employees the positive impact of AI in the hospital's processes, and implement a communication approach focused on satisfying stakeholders' information needs rather than promoting medical treatments.

1. Introduction

Cancer hospitals face organizational, legal, and medical challenges that avoid them to implement a true digital transformation. The difficulty to change some employees' mentalities, the limited budget, the legal framework, and the administration-related constraints make difficult for these organizations to implement artificial intelligence tools, initiatives based on big data as well as social media platforms. This fact negatively influences on cancer hospitals' brand. In this framework, experts in corporate communication play an essential role: they implement internal and external communication campaigns to support this technological change and help cancer hospitals become digital organizations.

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This essay aims to analyze how cancer hospitals integrate corporate communication, branding initiatives and medical treatments based on artificial intelligence to build a meaningful brand that accelerates their internal digital transformation. In other words, this essay aims to answer a main research question: which communication principles should cancer hospitals respect when they inform about their artificial intelligence initiatives for branding purposes? To answer this question, we conducted a literature review focused on four main topics: a) corporate communication in hospitals, b) cancer hospitals' corporate communication strategies, c) cancer hospitals' branding strategies, and d) cancer hospitals' medical initiatives based on artificial intelligence.

To carry out our literature review, we focused on three main databases (*Scopus, Web of Science, and Google Scholar*) and resorted to four main keywords (*cancer hospital, corporate communication, brand, and artificial intelligence*) to gather scientific papers published these last ten years (2013-2022) by journals specialized in communication, marketing, or public health. In order to choose the best papers for our research purposes, we considered three main inclusion criteria: a) scientific papers based on references and quantitative or qualitative research techniques; b) main topic related to cancer hospitals, communication, and artificial intelligence; and c) papers that mainly analyzed artificial intelligence initiatives implemented by hospitals in Western countries. We found 66 papers that fulfilled these criteria. Based on this literature review, we proposed ten communication principles to help cancer hospitals integrate artificial intelligence-related content into their branding strategies, and this way build a reputed brand that accelerates their internal digital transformation. Finally, we proposed three main conclusions allowing these organizations to implement these ten principles in an efficient way.

2. From Public Health to Hospital's Corporate Communication

Public health and corporate communication are directly related: health education initiatives, public health campaigns, interpersonal communication relations between doctors and patients, etc. (Hannawa *et al.*, 2015). Schools of Medicine and Nursing, patients' associations, public and private hospitals, and public health authorities, among others, resort to communication to implement initiatives allowing them to improve their internal functioning as well as their patients' healthcare outcomes (Weberling, 2014). *Schools of Medicine and Nursing* propose courses focused on communication allowing students to improve their skills in this area and this way establish better relationships with their future patients (Gilligan *et al.*, 2016). *Patients' Associations* resort to communication to implement different initiatives: analyze patients' perceptions about diseases, launch health education initiatives, organize corporate events with public authorities (Fernández-Gómez & Díaz-Campo, 2016). *Public and Private Hospitals* implement different communication initiatives to improve their relations with stakeholders: employees, patients, media companies, etc. (Burluson, 2014). Finally, *Public Authorities* launch different campaigns to enhance patients' skills in different health-related areas, improve their relations with doctors, and this way promote public health as a social priority (Seo & Matsaganis, 2013). *Public Health Authorities'* campaigns are especially useful when they are based on previous research about patients' perceptions and social trends (Moran & Sussman, 2014); they integrate different formats such as videos, texts, and online consultations with doctors (Hendriks *et al.*, 2014); and they resort to evaluation systems to make them more efficient in terms of awareness (Jeong *et al.*, 2015).

The professional management of corporate communication positively influences hospitals' internal processes as well as their patients' wellbeing (Brent, 2016). That is why, these organizations promote an integrated communication approach allowing experts in

communication and medicine to work together and this way satisfy their stakeholders' needs in terms of information (Hannawa *et al.*, 2015). To do that, some hospitals implement training programs allowing health professionals to develop their skills in interpersonal communication (Epstein, Duberstein & Fenton, 2017). These skills are part of the medical service (Peterson *et al.*, 2016), especially when doctors interact with patients facing a chronic disease (Beesley *et al.*, 2016).

Hospitals face different communication challenges, such as managing employees, launching new medical services, or organizing events along with public authorities (Cua, Moffatt-Bruce & White, 2017). To efficiently face these challenges, hospitals implement an in-house Communication Department that assumes three main responsibilities: managing relations with stakeholders, promoting the hospital's brand, and integrating corporate communication into the hospital's internal processes (Medina Aguerrebere, Gonzalez Pacanowski & Medina, 2020). When experts in communication efficiently manage these three initiatives, hospitals improve their public image (Maier, 2016). To accelerate this process, some organizations resort to emotional branding initiatives focused on stakeholders' personal experiences (Kemp, Jillapalli & Becerra, 2014).

Before implementing any communication initiative, the hospital's Communication Department conducts research about different areas, such as health trends, stakeholders' attitudes, or legal frameworks (Moser & Greeman, 2014). Based on this information, hospitals launch different communication initiatives that are evaluated in real time according to different key performance indicators to optimise the organization's communication efforts (Moreno, Wiesenbergs & Verčič, 2016; Heide & Simonsson, 2014). To implement these initiatives, hospitals resort to annual communication plans and protocols (Esposito, 2017) that help hospitals create a true added value and become a meaningful brand (Medina Aguerrebere, Gonzalez Pacanowski & Medina, 2020). Resorting to protocols, plans and key performance indicators helps health communication experts to make their profession more credible and prove that communication contribute to improve the hospital's value chain (Zerfass & Viertmann, 2017).

Health communication experts working in hospitals are also in charge of handling crisis situations, such as pandemics, economic problems, or terrorist attacks: in these cases, hospitals must be ready to effectively communicate internally, externally and across the organization and this way protect the hospital's brand (Dobosz, 2020). When hospitals face these situations, they implement a crisis communication strategy (Mosquera, Melendez & Latasa, 2015) that includes several targets, actions, and objectives (Heide & Simonsson, 2014). This strategy should be consistent with the communication principles proposed by the Pan American Health Organization (2022): listening through dialogue, transparency, coordination of public communications, collaboration with journalists, and implementation of official plans. This way, hospitals can efficiently face some urgent issues, such as employees' behaviours, rumours, or misinformation (Liu *et al.*, 2018). Managing crisis in a proactive, professional way is essential to protect the hospital's reputation and avoid some dangerous situations, such as for exemple when media companies criticize health organizations (Medina Aguerrebere, Chadli & Medina, 2021).

3. From the Hospital's Corporate Communication to Cancer Hospitals' Communication Initiatives

In the United States, the *National Cancer Institute* (2022) states that a comprehensive cancer hospital is "a cancer research center that gets support from the National Cancer Institute (NCI) to do cancer research and provide services directly to cancer patients. Scientists and doctors at

these centers do basic laboratory research and clinical trials, and they study the patterns, causes, and control of cancer in groups of people. Also, they take part in multicenter clinical trials, which enroll patients from many parts of the country.” In other words, a cancer hospital, regardless of the country, takes care of patients in a professional way and satisfy their needs in terms of treatments, psychosocial support, and medical information.

Cancer hospitals resort to corporate communication to build a reputed brand and reinforce their relationships with stakeholders: patients, employees, public authorities, media companies, etc. (Medina Aguerrebere, Gonzalez Pacanowski & Medina, 2020). Thanks to corporate communication, these organizations treat patients in a more efficient way because they can adapt to these last ones’ high prevalence of psychological stress. (Moore *et al.*, 2018). Cancer patients try to access to complex information about their treatments and diseases (Yeob *et al.*, 2018), which represents a risk that only doctors can avoid by communicating with patients in a proactive way (Beesley *et al.*, 2016). Doctors’ skills in interpersonal communication determine cancer patients’ healthcare outcomes (Brand, Fasciano & Mack, 2017), that is why they should master the six core functions of cancer patient-centered communication: managing uncertainty, responding to emotions, taking decisions, fostering healing relationships, enabling self-management, and exchanging information (Blanch-Hartigan *et al.*, 2016).

Besides interpersonal communication initiatives, cancer hospitals also resort to internal communication to improve patients’ satisfaction, share key information with employees and promote the organizations’ culture (Medina Aguerrebere, Gonzalez Pacanowski & Medina, 2020). According to Van Niekerk (2013), internal communication refers to strategic processes implemented by companies to reinforce employee’s involvement and help them to achieve the organization’s goals. In other words, the professional management of internal communication is a strategic initiative (Rodrigues, Azevedo & Calvo, 2016), especially for hospitals because most of their employees directly interact with patients and other stakeholders (Medina Aguerrebere, 2020). That is why, these organizations develop annual plans and protocols to efficiently manage internal communication (Helfert *et al.*, 2013), and implement monitoring programs to evaluate its impact in the hospital’s internal functioning (Owusu, Osei, Abban, 2014).

Along with interpersonal and internal communication, cancer hospitals implement external communication initiatives. Managing external communication in a professional way has become a priority for these organizations because, on the one hand, patients are opinion leaders who influence hospitals’ public image (Haluzá *et al.*, 2016); and on the other hand, companies need constantly to adapt to external stakeholders’ opinions (Moser & Greeman, 2014). Cancer hospitals focus their external communication initiatives on disseminating public health-related content allowing stakeholders to enrich their knowledge (Fischer, 2014). When hospitals fulfill stakeholders’ needs in terms of information, they build a reputed brand (Zerfass & Viertmann, 2017), which positively influence on stakeholders’ perceptions about the hospital (Mira, Lorenzo & Navarro, 2014).

4. From Cancer Hospitals’ Communication Initiatives to their Branding Strategies

Cancer hospitals resort to interpersonal, internal, and external communication initiatives to promote their brand. However, before implementing any communication initiative, they should define their brand architecture: identity, values, mission, vision, and culture (Medina Aguerrebere, 2020). *Identity* can be defined as the main reasons why the organization’s founders decided to create the company (Veltri & Nardo, 2013). *Corporate values* are powerful tools that companies use to influence their employees and help them work in an efficient way to achieve organizational goals (Sheehan & Isaac, 2014). The *mission* refers to main objectives

pursued by the hospital in the midterm and constitutes an essential tool to make communication initiatives more consistent (Kotsenas *et al.*, 2018). The *vision* defines the long-term objectives established by the company and constitutes a reference when employees take strategic decisions (Singal & Jain, 2013). Finally, the *culture* refers to the unique way in which employees work in the company and constitutes a key element for building the brand in a collective way (Nelson, Taylor & Walsh, 2014).

Building a reputed brand constitutes a challenge for every hospital, that is why these organizations involve their employees in this process (Trepanier & Gooch, 2014). To do that, cancer hospitals implement training sessions for helping employees to better understand the hospital's brand, and this way behave in a corporate manner when they interact with patients (Epstein, Duberstein & Fenton, 2017). Oncologists need to attend these sessions, as well as other learning initiatives that help them to know how to interact with patients in different platforms (Klabunde *et al.*, 2007). Finally, oncologists need also to be trained in emotional and social issues related to corporate communication, such as anthropology, sociology or philosophy: these insights are essential to establish good relations with patients (Salmon & Bridget, 2017).

Developing a reputed brand has become a strategic priority for hospitals because it helps them to face internal and external challenges (Kemp, Jillapalli & Becerra, 2014). To do that, cancer hospitals implement different initiatives. Some of them resort to social media to disseminate brand-related content and influence their stakeholders' perceptions about the hospital, its employees, and medical services (Triemstra, Stork & Arora, 2018). Other hospitals organize internal and external events to promote patients' communities and provide them with medical information and emotional support (Falisi *et al.*, 2017). Finally, other hospitals collaborate with external agencies specialized in publishing national and international rankings about hospitals and research centers (Cua, Moffatt-Bruce & White, 2017).

5. Cancer Hospitals' Branding Strategies Based on Artificial Intelligence-Related Content

Health organizations resort to artificial intelligence-related initiatives to translate the uncertainty and complexity into data that makes easier some clinical decisions; in other words, artificial intelligence helps doctors to reduce the risk when they take some medical decisions (Asan, Bayrk & Choudhury, 2020). Thanks to artificial intelligence, doctors access more accurate information about patients' health, which helps them to implement more efficient medical protocols (Khan & Alotaibi, 2020). Nevertheless, implementing artificial intelligence in hospitals represents a managerial challenge: hospitals need to recruit experts in different fields (engineering, mathematics, etc.), train health professionals in different skills and update internal protocols (Lee & Yoon, 2021). Finally, hospitals need to balance artificial intelligence and patients' rights (Amann *et al.*, 2020).

According to Gerke, Minssen & Cohen (2020), hospitals face ethical and legal challenges when they implement artificial intelligence-based initiatives: informed consent to use, safety and transparency, algorithmic fairness, data privacy, safety and effectiveness, liability, data protection, cybersecurity, and intellectual property. However, these organizations take advantage of artificial intelligence in different ways: for example, doctors have more time to focus on human aspects (listening, empathy, compassion), which helps them to improve their relations with patients (Kerasidou, 2020). To balance advantages and disadvantages, hospitals need to recruit doctors and managers able to promote artificial intelligence from a multidisciplinary point of view (Khan & Alotaibi, 2020). Finally, hospitals, especially those specialized in cancer, should promote artificial intelligence as an essential asset to digitally

transform their organizations, and this way implement different initiatives such those explained in Table 1.

Table 1.
Best practices in artificial intelligence led by cancer hospitals

	Organization	AI Initiative	Purpose	Source
1	Mayo Clinic and Tempus (USA)	Research Project	Developing molecular sequencing and analysis to propose a personalized care for cancer patients (lung cancer, melanoma, bladder cancer, breast cancer and lymphoma).	https://www.tempus.com/lefko-fskys-cancer-fighting-startup-tempus-collaborates-with-mayo-clinic/
2	Mayo Clinic and Google (USA)	Radiotherapy treatments	Accelerate the process of planning radiotherapy treatments to propose to patients a more efficient cancer care.	https://www.mayo.edu/research/departments-divisions/artificial-intelligence-informatics/overview
3	Google (USA)	LYNA	Spot evidence of breast cancer metastases in images of biopsied lymph nodes.	https://www.sciencefocus.com/news/google-ai-better-than-doctors-at-detecting-breast-cancer/
4	Google (USA)	Inception v4 CNN	Identify skin cancer and melanomas, as well as diagnose benign moles in early stages.	https://pubmed.ncbi.nlm.nih.gov/29846502/
5	MD Anderson (USA)	pMTnet technique	Identify which cell surface peptides produced by cancer cells called neoantigens are recognized by the immune system.	https://www.mdanderson.org/research/departments-labs-institutes/labs/wu-laboratory.html
6	NYU Langone Health (USA)	Lung Cancer Project	Predict which people with lung cancer will respond to immunotherapy.	https://nyulangone.org/news/using-artificial-intelligence-predict-which-people-lung-cancer-will-respond-immunotherapy
7	MIT (USA)	Research Project	Implement a risk-assessment algorithm that shows consistent performance when predicting future cancer.	https://news.mit.edu/2021/robot-artificial-intelligence-tools-predict-future-cancer-0128
8	UPMC (USA)	Academic Research	Improve methods to recognize and characterize prostate cancer using an artificial intelligence (AI) program.	https://www.upmc.com/media/news/072720-dhir-prostate-ai-lancet
9	UCSF (USA)	Intelligent Imaging Hub	Develop and apply AI to devise powerful new ways to look inside the body and to evaluate health and disease.	https://cancer.ucsf.edu/news/2019/10/11/ucsf-launches-artificial-intelligence-center-to-advance-medical-imaging.9800
10	John Hopkins Medicine (USA)	DELFI	Spot unique patterns in the fragmentation of DNA shed from cancer cells circulating in the bloodstream.	https://www.hopkinsmedicine.org/news/newsroom/news-releases/novel-ai-blood-testing-technology-can-identify-lung-cancers-with-high-accuracy
11	Massachusetts General Hospital (USA)	ePAL	Use an artificial-intelligence smartphone app to reduce severity of cancer patients' pain & hospital admissions.	https://www.massgeneral.org/medicine/palliative-care-and-geriatrics/research/epal

12	Massachusetts General Hospital (USA)	Research Project	Develop a new AI model to predict a woman's future risk of breast cancer based on her mammogram alone.	https://www.massgeneral.org/news/press-release/Artificial-intelligence-model-bests-previous-methods-in-predicting-breast-cancer-risk
13	UCLA Health (USA)	Academic Research	Implement federated learning programs to enable more powerful AI models while enhancing the protection of patient data.	https://www.uclahealth.org/news/new-ai-approach-enables-research-collaboration-while-protecting-patient-privacy
14	Memorial Sloan Kettering Cancer Center (USA)	HER2 Project	Use imaging and artificial intelligence tools to predict response to breast cancer therapy.	https://www.mskcc.org/news/imaging-and-artificial-intelligence-tools-help-predict-response-breast-cancer-therapy
15	Yale University (USA)	Academic Research	Use deep learning algorithms to find microscopic evidence of advancing head and neck cancer.	https://medicine.yale.edu/news-article/yale-cancer-center-study-shows-artificial-intelligence-can-help-radiologists-find-microscopic-evidence-of-advancing-head-and-neck-cancer/
16	Addenbrooke (UK) and Microsoft (USA)	InnerEye	Implement an AI model that uses the hospital's own data to automatically highlight tumours and healthy organs on patient scans.	https://www.cuh.nhs.uk/news/ai-speeds-cancer-treatment/
17	Imperial College London (UK)	Academic Research	Assist oncologists in practice and improve outcomes for patients through early diagnosis of breast cancer.	https://www.imperial.nhs.uk/about-us/news/artificial-intelligence-breast-cancer-screening-project-wins-government-funding-for-nhs-trial
18	University College London Hospitals (UK)	Oesophagus Cancer Project	Utilize AI tools to increase the number of cases of cancer in the oesophagus that doctors spot.	https://www.uclh.nhs.uk/news/diagnosing-oesophageal-cancer-ai-world-first
19	University Hospitals Birmingham (UK)	Academic Research	Use artificial intelligence tools to identify brain tumours in early stages.	https://www.hospitalcharity.org/artificial-intelligence-for-brain-tumours
20	Hampshire Hospitals NHS Foundation Trust (UK)	PAIR-1 Project	Improve the screening process for prostate cancer diagnosis in the future, help deliver earlier detection and improve treatment options and patient outcomes.	https://www.cambridgenetwork.co.uk/news/lucida-medical-and-hampshire-hospitals-nhs-foundation-trust-announce-major-study-ai-prostate
21	BHR Hospitals (UK)	Ethos Therapy	Resort to artificial intelligence to personalise and constantly update radiotherapy treatments for cancer patients.	https://www.bhrhospitals.nhs.uk/news/were-first-in-the-uk-to-introduce-ethos-therapy-using-artificial-intelligence-to-personalise-and-constantly-update-radiotherapy-treatment-for-our-cancer-patients-2514/

22	Pancaim (European Consortium)	PANCAIM	Improve treatments for pancreatic cancer patients, utilising tools such as artificial intelligence, integrated genomics, and medical imaging.	https://www.gla.ac.uk/news/headline_780065_en.html
23	Centre for Fourth Industrial Revolution (World Economic Forum, India)	Fourth Industrial Revolution for Sustainable Transformation of Cancer Care	Leverage emerging technologies like AI, internet of things (IoT) and blockchain to help provide accessible, affordable and quality healthcare data about cancer.	https://www.weforum.org/agenda/2021/07/ai-projects-improving-cancer-screening-outcomes/
24	National Institutes of Biomedical Innovation (Japan)	Innovative AI Hospital System	Drive the development of AI-based innovations to ease the healthcare burden and enable professionals to deliver better quality face-to-face care.	https://www.nature.com/articles/d42473-020-00350-2
25	Infervision (China)	Cancer Project	Use of deep neural networks to spot images which indicate danger and this way diagnose cancer in early stages.	https://global.infervision.com/news/48.html

Source: Authors' elaboration

Cancer hospitals resort to artificial intelligence to implement medical treatments, but also to implement marketing, advertising, and public relations initiatives. According to Huang & Rust (2021), artificial intelligence can be utilized at the marketing research stage (data collection, market analysis, customer understanding), but also for defining strategies (segmentation techniques, main and secondary targets, brand positionings, marketing objectives) and implementing actions (standardization techniques, personalization methods, relationalization initiatives). Thanks to artificial intelligence, experts in marketing reduce the risk when taking strategic decisions, implement more effective campaigns, predict uncertain environmental conditions, and improve creativity processes (Eriksson, Bigi & Bonera, 2020). Nevertheless, artificial intelligence represents different risks for experts in marketing: badly defined objective functions, unsafe learning environments, biased conclusions based on wrong data (De Bruyn *et al.*, 2020).

Besides marketing, cancer hospitals resort to artificial intelligence to implement advertising initiatives. According to Sha *et al.*, (2020), artificial intelligence allows brands to implement better relations with clients. Besides, thanks to these tools, companies better understand consumers and implement personalised emotionally appealing advertisements that influence consumers' perceptions in a more efficient way (Mogaji, Olaleye & Ukpabi, 2020). Finally, cancer hospitals also resort to artificial intelligence to implement public relations initiatives. According to Biswal (2019), experts in public relations equipped with artificial intelligence tools can manage reputation, strengthen relations with stakeholders, promote brand values, and enhance the company's online presence in different platforms.

Cancer hospitals develop marketing, advertising, and public relations initiatives in an integrated way in order to build a reputed brand and influence stakeholders' perceptions (Medina Aguerrebere, Gonzalez Pacanowski & Medina, 2020). To do that, cancer hospitals' corporate communication department resorts to artificial intelligence: on the one hand, they use artificial intelligence tools for launching advertising, marketing, and public relations initiatives; and on the other hand, they report on different platforms (websites, social media, press releases, etc.) about the hospital's medical initiatives based on artificial intelligence.

Disseminating this content in an integrated and clear way is essential for helping cancer hospitals reinforce their brand, change employees' mentalities about artificial intelligence and this way accelerate the hospital's digital transformation. Based on our literature review, we recommend cancer hospitals to respect ten communication principles that will help them to efficiently report about their artificial intelligence-base initiatives for branding purposes.

1. Promote a *multidisciplinary approach* allowing patients to understand global health issues (Hannawa *et al.*, 2015). Cancer hospitals resort to medical and social sciences to explain artificial intelligence-related contents in a multidisciplinary way so that patients understand how this technology improves patients' outcomes from a medical, social and emotional perspective.
2. Focus on *public health* and pedagogical contents useful for every stakeholder (Fischer, 2014). Based on inputs gathered through research, cancer hospitals develop and disseminate different scientific information allowing stakeholders to better understand the impact of artificial intelligence in hospitals' internal functioning.
3. Respect the *hospital's brand architecture* in every corporate communication initiative (Esposito, 2017). Cancer hospitals explain how their brand architecture (identity, values, mission, vision and culture) leads them to promote artificial intelligence as a technological priority for improving patient's satisfaction.
4. Integrate *trust, respect, and ethics* as core values in every communication initiative (Trong, 2014). Cancer hospitals launch different campaigns to prove in a tangible way that these values (trust, respect, ethics) determine their artificial intelligence initiatives as well as their branding initiatives.
5. Prove with facts that *the hospital's social legitimacy is meaningful for stakeholders* (Blomgren, Hedmo & Waks, 2015). These organizations implement pedagogical communication initiatives to explain to every stakeholder how artificial intelligence can help hospitals to lead the change and address some social issues such as health inequality, illiteracy or poverty.
6. Implement long term initiatives allowing the hospital to *promote its reputation* (Cua, Moffatt-Bruce & White, 2017). Cancer hospitals develop long term communication plans to reinforce their reputation, and integrate in these plans different contents proving how artificial intelligence helps these organizations to accelerate their digital transformation and become more reputed brands.
7. Focus on *people's attitudes and expectations*, rather than medical products (Moran & Sussman, 2014). Cancer hospitals implement communication initiatives to justify their social leadership in artificial intelligence and prove with facts how they help patients and their families to enhance their lives.
8. *Involve health professionals* in corporate communication initiatives (Gilligan *et al.*, 2016). Oncologists are trained in corporate communication skills to become brand ambassadors able to efficiently communicate with different stakeholders (patients, journalists, public authorities) about different artificial intelligence-related initiatives (treatments, research, etc.).
9. Promote *interpersonal communication* and rich personal relationships with stakeholders (Chung, 2016). Cancer hospitals prioritize interpersonal communication through different channels to protect patients' dignity and promote health professionals' leadership in this technological context so influenced by artificial intelligence, big data and social media platforms.

10. *Monitor stakeholder's perceptions and behaviours* (Pelitti, 2016). Analyzing stakeholders' perceptions and interpreting this information from a corporate communication point of view allows cancer hospitals to reduce the risk when taking some strategic decisions, such as which kind of medical content they can focus on to prove with facts that artificial intelligence is part of the hospital's identity.

6. Conclusion

Artificial intelligence has completely changed cancer hospitals' internal and external processes. Nevertheless, these organizations face different barriers that avoid them to efficiently implement these technological tools, such as legal frameworks, lack of investments or the difficulty to change some employees' mindset. To overcome these barriers and efficiently implement artificial intelligence, some cancer hospitals resort to corporate communication. This essay aimed to answer the following research question: which communication principles should cancer hospitals respect when they report about their artificial intelligence initiatives for branding purposes? In other words, we tried to analyze how cancer hospitals could disseminate artificial intelligence-related content to promote their brand, change employees' mentalities about this area and this way accelerate the hospital's digital transformation.

To conclude, we proposed three last ideas. First, cancer hospitals' Corporate Communication Departments should employ experts in artificial intelligence who are in charge of branding the hospital by disseminating its medical initiatives based on artificial intelligence. Thanks to this approach, hospitals' stakeholders can better understand the impact of some of these initiatives such as Delfi (*John Hopkins Medicine, USA*) ePAL (*Massachusetts General Hospital, USA*) or InnerEye (*Addenbrooke, UK*). Second, this department should implement internal communication campaigns to explain to employees the positive impact of artificial intelligence in the hospital at different levels: medical treatments, internal functioning processes, management of crisis situation such as pandemics, etc. These campaigns are essential for employees to understand why some hospitals collaborate with some external companies such as *Google* or *Infervision*. Finally, when cancer hospitals resort to their artificial intelligence-based initiatives to promote their brands, these organizations must adopt a corporate communication approach focused on satisfying different stakeholders' needs in terms of information, rather than a marketing approach whose main objective is just to sell medical treatments.

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