Healthcare
Changing Health with the Power of Cognitive, Analytics, IoT and Mobility Solutions

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Welcome to healthcare in the cognitive era
Offer every cancer patient an expert second opinion

+ “The introduction of Watson for Oncology will be a game changer for cancer patients across the country. With Watson, Manipal oncologists can make an informed treatment decision for patients based on insights derived from the individuals’ unique health status, the latest medical research and other relevant data.”

Dr. Ajay Bakshi, MD & CEO, Manipal Hospitals.

At Manipal Hospitals, India, oncologists are using insights from IBM Watson to deliver individualized, evidence-based care to more than 200,000 cancer patients.
Access evidence-based, personalized treatment options for seven types of cancer
Icon Group, Australia’s fastest growing provider of cancer care services, is the first cancer care provider in Australia to adopt IBM Watson for Oncology
Use powerful image analytics and cognitive capabilities to detect early melanoma
In partnership with Molemap, Melanoma Institute and IBM Research, Watson is learning to use 6 key data points to analyse images and determine the probability of melanoma
Healthcare in the cognitive era

Digital-reinvented Health Enterprise

Focus on Value

Delivering better quality care and outcomes at the most affordable cost.
We are making progress across a broad range of focus areas

**Value-Based Care**
Working to help our clients address cost and quality by managing risk and populations, engaging with consumers, and making more confident decisions

**Government**
Working to help our clients improve the value of health and human services, lower costs, and have a meaningful impact on people’s lives

**Life Sciences**
Working to help our clients advance more rapid and efficient delivery of targeted and effective therapies

**Oncology & Genomics**
Working to help our clients transform cancer care for patients and providers

**Imaging**
Working to help our clients expand the role of medical imaging for better patient care

**Consumer**
Working to help our clients empower individuals to lead healthier lives
IBM provides essential capabilities and services for end to end solutions

**IBM Cloud** is designed for all types of data—structured and unstructured, your own, third party, IoT—from both public and private clouds. It’s engineered to be enterprise stable, enterprise secure, enterprise expert—that is, enterprise strong. And at its core is the advanced cognitive power of Watson.

**IBM Watson** is the AI platform for business. With Watson, you can discover hidden insights, engage in new ways and make decisions with greater confidence.

**IBM Services** has a team of industry, process and IT experts who invent and apply breakthrough thinking and technology. With the skills to provide fearless innovation and matchless execution, we help our clients design, build and run businesses at speed and scale.

**IBM Systems**—servers, storage, software—high-performance technologies optimized for cloud and designed for AI, big data, cognitive applications and secure transaction processing.

**IBM Security** Delivers an integrated system of innovative and cognitive defenses. With advanced threat research and proven expertise, we help protect the world’s data against cyberattacks.

**IBM Analytics** offers a complete portfolio of big data and analytics to fuel our cognitive business. Our solutions enable your organization to engage with data to answer the toughest business questions, uncover patterns and pursue breakthrough ideas.

**Watson Customer Engagement** offerings deliver a broad range of capabilities for marketing, commerce and supply chain activities. Create and deliver personalized, intuitive experiences at every stage of the customer journey. Armed with insights, you can be at the forefront of what’s next—now.

**IBM Research** has labs on six continents which house more than 3,000 of the world’s most innovative scientists and engineers. Last year they set a new record for US patents. For the 24th year in a row.

**IBM Watson Health** Our mission is to improve lives and enable hope. We arm health heroes with the technology and expertise they need to power thriving organizations, support vibrant communities and solve health challenges for people everywhere.
IBM’s role in Healthcare and Life Sciences

Change Agent and Catalyst

- 600+ patents in healthcare
- Advocate for Patient-Centered Medical Homes
- Influencer to national level reform and eHealth

Solution Provider across the continuum

- We work at the intersection of business and technology for Payers / Providers / Life Sciences / Medical Devices
- Big Data, information management and analytics
- Infusion of design thinking, consumer-grade experience and agile development
- Business services, process and workflow integration
- With the power of IBM Watson

Buyer / Consumer of care

- 600,000 covered lives
- $1.6B investment
- Member Health Transformation Alliance