

## CONFERENCE ABSTRACT

### Welcome to the era of cognitive health

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Shawn Parks, Martin Duggan, Luc Chamberland

IBM Watson Health, United States of America

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Cognitive systems that understand, reason and learn, in conjunction with transformative care management solutions, use better, more insightful knowledge to create and sustain health habits for long lasting impact to an individual's overall health. With cognitive computing, we are now able to see health and social data that was previously hidden, and do more than we ever thought possible.

IBM Watson Health is pioneering a new partnership between humanity and technology with the goal of transforming global health. Massive data sets from multiple programs and organizations, including social determinants of health, can be appropriately combined with sophisticated analytics, natural language processing, and machine learning to help human experts synthesize findings and improve their decision-making.

Join IBM Watson Health to learn how cognitive capabilities can enable integrated care, help organizations rethink their operating models and change the way they collaborate and partner across the public and private sectors. Individualized care plans that address the whole person and, by extension, the whole population, help deliver better outcomes at lower cost.

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