Citizens and patients are confronted with fragmented systems that they must integrate on their own. Therefore, integrated care, where health and social services are delivered in a coordinated way, shouldn’t be just understood as a service delivery model, but also as a right to which any user should be entitled to.

The implementation of Integrated care is frequently understood as a journey that starts either on the health sector or on the social sector. However, successful integrated care could also be achieved by designing right from the beginning a third concrete pathway, where health complexity and social complexity are scored and integrated care guidelines are assigned accordingly.

A third pathway, the Integrated Care Pathway, implies amongst others a new market place, new occupational skills, as well as new set of technological capabilities.

This presentation presents how cognitive computing can support the evolution of integrated care, proposes some new skills that could help the field of integrated care and open spaces to reflect and discuss together with the participants pros-cons of having a third market place to support the Third Care Pathway, the one for integrated care.

**Keywords:** cognitive computing; integrated care pathways