A rise in urgency

- New annual cancer cases in the US by 2030: 2.3 million
- Increase in demand for cancer treatments over the next decade: 42%
- Of 3000+ US counties analyzed, 70% are without a medical oncologist
- US cancer costs to rise by 2020: $173 billion
- Less oncologists expected in the coming decades: 1500

Balancing patient-centric care can be a challenge for oncologists

- Healthcare data doubles every 24 days
- An estimated 300 books worth of health-related data to be generated by the average person
- The ability to draw relevant, patient-centric insights from a sea of information and put them into practice can be a time-consuming challenge for oncologists, one they may struggle to deliver an effective 1:1 approach.

Tip the scale in your favor with IBM Watson for Oncology

IBM Watson Health solutions are designed to help you:

- Identify evidence-based, patient-centric treatment options
- Derive key insights from large amounts of dynamically curated data
- Deliver next-gen cancer care at scale
- Significantly reduce time for trial matching

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Sources:
2. The State of Cancer Care in America, 2014: A Report by the American Society of Clinical Oncology
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