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## Consumer Engagement in Healthcare - What does it mean to you?



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As a healthcare consumer, a question I often ask is “where can I find the best doctor to suit my needs and my family’s needs, who can also answer the questions I have related to our health?” I want resources to help guide my choices, not only based on cost and location, but also based on an individualized treatment approach in alignment with my philosophy about health and care. Luckily, the convergence of big data & analytics, mobile technology, and social media have accelerated the opportunity for many organizations to engage with people based on individual needs and preferences.

With disconnected systems, different types of data and different identities across systems, organizations must distill the signal from the noise to gain rich insights about their customers and deliver exceptional experience via multiple channels where and when consumers demand it.

We will be talking about this and many other opportunities with big data and analytics at IBM Insight, the largest and most innovative conference focused on how big data and analytics is truly transforming industries and professions.

Read more on the IBM Big Data & Analytics Hub. <http://ibm.co/1whhyXo>

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