



# Building Your Generative AI Roadmap

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# Dan Wasserman

Chief Operating Officer, KJT

Dan is the Chief Operating Officer for KJT, overseeing strategic activities, IT, information security, compliance, and corporate sustainability. He has a strong background in operations management as well as primary market research, health outcomes, and health economics research. His key accomplishments include the development of KJT's Collective Win to champion core values and the establishment of an ISO 27001 certified information security management program. He has given numerous presentations and authored publications in both health outcomes and market research.

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Background  
on  
Generative AI

KJT's  
Generative AI  
Story

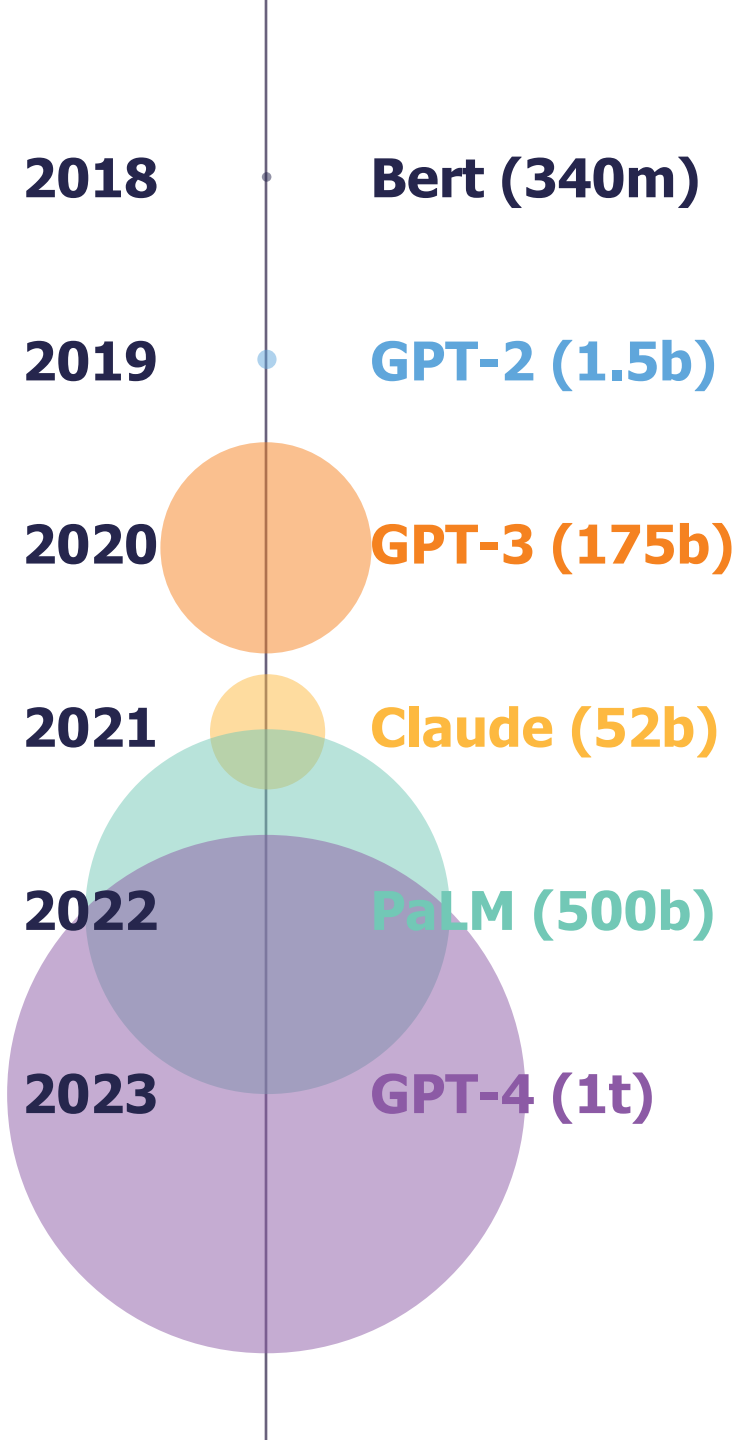
A Roadmap  
for Success

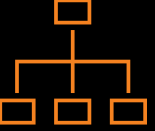
Q&A /  
Discussion

**AGBNDA**



Generative AI is a subset of artificial intelligence focused on creating new data similar to a given set of training data. It's particularly powerful for tasks that require the generation of complex, realistic outputs based on a set of input data. Applications include creating realistic images, voice generation, and data augmentation among others.





Structured Data



Text



Voice



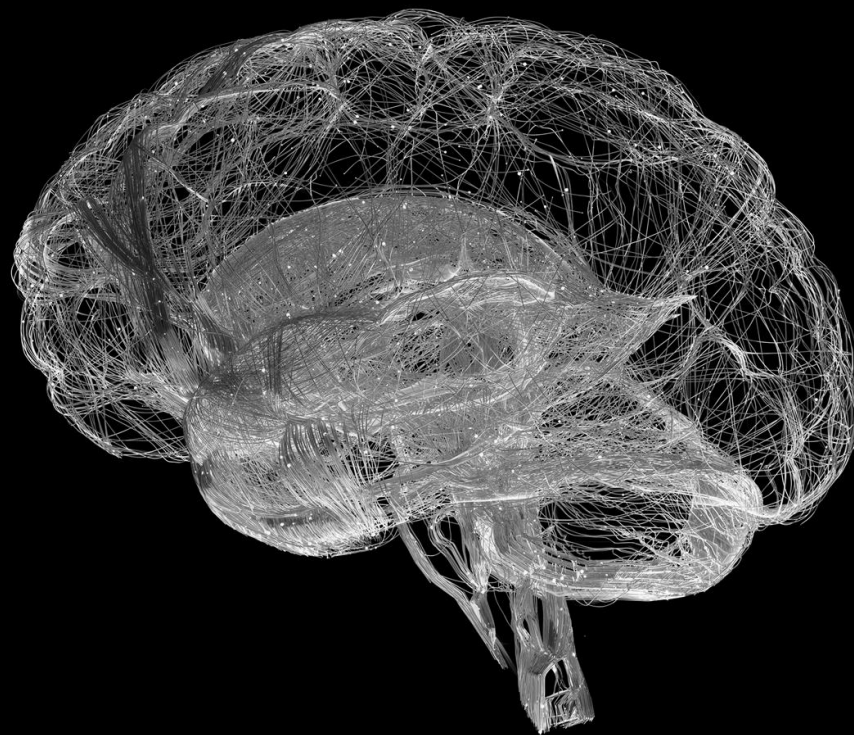
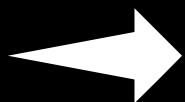
3D Signals



Images

# Large Language Model

**Training**



**Adaptation**



Information  
Extraction



Instruction  
Following



Object  
Recognition



Image  
Captioning

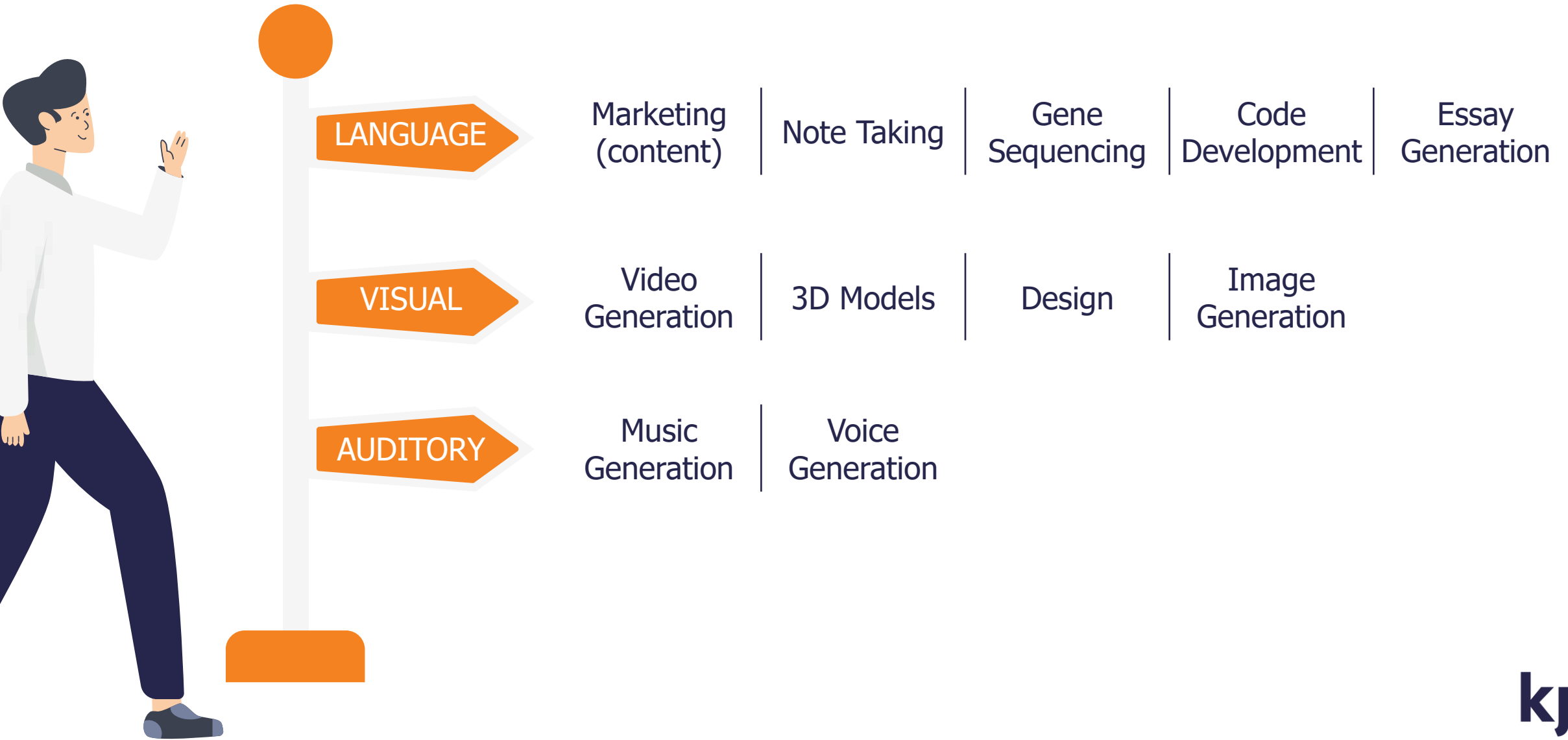


Q&A



Sentiment  
Analysis

# Generative AI Use Cases





*Similarly to how the internet and web browsers dramatically reduced the marginal cost of information sharing, AI may also be **lowering the costs associated with human thinking and reasoning, with potentially broad and transformative effects.***



# About KJT



## Healthcare Expertise

**Exclusively focused** on healthcare to provide you a **holistic industry view**  
Rooted in academia, so you can benefit from a **theory-driven, robust approach executed at business efficiency**



## Therapeutic Expertise

Medical Advisory Council with **clinical professionals** to ensure user-centricity in the design of questions and to **guarantee optimal insight for your business**



## Design Thinking

Co-create credible insights through rigorous process, **Insight by Design**  
Ensures you **gain the most relevant market insights**

### 100% Employee Owned

**"Your success is our success"**  
**Your business is personal to us,** and we'll strive earn your repeat business, which is why **70% of KJT's business is from existing clients**



### Diverse Supplier

Women-led small business enterprise committed to supplier excellence to **add diversity to your supply chain**



### Best-in-Class Information Security Management

You can trust that **ALL your data and our data is protected**



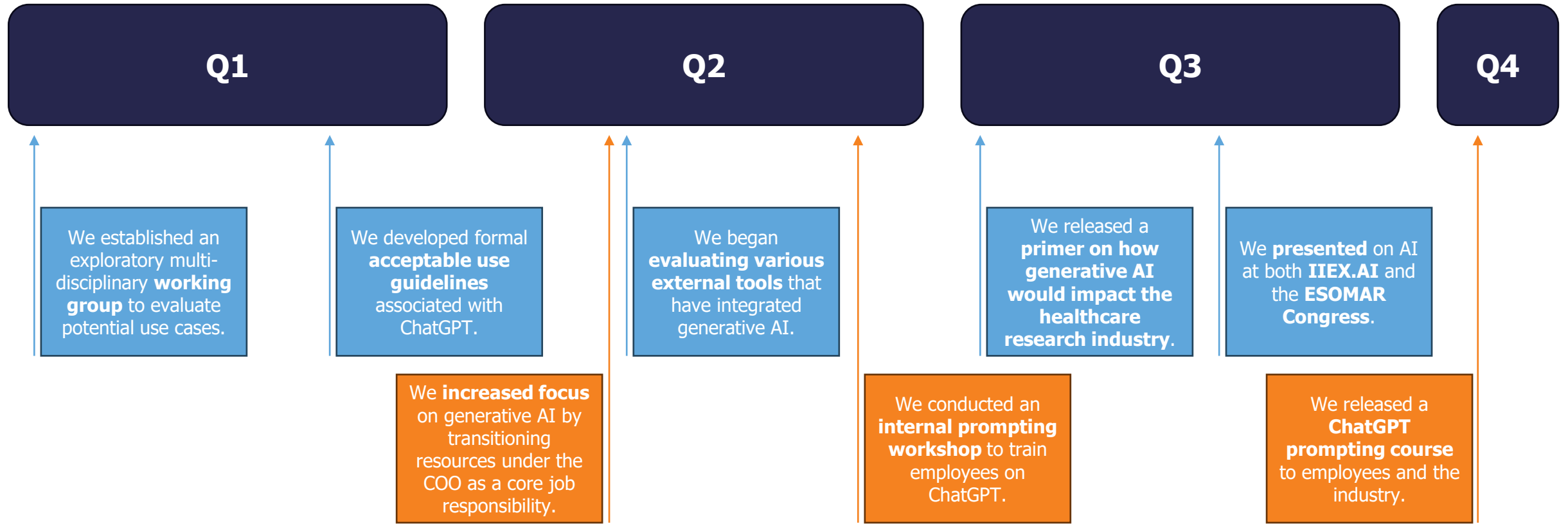
### Sustainability

**Sustainability Management System** across labor and human rights, ethics, environment, and sustainable procurement



# KJT's Generative AI Journey

Starting in January, KJT began a Generative AI initiative to enhance its efficiency and quality.



## **Level 1**

### **Awareness**

Early gen AI interest with risk of overhyping

## **Level 2**

### **Active**

Gen AI experimentation, identifying use cases

## **Level 3**

### **Operational**

Gen AI in use, creating value internally or externally

## **Level 4**

### **Systematic**

Gen AI is widely used and repeatable across the business

## **Level 5**

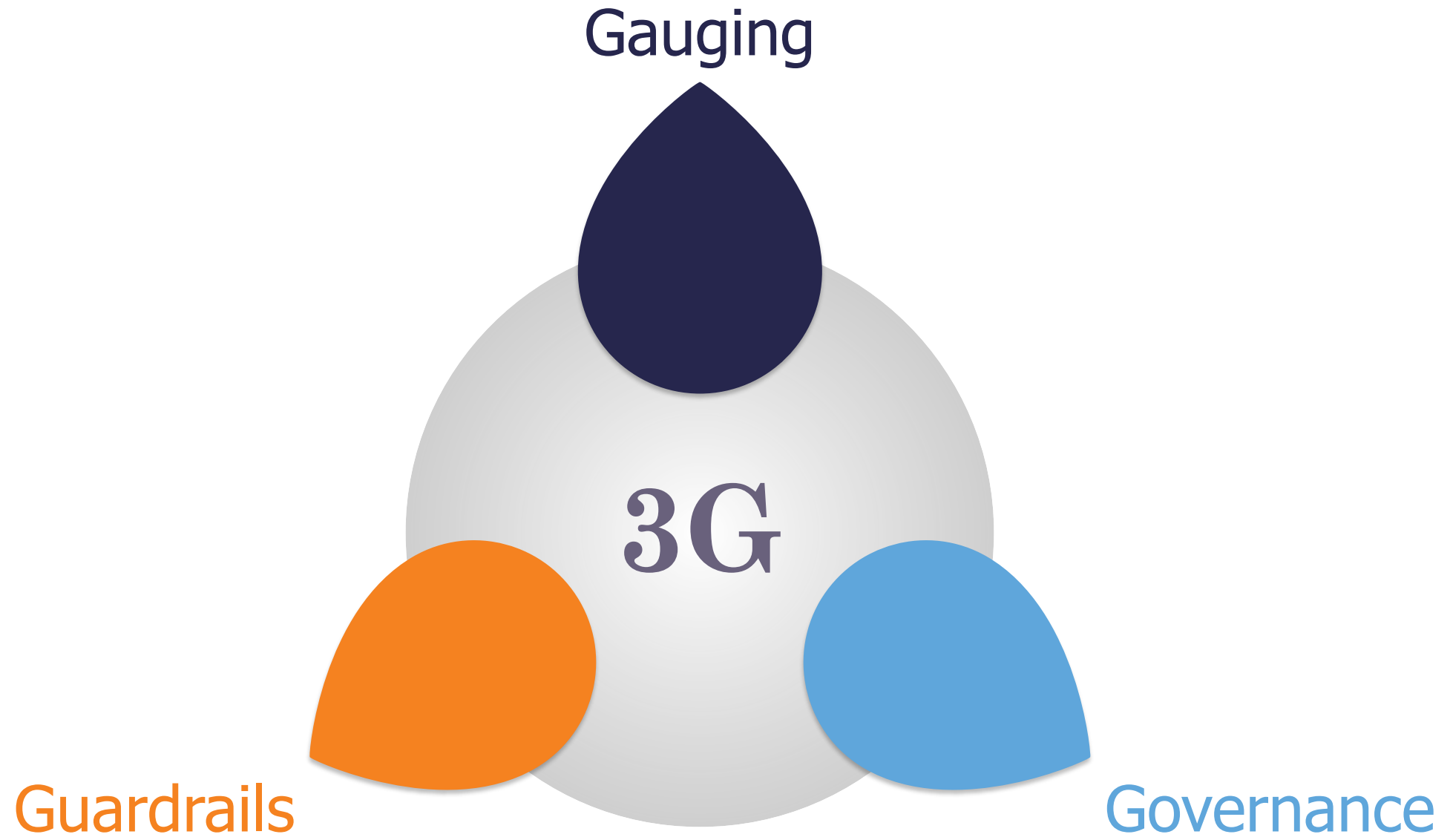
### **Transformational**

Gen AI is part of business DNA



*Embrace agility and change, and keep a continuous learning mindset, calibrating and adjusting your gameplan as you go.*

Source: Christopher Young, Executive Vice President, Business Development, Strategy & Ventures at Microsoft



# Establishing an AI policy

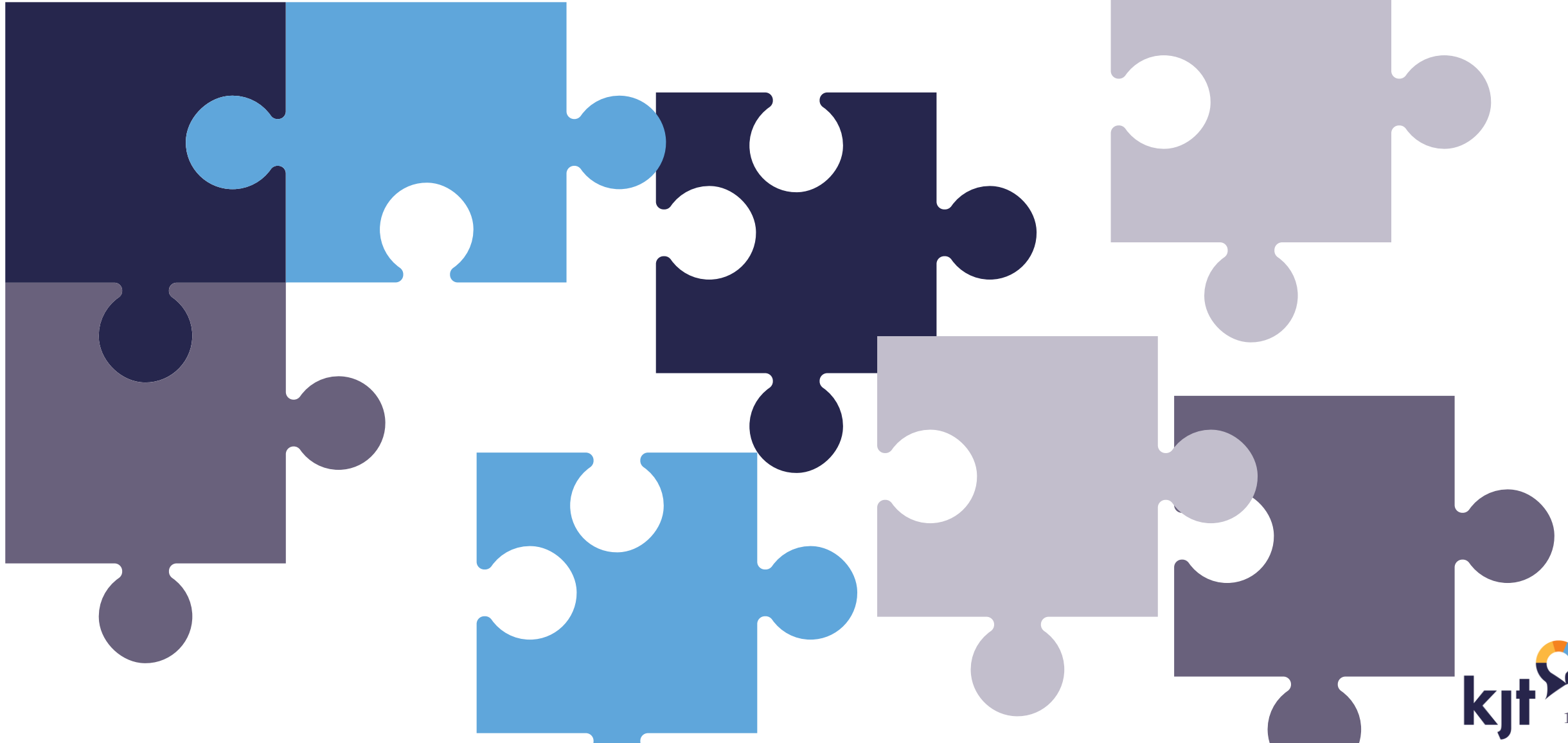
**Purpose**

**Scope**

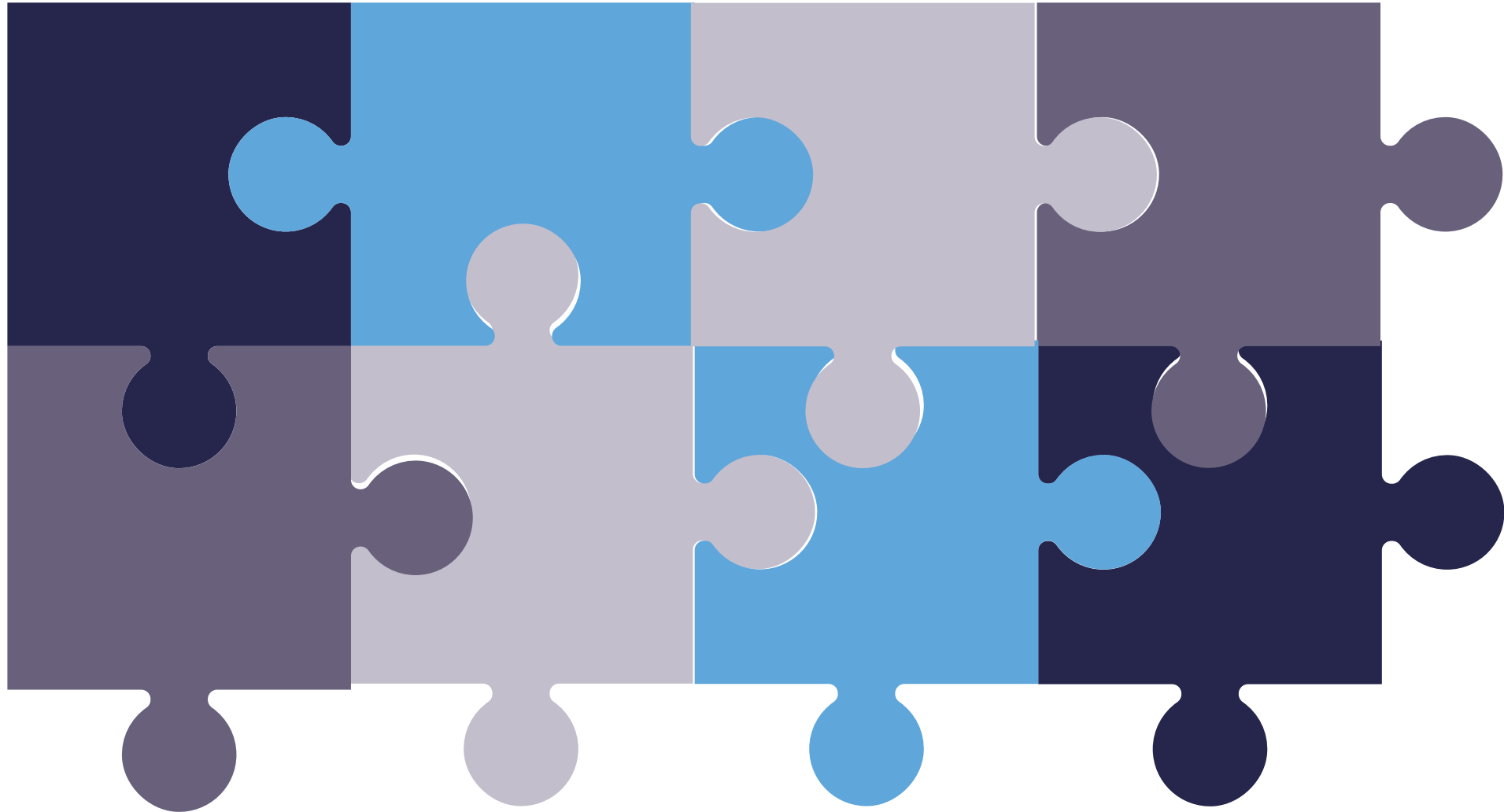
**Core  
Principles**

**Acceptable  
Use**

# Optimizing and Building



# Optimizing and Building







# Questions?



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A promotional banner for a course titled 'Prompt Engineering Essentials: A ChatGPT Toolkit for the Insights Industry'. The background is dark with a stylized brain graphic. The title is in white text. Below the title, there is a paragraph of text: 'This course provides an overview of prompt engineering for professionals in the insights industry. You will learn what prompt engineering is and how it benefits you in effectively utilizing tools like ChatGPT.' In the bottom right corner, there is an orange button that says 'Enroll today!'.

