IBM Watson Platform for Health offers a suite of cloud services designed to address the obstacles associated with big data and harness the power of analytics and cognitive to create new innovative solutions to help transform healthcare.

The industry is making the move. Are you?

Healthcare looks to the cloud

Cloud technologies can help companies increase productivity and efficiency. They can also help enable healthcare and life science companies to take advantage of innovative digital and mobile health IoT technology, to provide research and clinical support to help enhance drug pipelines, and help providers and clinicians to improve care.

The promise of cloud and cognitive capabilities, as a platform for innovation in the future of healthcare delivery, is a leading discussion in every IT strategy meeting. The term “cloud” is broad and spans a myriad of use cases—ranging from basic data storage, application hosting and compute infrastructure to full-featured SaaS applications.

In the healthcare and life sciences industries, a few service delivery models dominate the landscape. One tier of providers offer HIPAA-grade infrastructure and storage, and pre-defined compute environments where companies can move on-premise workloads to cloud. Major integrators and consultancies offer process transformation solutions that often include customized application hosting services. Health and wellness solutions and fitness trackers use public clouds to support their consumer applications. Most solutions are horizontal, designed to meet the needs of any industry, and providers have since extended their solutions to target increased adoption by health entities.
What's driving the migration?

Healthcare and life sciences industries face significant business and technology pressures that are driving them to consider cloud solutions:

1. **Rising costs of research and development** along with productivity declines result in delays in discovery, clinical research and commercialization of novel therapeutics.

2. **Regulatory environment increasing demands** on the capture and reporting of key information about patients, their treatment and care such as adverse events.

3. **Higher expectations for patient care** delivered via mobile devices anywhere, anytime for a population that is aging with higher incidence of chronic disease.

4. **Digitization and mobile devices** increasing consumer involvement (devices/data), and rapid growth in use of mobile devices in care and the digitization of data creating new demands for data management and privacy.

5. **Shifts to value-based care** where big data and analytics are critical to assess factors contributing to overall cost of care across the value chain.

6. **Time to market and global markets increasing competition** from startups to iterate medical devices and applications quickly, curate evidence and distribute and control releases globally, at scale.