



Getting Ready for the Era of Cognitive Health:

See Discovery Where Others See Questions

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This era will redefine the relationship between man and machine. From advanced personal training to cancer treatment, from clinical trial matching to insulin pumps that think, cognitive solutions are transforming the way organisations deliver health and wellness.

Cognitive systems, such as IBM Watson, use natural language processing and machine learning to reveal insights from large amounts of unstructured data. The cognitive era is ushering in a new partnership between humanity and technology, with the goal of transforming global health. These systems will help improve the ability of doctors, researchers and insurers to innovate by surfacing insights from the massive amount of personal health data being created and shared.

With cognitive computing, we are now able to see health information that was previously hidden, and do more than we ever thought possible.