

## Smarter Care Fact Sheet

### IBM Smarter Care Transforms Systems of Care to Achieve Greater Health and Economic Vitality

When it comes to health and wellness, driving toward better outcomes at a lower cost continues to push our systems of care – hospitals, primary care, payers, social services, home health agencies, etc. -- to the breaking point. From a consumer perspective, costs are up, quality is inadequate and outcomes are uncertain.

At the same time, private and public sector organizations involved in delivering healthcare and social services have access to unprecedented amounts of data, creating new opportunities to observe, analyze and coordinate the interconnections between social determinants, clinical factors and lifestyle choices. Taking advantage of this opportunity requires a holistic focus on the individual – a new approach IBM calls Smarter Care.

Smarter Care unites healthcare providers, public and private payers, life sciences, and social programs/benefits providers to provide optimal care to citizens. It takes an ecosystem of organizations that must come together and collaborate to care for an individual or a family unit.

Creating integrated communities of care requires common goals -- centered on the individual: to know the person's context and the populations they are a part of, and to deliver more individualized care that can help improve outcomes and lower costs. Leaders are uniting to support new drivers of quality care through:

- **Intervention:** Identifying and influencing populations, recognizing intervention opportunities;
- **Knowledge:** Assess what works best to drive evidence-based and standardized care planning;
- **Collaboration:** Engage individuals and stakeholders to drive positive health choices
- **Coordination:** Share care, knowledge, accountability and risk across clinical and social boundaries
- **Learning:** Analyze information and interactions to guide more informed decisions and to continually improve quality and outcomes

IBM offers a set of solutions that can enable holistic and individualized care to address quality, costs and outcomes, and drive individual wellness and community vitality.

Smarter Care includes three solution layers:

- **Foundation** – Normalize structured and unstructured data to understand individuals and populations, and recognize intervention opportunities to apply

evidence-based and standardized care planning. Solutions include: InfoSphere Data Model, InfoSphere Streams, PureData for HADOOP, MDM Enterprise, WebSphere Portal, IBM Connections, Continua, IBM Datacap, IBM FileNet and Enterprise Content Management.

- **Analytics and Cognitive Services** – Enable population analytics, diagnostic support, data-driven care pathways and operational reporting, and cognitive services that provide confidence weighted outcomes with data transparency, systematic learning and natural language processing. Solutions include: Watson for Healthcare solutions, IBM Patient Care and Insights (Advanced Care Insights) and Operational & Quality Reporting (Cognos 10).
- **Coordination** -- Help determine program eligibility, and enable coordinated care planning, delivery and outcome evaluation. Solutions include IBM Cúram for Care Management and IBM Patient Care and Insights (IBM Care Manager).

These solutions can be supported with Optimized Systems (Power Systems, PureSystems, zEnterprise); and mobility, storage and cloud options. IBM consultants with deep expertise in healthcare and social services help bring these capabilities to market.

The Smarter Care model focuses on ensuring the health and well-being of patients holistically, 100 percent of the time, not just when they are in a program or hospitalized. This approach to care is designed to dramatically change the care dynamic, fixing populations one person at a time in an educated and engaging manner, where care coordination across multiple providers is a reality and not an aspiration.

For more information about IBM Smarter Care, visit [http://www.ibm.com/smarterplanet/us/en/smarter\\_care/overview/](http://www.ibm.com/smarterplanet/us/en/smarter_care/overview/) and follow the conversation on twitter at #SmarterCare.