

AI Zone | White Paper Distribution Guidelines

Publishing a white paper on the use of artificial intelligence (AI) in healthcare offers several significant benefits, both for the organization creating the white paper and for the broader healthcare community. HLTH is on a mission to demystify the use of artificial intelligence in healthcare and to educate the healthcare ecosystem by providing insights.

Your sponsorship includes one (1) white paper or success story that will be distributed on the HLTH Community Hub Platform and as a digital takeaway in the HLTH Event App.*

**Because the white paper is offered as open-access content with no registration gate, it's freely discoverable and shareable across channels, maximizing reach rather than limiting engagement to a tracked audience. While this approach doesn't produce traditional download metrics, it ensures the content removes barriers to access and supports broader visibility, credibility, and organic amplification.*

White papers will be produced by you and your team and must be submitted for review by the AI at HLTH team to ensure they adhere to the intended spirit of education and innovation vs. strictly product marketing.

THE DEADLINE FOR SUBMISSION IS FRIDAY, October 2, 2026

- Submit your white paper [HERE](#)
- Upload your formatted PDF document following the naming convention ***CompanyName_AI_WhitePaper***

Guidelines for Writing a White Paper on the Use of Artificial Intelligence in Healthcare

1. Define the Purpose and Audience

- Purpose: Clearly articulate the primary goal of the white paper. Is it to educate, persuade, or inform? Define whether it aims to showcase your company's expertise, present new research, or offer solutions to industry challenges.
- Audience: Identify your target audience, which could include healthcare professionals, administrators, policymakers, or technology experts. Tailor the content to their level of expertise and interests.

2. Select a Relevant Topic

- Choose a topic that addresses current challenges or opportunities in healthcare where AI can make a significant impact. Highlight recent advancements and innovative applications of AI in healthcare.

3. Conduct Research

- Gather information from credible sources, including academic journals, industry reports, and expert interviews. Consider including real-world examples and case studies to illustrate the practical applications and benefits of AI in healthcare.

4. Develop a Structured Outline

- Introduction: Introduce the topic, its importance, and the objectives of the white paper.
- Current Landscape: Provide an overview of the current state of AI in healthcare, including trends and challenges.
- Innovations and Impact: Discuss specific AI technologies, their applications, and the impact on healthcare outcomes.
- Challenges and Solutions: Address potential barriers to AI adoption and propose solutions or best practices.
- Conclusion: Summarize key points and suggest next steps or future directions.

5. Write Clear and Engaging Content

- Use clear, concise language. Avoid jargon and explain technical terms. Write in an engaging manner to keep the reader interested. Use headings, subheadings, bullet points, and visuals to enhance readability.

6. Incorporate Data and Visuals

- Use statistics and data to support your claims and demonstrate the benefits of AI in healthcare. Include charts, graphs, and images to illustrate key points and make complex information more accessible.

7. Review and Revise

- Have the white paper reviewed by experts in the field to ensure accuracy and comprehensiveness. Revise the content for clarity, coherence, and conciseness. Check for grammatical errors and ensure a professional tone.

8. Design and Layout

- Ensure the white paper has a professional layout with consistent fonts, colors, and branding. Use a clear structure with an executive summary, table of contents, and numbered sections.

By following these guidelines, you can create a compelling and informative white paper that effectively communicates the transformative potential of AI in healthcare.