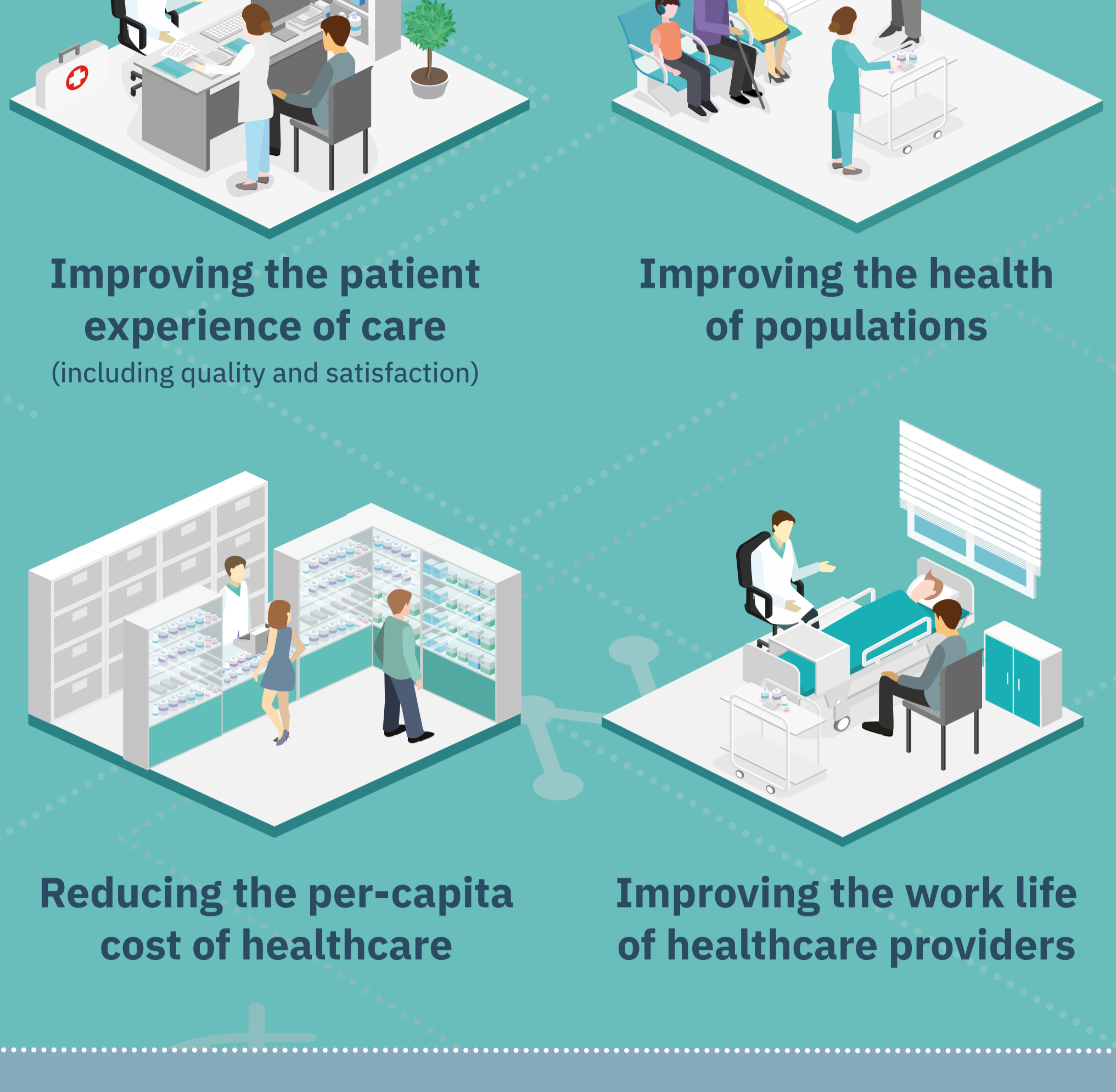


# You and IBM Building tomorrow together for Healthcare

The world of healthcare is under increasing pressure to deliver consistently across the continuum of care.

Your opportunity to step into this industry with a strong partner, solving challenges around integration, personalisation, data security and finance, is clearer than ever.

## Four challenges in modern healthcare



**Improving the patient experience of care**  
(including quality and satisfaction)

**Improving the health of populations**

**Reducing the per-capita cost of healthcare**

**Improving the work life of healthcare providers**

## Improving the patient experience of care

Patients demand better care but providers are failing to meet expectations in three areas:

- Patient treatment
- Patient engagement
- Practicalities

These issues not only leave patients dissatisfied, but could also increase the cost of care delivery.



**Patients live large parts of their lives online and via mobile devices. They expect to be able to manage their health that way, too.**

## How technology supports

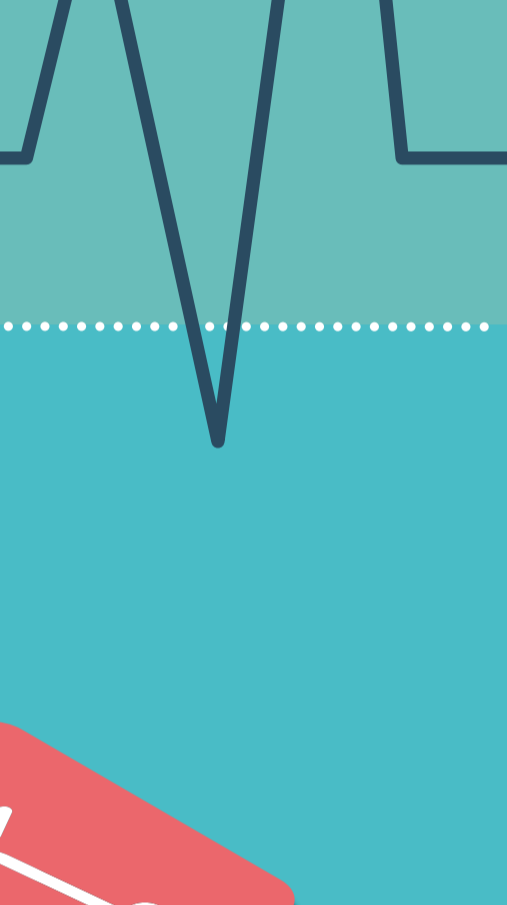
- Patient portals integrated across platforms – mobile and desktop
- Self-service terminals – patients can receive items and specific information
- Better accommodation of patient’s own devices
- Cognitive technology in finding clinical trial patients



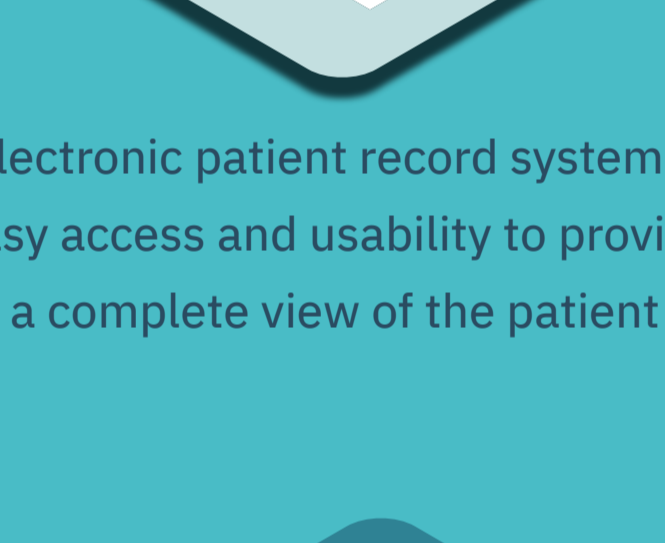
## Improving the health of populations

The overall health of a population is defined by many factors, including social – housing, education, employment, etc. Technology gives caregivers the insight in these and the opportunity to engage patients more fully than ever, or enable them to better prevent diseases.

**An aging population, the prevalence of chronic diseases and changes in people’s lifestyles and behaviour makes healthcare even tougher.**



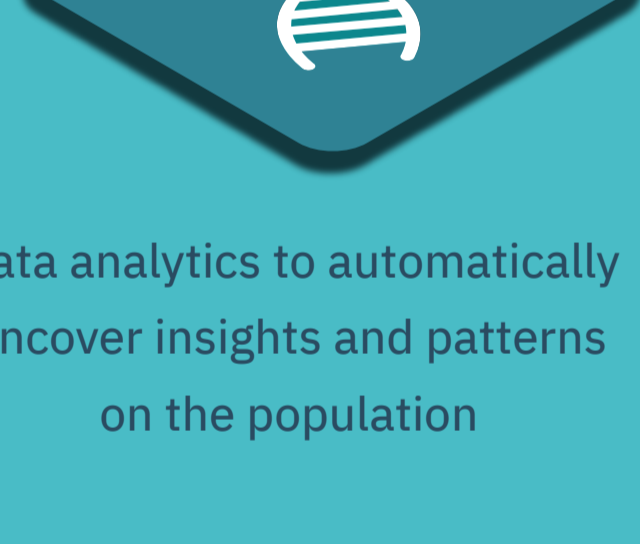
## How technology supports



Electronic patient record system – easy access and usability to provide a complete view of the patient



Cognitive and machine learning technology can use patient data to discover valuable insights into their health



Data analytics to automatically uncover insights and patterns on the population



Create and maintain a health professional registry and their services.

## Reducing the per-capita cost of healthcare

The cost of providing effective healthcare has risen due to an increasing and aging population, and the prevalence of chronic disease.

Healthcare requires investment and resources to prosper. OECD countries spend an average of 9% of GDP on healthcare and this figure is still expected to rise in the future.



## How technology supports

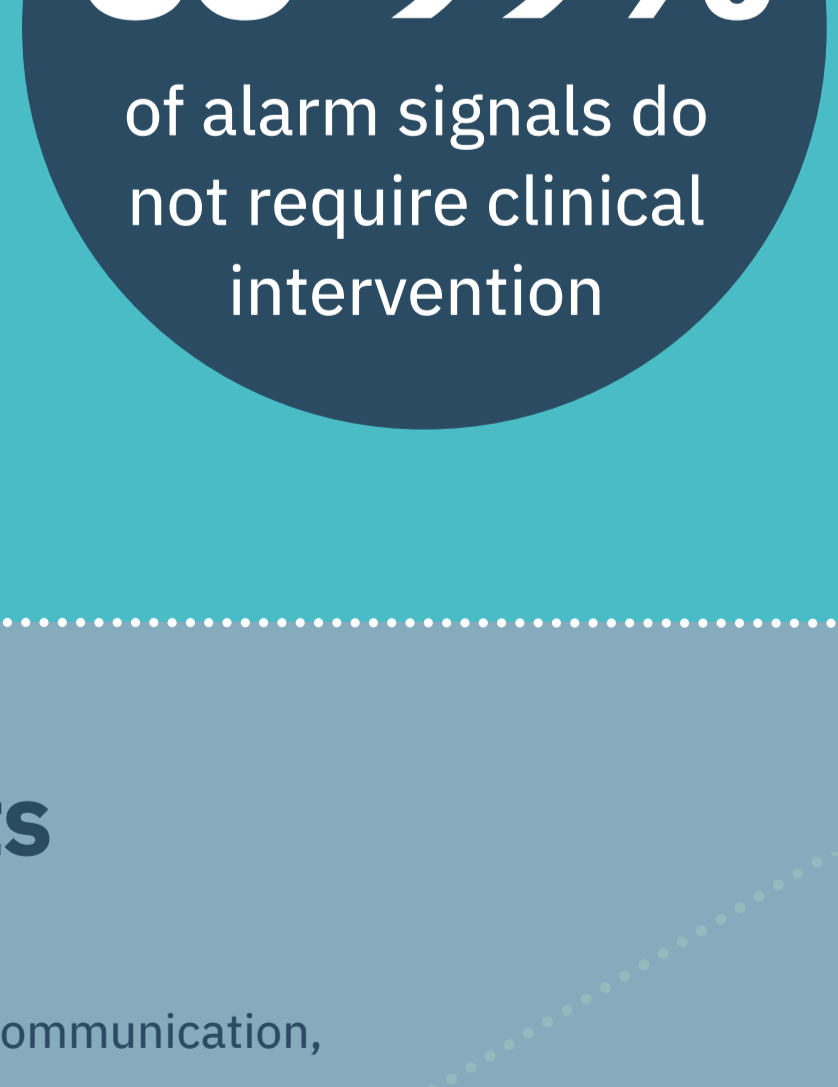
- Insights from advanced analytics can help organizations reduce expensive incidents such as patient and staff mistakes, storing of past use-by date drugs and inaccessible test results
- Facility management integration can help you more effectively manage on-site facilities and automatically suit changing conditions
- Visualize and oversee workflow to help staff – the best person for the right job at the right time, increasing staff satisfaction by better balancing shift patterns



## Improving the work life of healthcare providers

Clinicians are increasingly being pushed and ‘burnt out’ by the challenges of modern care.

Many problems around administration are because of electronic systems that aren’t suited to staff workflows. Additionally, many user interfaces are outdated and lack integration, wasting valuable staff time.



## How technology supports

- Provide healthcare professionals with better communication, collaboration and presentation tools to bring all the relevant information together and make more balanced diagnoses
- Analytics tools can analyse medical records and unstructured data to help create the most complete picture of the patient.
- Analytics and cognitive technology can cut this ‘thinking time’ to support care teams decision making to deliver the right treatments, faster
- Complete, integrated systems can augment patient monitoring, providing real-time analysis



**Be a part of IBM’s thriving healthcare ecosystem and help your clients reach new customers.**

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