

CES 2025 THROUGH A PHARMA LENS

HCG's key insights into the next wave of healthcare tech

Executive summary: Key insights for pharma



1. **Lowering Barriers to Testing:** Portable telehealth stations can extend healthcare access to underserved regions
2. **Proactive At-Home Diagnostics:** AI-powered devices offer proactive health monitoring and early risk detection
3. **Accessible Tech:** Accessibility innovations highlight the need for empathetic, user-focused design
4. **Agentic AI:** AI is moving beyond question/answer chatbots to personal agents that can perform tasks autonomously
5. **Empathetic Storytelling:** Immersive, human-centred narratives strengthen brand resonance with HCPs and patients

CES 2025: why it matters for pharma

Each January, Las Vegas hosts the **Consumer Electronics Show (CES)**—a global launchpad for emerging technologies that influence virtually every sector, including healthcare and pharma. For HCG and our industry partners, CES provides valuable insights into where technology is headed—spanning AI-driven solutions to immersive brand experiences—that can inform more engaging patient communications, impactful scientific storytelling, and efficient clinical collaboration.

This year's event was attended by over 140,000 people across multiple Las Vegas venues, featured 300+ talk sessions, and we covered thousands of steps daily to bring back the standout themes, trends, and takeaways most relevant to our industry.



Prefer listening over reading?

Check out our 10-minute AI-generated podcast for a quick and engaging summary!

/ Show floor highlights

Transformative health tech

Lowering barriers to testing

A standout innovation this year was the OnMed CareStation—a portable “clinic-in-a-box” providing real-time telehealth consultations, diagnostics, and e-prescriptions. Deployed across multiple states, these units address primary care

shortages by placing essential healthcare services in highly accessible locations such as university campuses and rural communities. In doing so, they simplify the entire testing process—enabling immediate, on-site sample collection and lowering the threshold for patients who might otherwise delay or forego necessary tests. By integrating brand messaging or

educational modules, these telehealth setups can reinforce medication adherence while delivering tailored support to patients who lack easy access to traditional care.

Proactive at-home diagnostics

Moving beyond simple wearable trackers, CES 2025 showcased an emerging class of AI-enabled home devices that offer proactive health monitoring. From advanced urine samplers



detecting early markers of chronic disease to next-generation smart mirrors highlighting personalized risks, these innovations encourage earlier intervention and more meaningful patient-provider dialogue. For our industry, these devices could bolster disease awareness initiatives, and foster improved adherence by guiding patients to engage with HCPs sooner.

Accessible healthcare innovation

Exhibitors placed heavy emphasis on empathetic design. One solution that stood out was an AI-based sign language interpreter and assistive technologies to aid visually impaired users. Incorporating accessibility into digital content, educational webinars, and conference materials—through user-friendly interfaces, high-contrast visuals, or subtitles—can broaden outreach and build trust with an underserved audience.



/ Session highlights

AI-driven marketing and personalization

CES is increasingly catering to an audience of marketers. The biggest hype across the sessions this year was Agentic AI. It was a central topic at CES 2025. Unlike conventional AI systems that merely respond to queries, these intelligent agents autonomously execute tasks based on user goals—coordinating appointments, facilitating medication refills, or customizing treatment pathways. Sessions led by figures like Shelly Palmer, Professor of Advanced Media in Residence at Syracuse University, highlighted how goal-based

AI agents are ushering in an era of “zero-click search”



AI is ushering in an era of “zero-click search,” where users receive direct answers. For healthcare, this could mean AI agents assisting clinicians in generating personalized treatment plans or managing patient records seamlessly. Beyond clinical applications, these AI-driven agents will transform pharma marketing—automating omnichannel content delivery, tailoring real-time messaging for HCPs and patients, and optimizing digital engagement strategies with minimal manual input.

/ Storytelling with purpose Delta's immersive keynote

Delta Air Lines marked its 100th anniversary with one of the most talked-about keynotes at CES. Hosted at the cutting-edge Sphere venue, the event was an immersive journey of breathtaking visuals, surprise moments (like a flash-mob coffee bar), and thoughtful touches such as in-flight, themed lunches.

Storytelling leaves a lasting impression when paired with innovation

Delta's approach wasn't just about showcasing technology but about redefining storytelling. Their innovations—from multimodal travel partnerships with tech giants like YouTube and Uber to AI-enhanced in-flight personalization—are all tied to a singular mission: “To elevate human experiences,” as Delta CEO Ed Bastian explained.

For pharma, this is a masterclass in how to create standout moments. Delta's keynote reminds us that storytelling can leave a lasting impression when paired with innovation. What small, memorable touches can we add to elevate our events?



One final takeaway

Ultimately, CES 2025 underscored that true innovation happens when technology meets empathy. Whether it's telehealth stations closing care gaps or AI-driven diagnostics guiding early intervention, the focus should remain on serving real patient needs. By embracing inclusive design, responsible data use, and compelling storytelling, MedComms professionals can translate CES breakthroughs into meaningful, patient-centric communication strategies that resonate long after the show doors close. ■



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