



Beyond Pilots & Impostors: Turning AI Burnout into Breakthroughs in Healthcare Marketing through Practiced Confidence

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About Me

Director, HR Workforce Transformation,
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Research focus: AI-enabled leadership confidence



A Small Plot Twist

Marty Twelves, digital content manager, was supposed to join me.

He can't be here.

So today, you are Marty.



AI Has Entered the Messy Middle

The novelty phase is ending.

Now the hard questions begin:

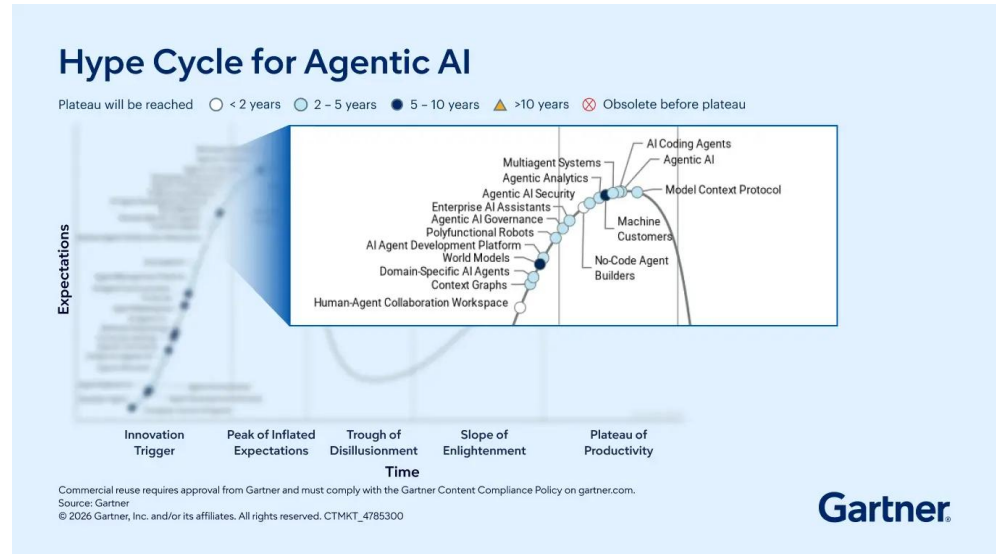
What changed?

Who adopted it?

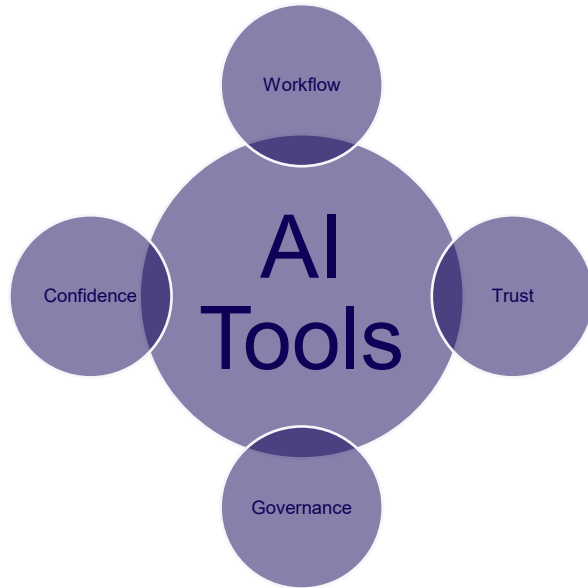
What improved?

What stopped?

What value was created?



AI Pilots Don't Fail. Systems Reject Them.



Most AI initiatives do not stall because the tool is useless.

They stall because the system around the tool is not ready.

The Healthcare Marketing AI Trap

AI promises:

- Faster content
- Better targeting
- More personalization
- Deeper insights
- Lower friction

But healthcare requires:

- Trust
- Accuracy
- Empathy
- Compliance
- Human judgment

The Real Adoption Gap

The gap is not between people and technology.

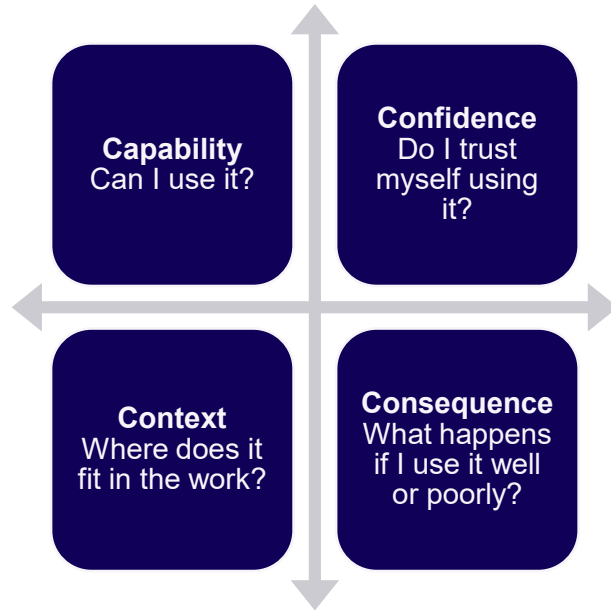
The gap is between:

AI ambition
and
organizational readiness



The Human Adoption Equation

AI adoption requires four things:



$$\text{Capability} \times \text{Confidence} \times \text{Context} \times \text{Consequence} = \text{Adoption}$$

The Quiet AI Exhaustion Nobody Wants to Admit

AI burnout sounds like:

“I know I should be using it more.”

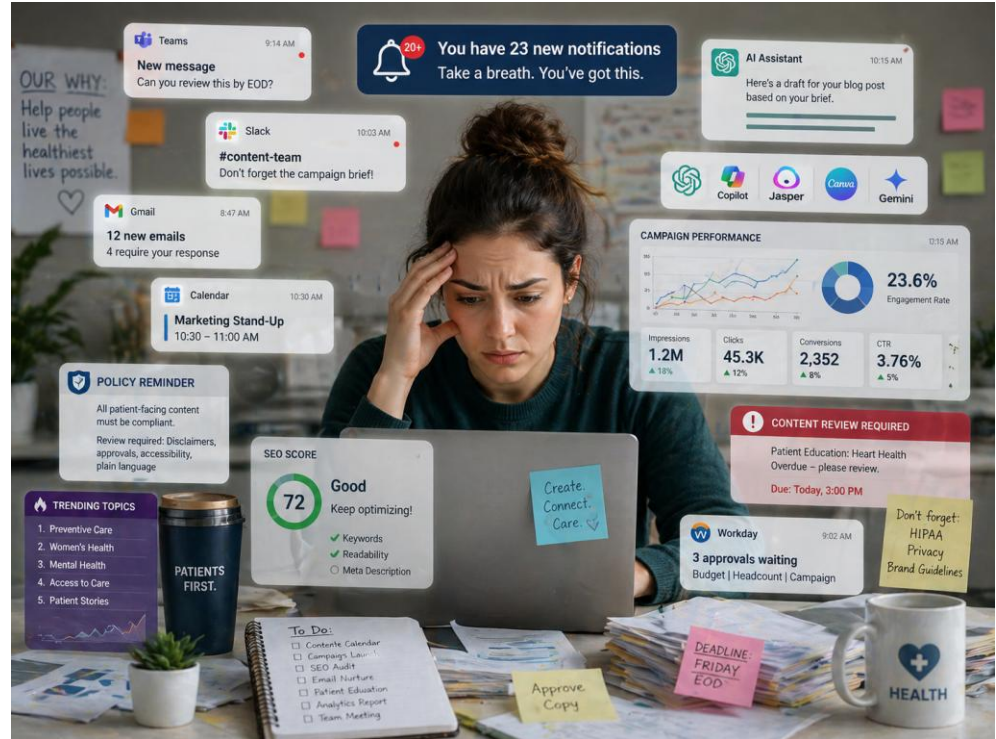
“I’m behind.”

“I don’t know what’s allowed.”

“Every week there’s a new tool.”

“I tried it once and it wasn’t great.”

“I don’t have time to learn one more thing.”



The Confidence Gap



Impostor thoughts show up in AI adoption:

“Everyone else gets this faster than me.”

“I should already know this.”

“What if I use it wrong?”

“What if my expertise becomes less valuable?”

“What if AI exposes what I don’t know?”

AI Can Trigger Impostor Syndrome

AI can make capable people feel:

Behind
Replaceable
Exposed
Less expert
Less creative
Less in control



AI Can Also Reduce Impostor Syndrome



When used well, AI can help people:

- ✓ **Practice privately**
- ✓ **Generate first drafts**
- ✓ **Prepare for hard conversations**
- ✓ **Clarify messy thinking**
- ✓ **Build confidence through repetition**
- ✓ **Ask questions without embarrassment**

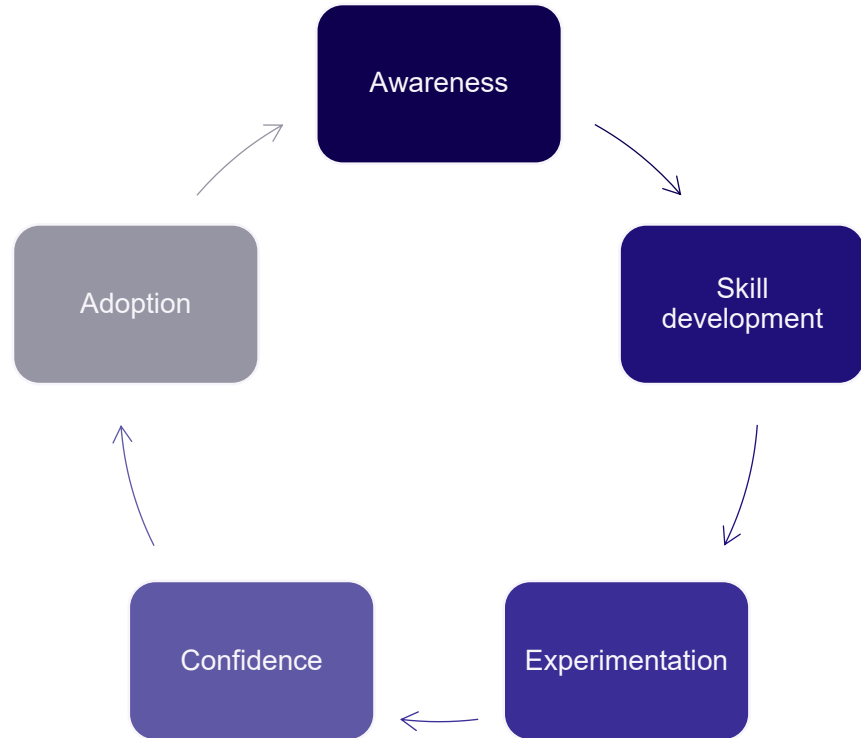
From Tool Training to Confidence Building

Traditional training asks:

Do you know how to use the tool?

Human-centered adoption asks:

Do you feel safe, clear, capable, and supported enough to use it in real work?



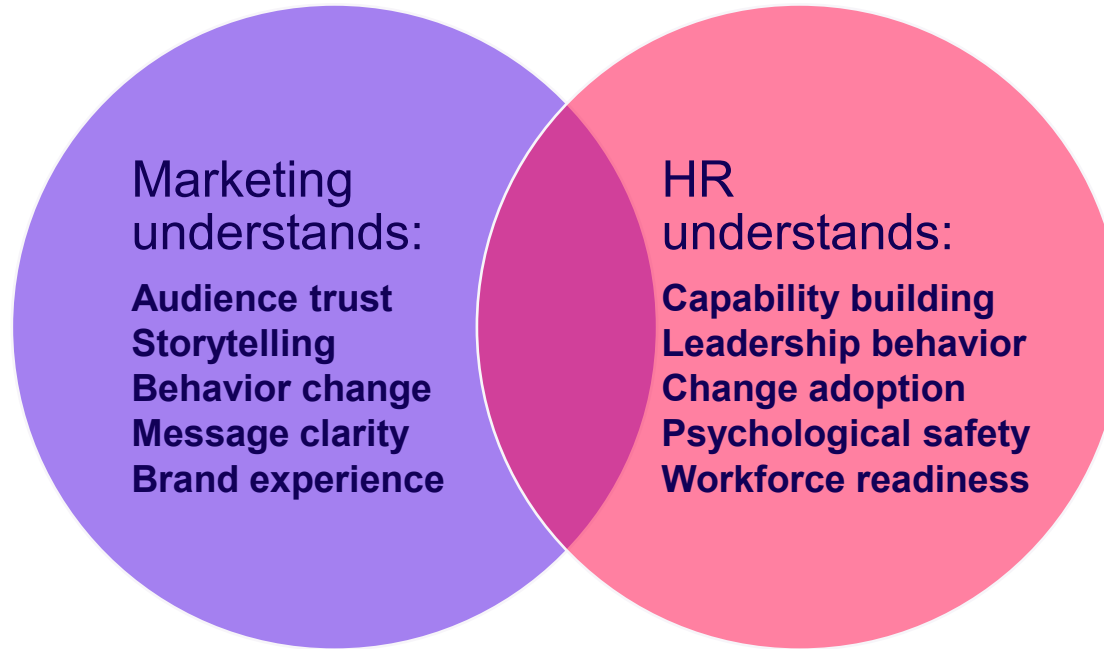
PRACTICED CONFIDENCE

Confidence grows through **intentional practice**,
not by waiting for perfect conditions.



“ **CONFIDENCE IS EARNED THROUGH MOTION.** ”

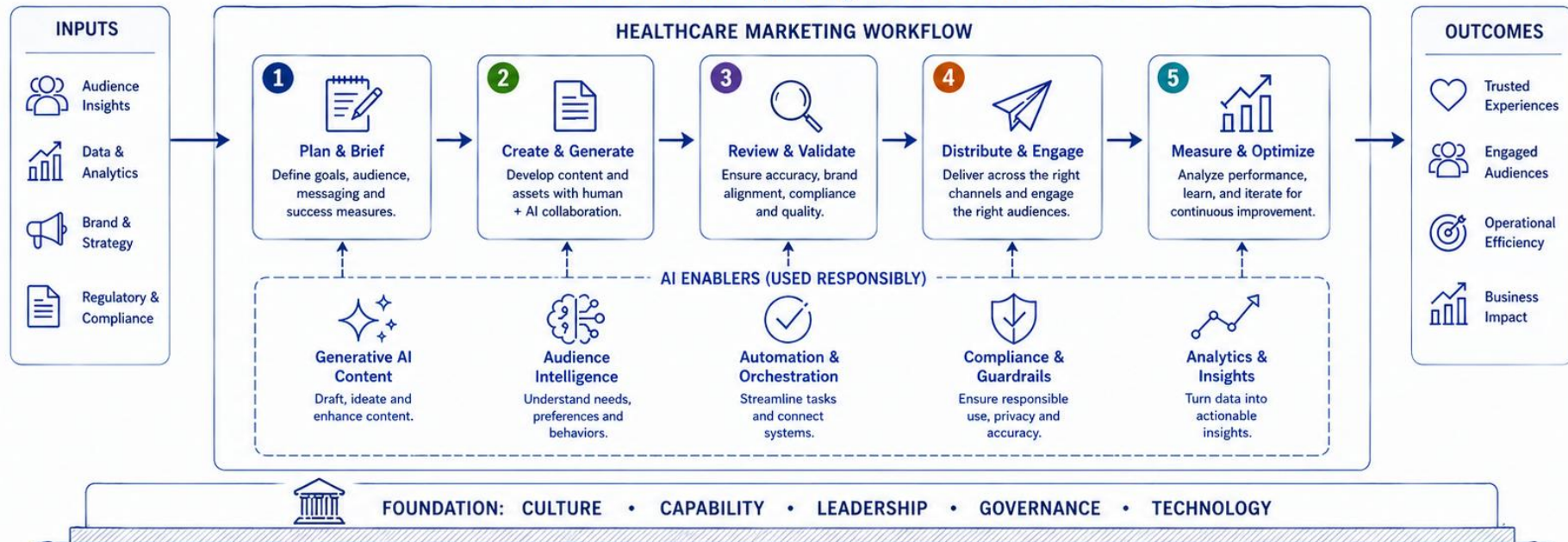
The New HR–Marketing Alliance



Together: **AI adoption becomes a human strategy.**

REDESIGN WORK. THEN APPLY AI WHERE IT CREATES VALUE.

A Workforce Transformation Operating Model for Healthcare Marketing



1 WHAT WORK ARE WE REDESIGNING?



Identify the specific work or process experiencing friction.

- Where are delays?
- Where are reworks?
- What drains time and creativity?

2 WHAT DECISION RIGHTS ARE CHANGING?



Clarify who decides, approves, and is accountable.

- Who owns quality?
- Who validates?
- Who can act?

3 WHAT SKILLS ARE NOW REQUIRED?



Define the capabilities teams need to succeed in the new way of work.

- AI literacy
- Prompting
- Critical evaluation
- Ethical judgment

4 WHAT BEHAVIORS MUST LEADERS MODEL?



Leaders set the tone for adoption.

- Curiosity
- Psychological safety
- Accountability
- Continuous learning

5 WHAT WILL WE STOP DOING?



Make space for what matters most.

- Eliminate low-value work
- Simplify handoffs
- Stop duplicating
- Focus on impact

DESIGN WITH PURPOSE. IMPLEMENT WITH DISCIPLINE. ADOPT WITH CONFIDENCE.



PEOPLE. PROCESS. TECHNOLOGY.
TOGETHER WE DELIVER VALUE.

THE ANTI-PILOT-PURGATORY CHECKLIST

~~PILOT~~



OPERATING EXPERIMENT



Before you start, define it. Before you scale, prove it.

	USE CASE	What specific problem are we solving? Why does it matter now?	
	OWNER	Who owns this experiment end to end? Who is accountable for the outcome?	
	WORKFLOW	Where does this fit in the workflow? What changes in how we work?	
	GUARDRAILS	What are the boundaries for safe, ethical and compliant use?	
	SUCCESS METRIC	How will we measure success? What does good look like?	
	ADOPTION BEHAVIOR	What behavior are we trying to change? How will we drive and support adoption?	
	SCALE DECISION	What decision will we make? What will trigger scale, iterate, or stop?	
	STOP RULE	What would cause us to stop? How will we know it's not working?	



DISCIPLINE CREATES CLARITY.

Clarity creates adoption. Adoption creates value.



4 WEEKS. REAL PROGRESS. MOVEMENT TOWARD VALUE.

Small steps. Focused action.
Compounding impact.

WEEK 1 FIND THE FRICTION

Map one painful workflow.



Clarity on the problem worth solving.

WEEK 2 REDESIGN THE WORK

Add AI only where it reduces friction.



A smarter workflow designed for real impact.

WEEK 3 BUILD CONFIDENCE

Practice, coach, validate, normalize questions.



Confidence grows through practice and support.

WEEK 4 MEASURE BEHAVIOR

Track usage, quality, cycle time, and trust.



Data-driven insights that prove value and guide scale.

SUSTAINED VALUE

- ✓ Better outcomes
- ✓ Stronger trust
- ✓ More time for what matters



FOCUS. LEARN. IMPROVE. REPEAT.

BUILDING CAPABILITY. DELIVERING VALUE.

Five Radical Ideas to Leave With

1. Stop launching AI pilots. Start redesigning work.
2. Treat confidence as infrastructure.
3. Make HR and Marketing co-owners of adoption.
4. Measure behavior change, not tool access.
5. Use AI to make healthcare more human.

Bonus:

**Confidence is not something you wait for.
It is something you practice.**

Continue the Conversation

If your organization is exploring:

- Strengthening HR-Marketing partnerships
- Workforce redesign
- Skills-based planning
- AI adoption
- Leadership confidence

I would welcome a conversation after the conference.

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