



By Jo Ann Saitta
Senior Vice President
Chief Digital Officer
The CDM Group

Featured Article:

The new era in cognitive computing

Even if you're not a geek like I am, you can appreciate the advances in computing we're living through today. One development that I find amazing is cognitive computing.

Cognitive computing is a new way to communicate with computers using human or natural language (like this article or a Word document). Cognitive computing platforms ingest information, analyze questions, and make hypotheses based on the evaluation of the data. But wait, there's more! Cognitive computing platforms actually learn through this process of analysis, making them powerful decision-making tools.

Just think of the tremendous amount of natural data and documents in healthcare: electronic medical records, clinical trial data, medical notes, hospital discharge summaries, claims, case management reports, emails, and tweets, not to mention medical journals. What if computers could ingest all this information and help physicians provide faster diagnoses and treatments? Or streamline insurance claims?

One of the most publicized and effective examples of cognitive computing used in healthcare is [IBM Watson's](#) partnership with Memorial Sloan Kettering Cancer Center in New York. By accessing 600,000 pieces of evidence and 2 million pages of text from 42 publications, Watson helps inform oncologists' decisions about treatment plans for cancer patients. And Watson is continually learning, ingesting more data and evolving with the fast-changing oncology field.

Cognitive computing is also being used at Otsuka Pharmaceuticals, where large amounts of data from hospitals, physicians, the government, health and social channels, and pharma are helping to predict behaviors in mentally ill patients. The goal is to prevent relapses and cut down on rehospitalizations.

Most recently, [CVS Health](#) announced that it plans to use cognitive computing to access its "vast trove of healthcare data" to "advance care management beyond programs and services typically available today."^{*} CVS Health consists of 7800 pharmacies and more than 1000 walk-in medical clinics nationally, so you can imagine the amount of natural language data available in this organization!

There are many opportunities for us to leverage healthcare analytics and cognitive computing by developing apps, portals, and ecosystems so patients and healthcare providers can access and process information. This offers a chance to apply the best emerging technologies to enhance healthcare communications for our clients and their brands. Even more important, it enables us to play a role in advancing personalized medicine and help patients improve their health. 

^{*}Monegain B. CVS, Watson confront chronic disease. Posted in *Electronic Health Records, Cloud Computing, Interoperability, Analytics, Population Health*. July 30, 2015.
<http://m.healthcareitnews.com/news/cvs-watson-confront-chronic-disease>.



WHAT'S TRENDING!

SEPTEMBER 2015

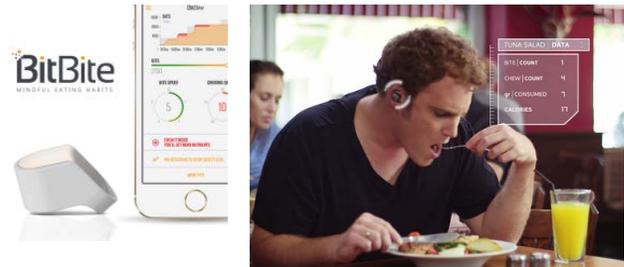
STAR WARS-TYPE HOLOGRAMS HAVE ARRIVED TO HELP WITH YOUR NEXT PRESENTATION

Need a cool and inexpensive way to stand out in the market or during a pitch? How about using holograms? Some of the holographic systems available look superior to the movie-magic holograms depicted in the 1970s *Star Wars* series. There are even a couple of apps that take advantage of the early stages of hologram projection. They're supposed to work with some of the products that are currently out there (such as [holho projectors](#)), but they're also compatible with a makeshift DIY projector. [Mashable](#) shares the process via an independent tech reviewer/YouTuber named "Mrwhosetheboss." Imagine how much more interesting an MOA video or e-detail could be with this technology. Of course, if you didn't want to actually create the makeshift version, you could always just buy holograms from [holho](#) or one of its competitors.



CHEW ON THIS

In our busy lives, we often don't have time to plan every meal of the day. The result is a lack of knowledge about exactly what nutrients we're putting into our body. Now there's a solution. [BitBite](#) is a tiny, in-ear device that tracks all of a user's eating habits. After recording what you eat using the voice-activated earpiece, BitBite analyzes your chewing sounds and the number of chews you're making to calculate how much food you're ingesting. All the data are transmitted to the BitBite app, which gives each user an easily digestible overview of his or her eating habits. BitBite also provides healthy eating tips. If it notices that you generally have a snack at 10 PM before bed, it will alert you at 9:30 PM and recommend eating fruit or another healthy alternative to curb that late-night craving. BitBite can be integrated with Apple Watch, Android Wearables, and more.



PARTNERSHIPS IN HEALTH

We're seeing more and more health-based partnerships that collaborate to push healthcare forward in engaging and fun ways.

Oscar + Fitbit

Insured patients submit their [Fitbit](#) data (think "safe driving" in auto insurance), and those who reach predetermined daily goals from [Oscar](#) get \$1 every day.

PatientsLikeMe.com + AstraZeneca

The patient community site partnered with the pharma company to support patient-driven research initiatives. Using data from the [PatientsLikeMe](#) community, [AstraZeneca](#) will work to improve patient outcomes in several therapeutic areas.

Organovo + L'Oréal + Merck

[Organovo](#), the company that prints biomaterials, enabled the cosmetics company [L'Oréal](#) to print synthetic skin for product testing. [Merck](#) then 3D-printed a liver system for drug testing.

AARP (The American Association of Retired Persons) + Pfizer + United Health

The trio worked to discover how wearable devices and other health trackers could impact the lives of people aged 50+.

Human Longevity, Inc. + Cleveland Clinic

[Human Longevity](#) and the [Cleveland Clinic](#) are using powerful genomic technologies and analysis tools to better understand the biological basis for disease.

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what's next