



“With Watson, our user experience is much better. If you start using our platform, you keep using our platform.”

—Javier Cardona, Chief Executive Officer, 1DOC3

Business challenge

To launch its innovative online medical resource, 1DOC3 engaged a large network of doctors to field health questions. As the service became increasingly popular, the company needed a more efficient way to process user queries.

Transformation

With the IBM® Watson™ Natural Language Classifier service running on IBM Bluemix® technology, 1DOC3 created a cognitive platform that categorizes queries in real time, delivering targeted content for repeat questions and routing new requests to medical specialists in the appropriate fields.



Javier Cardona
Chief Executive Officer
1DOC3

Business benefits

99%

cost reduction

by minimizing the time and resources needed to operate the 1DOC3 platform

Enhances

the user experience

with targeted, multilayered content delivered in response to queries in real time

Improves

service delivery

to customers 1DOC3 works with in the health industry

1DOC3

Powering an online health portal and driving down costs with IBM Watson technology

Founded in 2014 and based in Bogotá, Colombia, 1DOC3 formed to address the scarcity of trustworthy medical content available to Spanish-speaking web users. Teaming with doctors throughout Colombia, the company created a platform that fields anonymous health queries in real time and gathers data to provide government, insurance and pharmaceutical organizations with insight into health trends.

Solution component

- IBM® Bluemix®
- IBM Watson™ Natural Language Classifier

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