# Havas forms strategic partnership with AI platform Ostro to transform personalised healthcare engagement



Havas, the global communications group, has announced a strategic investment and partnership with Ostro, an AI-powered engagement platform specialised in the life sciences sector. This collaboration aims to enhance personalised healthcare journeys by connecting life science companies with healthcare providers (HCPs) and patients through advanced artificial intelligence.

Ostro’s platform, which is already trusted by most of the top ten global biopharmaceutical companies, is noted for its rapid adoption and ability to integrate seamlessly into both branded and unbranded digital experiences targeted at HCPs and patients. The technology enables dynamic, agent-led personalised engagement while ensuring full compliance with industry regulations. Moreover, Ostro's platform can be implemented within eight weeks or less, accelerating time to market for client campaigns.

The partnership is a significant step in Havas’ ongoing transformation strategy, which emphasises leadership in data, technology, AI, and personalised content delivery. Yannick Bolloré, CEO and Chairman of Havas, commented on the alliance: “Ostro represents a significant leap forward in intelligent brand engagement, making this strategic partnership a natural evolution of Havas’ Converged strategy and part of the Group’s expected €400 million investment in data, tech and AI over four years, as announced last year. This partnership aims to unlock new levels of insight, modular content delivery, and optimised omnichannel performance through Ostro’s cutting-edge solutions and Havas’ leading brand expertise.”

Through this collaboration, Havas will gain premier access to Ostro’s platform across its global network, supporting clients within Havas Health Network initially, with plans to expand usage across its Creative and Media Networks. The aim is to facilitate smarter content workflows, omnichannel activations, and enhanced media precision. Ostro’s capabilities have already extended into the medical affairs arena, with additional innovations expected in the near future.

Donna Murphy, Global CEO of Havas Health & Creative Networks, highlighted the potential benefits, saying, “By combining creativity with AI-powered intelligence, we’re empowering clients to deliver more relevant, personalised, and compliant experiences at scale.”

The deal, advised by Houlihan Lokey, is part of Havas’ broader ambition to accelerate transformation through AI, data, and content innovation. It opens new pathways for life sciences companies to progress beyond mere awareness-building towards engagement that is adaptive, intelligent, and agentic.

Dr Chase Feiger, CEO and Co-Founder of Ostro, spoke on the partnership’s significance, stating, “Partnering with Havas gives us a global platform to scale our vision with a team that shares our passion for redefining the future of brand experience through AI.” Ahmed Elsayyad, President and Co-Founder of Ostro, added, “This partnership helps scale agentic engagement. Ostro’s technology doesn’t just respond with static one-size-fits-all content; it is truly context-enabled. It drives more intelligent, aligned engagement at every point in the healthcare journey.”

The alliance between Havas and Ostro represents a convergence of creative expertise and AI technology aimed at transforming how pharmaceutical and biotech companies engage with the medical community and patients, with the ultimate goal of improving health outcomes and maximising return on investment for healthcare brands.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.havas.com/press_release/havas-deepens-ai-leadership-through-strategic-partnership-with-ostro/> - Confirms Havas' strategic investment and partnership with Ostro, highlighting Ostro as an AI-powered engagement platform specialized in life sciences and trusted by top global biopharma companies. It also details the platform’s rapid implementation within eight weeks and its compliance with industry regulations, as well as Havas’ €400 million investment in data, technology, and AI over four years.
2. <https://www.manifest-media.in/advertising/240425/havas-partners-with-ostro.html> - Supports the announcement of the partnership between Havas and Ostro, emphasizing Ostro’s specialization in AI-driven engagement for the life sciences sector.
3. <https://www.havas.com/press_release/havas-deepens-ai-leadership-through-strategic-partnership-with-ostro/> - Details how Ostro’s platform integrates into branded and unbranded digital experiences for healthcare providers and patients, enabling personalized, agent-led engagement and accelerating time to market.
4. <https://www.marketscreener.com/quote/stock/HAVAS-N-V-179444375/news/Havas-Ostro-Enter-Strategic-Partnership-On-AI-Platform-49692941/> - Confirms the strategic partnership between Havas and Ostro and mentions the platform's AI capabilities aimed at enhancing brand engagement, aligning with statements from both companies’ CEOs about scaling and innovating healthcare engagement.
5. <https://www.havas.com/press_release/havas-deepens-ai-leadership-through-strategic-partnership-with-ostro/> - Includes quotes from Yannick Bolloré (CEO of Havas) and Donna Murphy (Global CEO of Havas Health & Creative Networks) about the importance of AI, personalized content delivery, and compliance in healthcare communications through this partnership.
6. <https://www.marketscreener.com/quote/stock/HAVAS-N-V-179444375/news/Havas-Ostro-Enter-Strategic-Partnership-On-AI-Platform-49692941/> - Reinforces the statements from Ostro’s CEO and Co-Founder about the partnership providing a global platform to scale AI-powered, agentic healthcare engagement that is context-enabled and adaptive.
7. <https://news.google.com/rss/articles/CBMitAFBVV95cUxNRVpWejN2YXRFMERXbGlqaGhTQi1CTTBWV09tQW5zcWVNa0x5VmM3ZWl6dHNSdzl1ai1NNW5INTBqVUZzaGUxRDJTeUYxV3VsS1kxUWwtcUpXb1pHb1VRN0dreWJsSjZwREp5eEdMbjU3X1JuTTZnTGNPbEExUVROMG1nc2hzRFR5U1Y1Vl93SGx3c1dEQWZpZ3FVYnM2bm40UXJPc20tRzI1Z3RsOU9ncUVMQXQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data