

Succeed in the next generation healthcare marketplace

Consumers are busy shopping for healthcare



By 2020, there will be anywhere from 75 to 100 million retail buyers of healthcare in the US.¹

But they need better experiences



73%

of healthcare consumers demand improved response time²

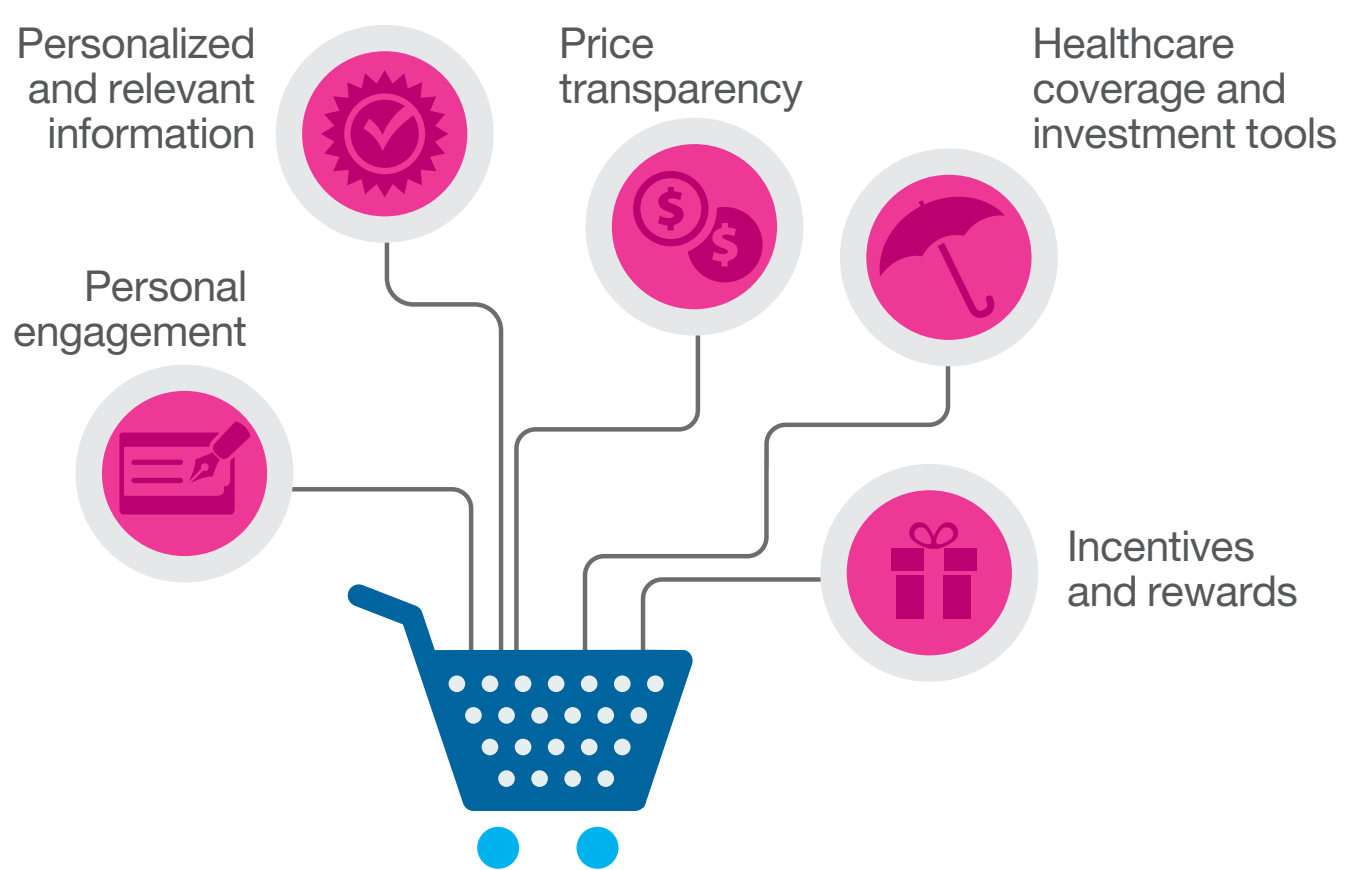


63%

of healthcare consumers expect healthcare organizations to understand their individual needs³

With data and emerging technology molding the next-generation healthcare consumer marketplace...

the time for innovation is **NOW.**



IBM has the industry-leading tools, capabilities and thought leadership you need for success.



Robust analytics capabilities

- Marketing analytics
- Next best action and predictive analytics
- People like me and segmentation
- IBM® Watson® Engagement Advisor and cognitive solutions
- Consumer and social analytics
- Natural language processing
- Extensive healthcare information databases and time-tested data model



Advanced customer-engagement platforms

- Robust commerce platforms for consistent omni-channel shopping experiences
- Personalization and decision support
- Enterprise marketing capabilities
- Award-winning interactive designs
- Systems integration to present a unified experience



An analyst-recognized leader

- Digital transformation consulting and systems integration services (IDC MarketScape, 2015)⁴
- B2C commerce suites (Forrester Wave, 2015)⁵
- Digital commerce (Gartner, Magic Quadrant, 2014)⁶
- Web analytics (Forrester Wave, 2014)⁷



Healthcare expertise and innovation

- 600 patents in life sciences, healthcare and medical devices
- Investments of over USD 1 billion in healthcare research
- IBM Watson Health business unit dedicated to serving healthcare clients
- Over 4,000 healthcare-focused IBMers
- Healthcare solution centers worldwide

Begin your healthcare digital transformation today

For more information about the healthcare services shopping with price transparency solution, please contact your IBM representative or IBM Business Partner, or visit the following website:

ibm.com/industries/healthcare.

Sources:

1 Munro, D. Forbes, "Aetna CEO Bertolini Outlines 'Creative Destruction' of Healthcare at HIMSS14," February 2014. <http://www.forbes.com/sites/danmunro/2014/02/24/aetna-ceo-bertolini-outlines-creative-destruction-of-healthcare-at-himss14/>.

2 IBM Institute for Business Value: "The new age of ecosystems," March 2015.

3 Ibid.

4 IDC: "IDC MarketScape: Worldwide Digital Transformation Consulting and Systems Integration Services 2015 Vendor Assessment," May 2015, IDC #255870.

5 The Forrester Wave™: B2C Commerce Suites, Q1 2015.

6 Gartner, Magic Quadrant for Digital Commerce, 29 September 2014.

7 The Forrester Wave™: Web Analytics, Q2 2014.

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