

ARTIFICIAL INTELLIGENCE (AI) TOOLS FOR COMMUNICATORS

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| <p>Beautiful.ai</p> | <p>Beautiful.ai, is a subscription-based presentation maker that offers hundreds of AI-designed smart slides to help users create presentations. Its online hub provides access to many resources such as stock images, videos, presentation templates, and animation software. They offer a 14-day free trial, but monthly fees range from \$12/month – customized plans.</p> |
| <p>Canva</p> | <p>Canva’s image maker uses an AI-driven editor to help users easily create a wide array of graphically designed communication and marketing products, brochures, business cards, fact sheets, social media content, reports, presentations, and more. It offers a large image library with graphic templates and helps you generate ideas. Users can upload content directly to their social channels. Canva offers free or paid subscriptions (about \$199/year).</p> |
| <p>ChatGPT</p> | <p>ChatGPT is a large language learning model that scrapes information from the internet to analyze questions and provide answers. Its OpenAI technology can understand both written and verbal language. This AI can potentially have meaningful interactions with consumers, and it can be useful for reading and improving written content, decoding complex ideas or information, providing recommendations or advice (great for travel), translating text (95 languages), writing and fixing code, or helping with ideas for social media messages. If you use ChatGPT to create written content, please know the data and facts it provides cannot be cited. You may need to fact-check information. It has been found to “hallucinate” and create made-up content. ChatGPT older versions are free to use. You can pay a subscription for updated versions.</p> |
| <p>Cleanup.pictures</p> | <p>Cleanup.pictures is an AI-powered photo editing application that helps retouch photos by removing undesirable objects, people, text, and flaws in photos without sacrificing quality. Images of any resolution can be imported and edited. Export resolution is capped at 720px in the free edition. The Pro version has no restrictions. Cleanup.pictures offers free and paid subscriptions.</p> |
| <p>DALL-E 2</p> | <p>DALL-E 2 is an AI system that can create realistic images and art from a description in natural language. It can create original, realistic images and art from a text description, and combines concepts, attributes, and styles. There is a free version or you can pay for a subscription.</p> |

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| <p>DeepL</p> | <p>DeepL Translate is an AI-powered tool that can translate text and entire files, including PDFs, Word documents, and PowerPoint presentations, into 31 languages. To assess the quality of its machine translation models, the company conducts blind tests where professional translators select the most accurate translation without knowing which company produced it. According to the website, DeepL outperforms the competition by a factor of 3:1. DeepL offers a free limited use plan and several paid plan levels.</p> |
| <p>Enlighten AI</p> | <p>Enlighten AI, from NICE, provides ways to understand how to improve your customers’ experiences, and aims to transform an organization into a customer-centric organization. Enlighten AI objectively measures all interactions to drive business outcomes and patient/consumer satisfaction goals. Subscription fees apply.</p> |
| <p>Grammarly</p> | <p>Grammarly is an AI-powered web-based writing tutor. It corrects any grammar, spelling, punctuation, clarity, style, or tone errors. Grammarly has several useful tools, including a citation maker, an essay checker, and a grammar, spelling, punctuation, and plagiarism detector. Grammarly offers free and paid subscriptions.</p> |
| <p>Looka</p> | <p>Looka is an AI-powered brand identity platform. Using AI, its Logo Maker can produce many potential logo designs quickly that can then be modified by the user. The platform’s Brand Kit uses the logo, colors, and fonts to produce promotional pieces such as business cards, social media profiles, email signatures, and more. Using the Logo Maker is free. The Brand Kit is a paid service.</p> |
| <p>Otter.Ai</p> | <p>Otter.ai is an AI-driven platform for recording and transcribing meetings and conversations using automatic speech recognition. Otter can be used with Zoom, Microsoft Teams, or Google Meet to record and transcribe immediately. It produces summaries that can be readily distributed. Otter.ai offers free and paid subscriptions.</p> |
| <p>TLDR</p> | <p>TLDR is an AI-powered web tool that can summarize lengthy content like articles, documents, essays, and papers into concise paragraphs. TLDR removes advertisements, pop-ups, graphics, and other online distractions. It extracts key ideas from a text and eliminates irrelevant material. TLDR offers free and paid subscriptions.</p> |

*While we list a variety of AI tools, NACHC **does not** endorse or support any one of them. There are hundreds of new AI tools that become available for use – almost every day. We provide this list purely to raise awareness around the range of new tools that are rapidly becoming available and may support communication and business goals at health centers.*