



# Watson



IBM Watson

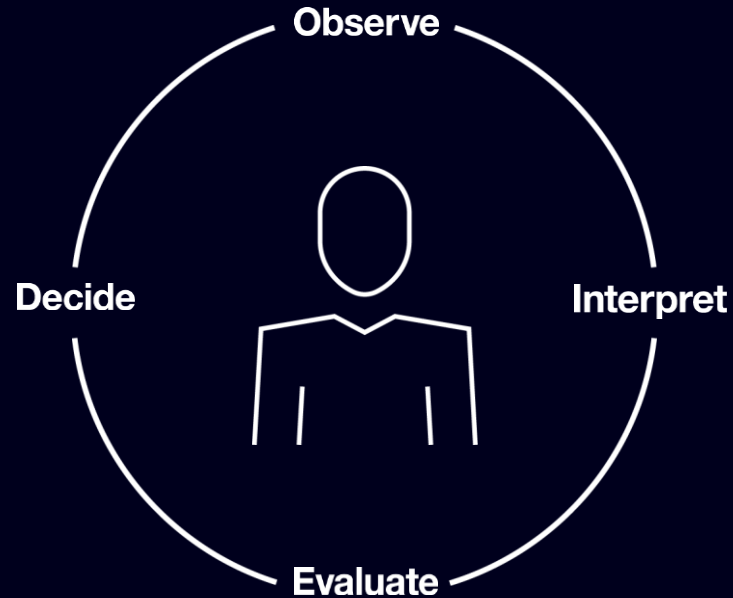
**Expertise** matters more  
today than ever before.



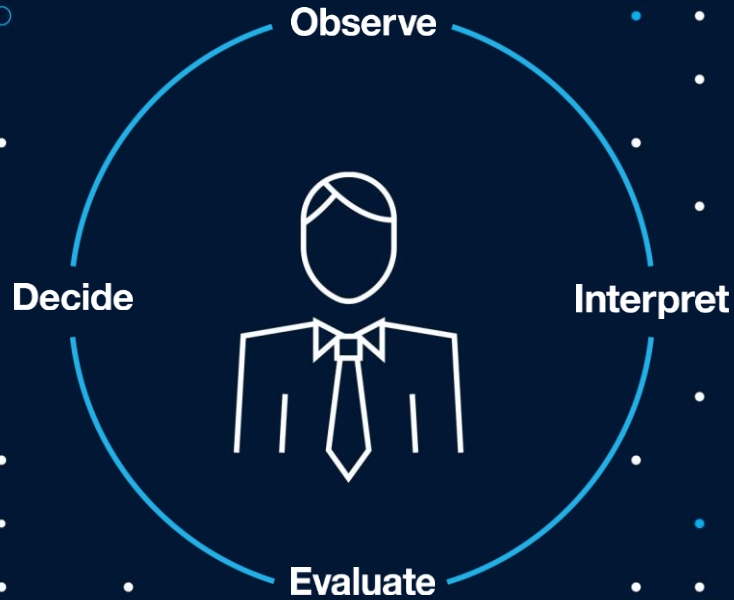
Cognition: the way we think.

$$d = b^2 - 4ac$$

# This is how cognition works.



# The making of an expert.

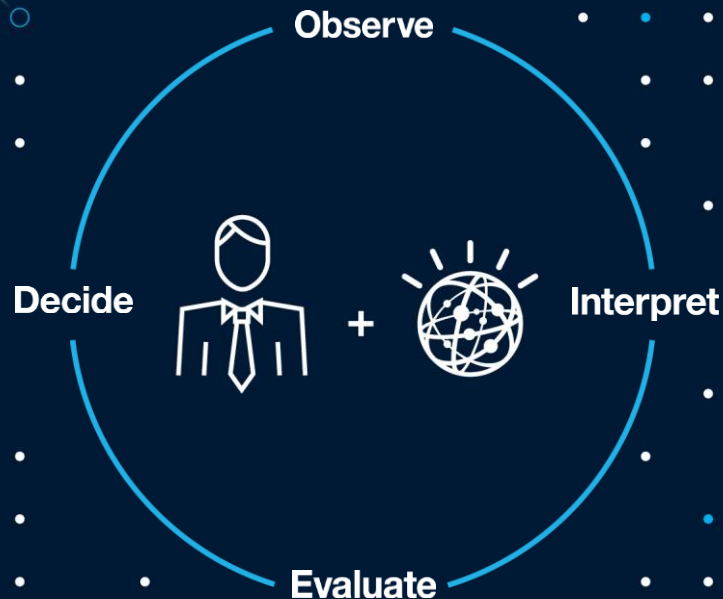


The background of the slide is a dark blue field covered with a grid of small, light blue dots. Three larger, thin blue circles are overlaid on this grid. The largest circle is on the left side, containing a small black circle and a smaller blue circle. A medium-sized blue circle is on the upper right. A small blue circle is on the lower right.

But even experts face challenges  
in our current environment.



Watson scales expertise to expand what's possible.



The background is a dark, blue-tinted image of a medical office desk. In the top left, a portion of a laptop keyboard is visible. In the top right, a stethoscope lies on the desk. In the bottom left, there are medical forms; one is labeled 'Patient Information' and another 'MEDICAL CENTER'. A pen is also visible on the desk. In the center, there is a faint, glowing graphic of a globe with interconnected nodes, resembling a network or molecular structure.

Watson is creating a new partnership  
between people and computers  
that **enhances, scales** and **accelerates**  
human expertise.



[illegible]

Does the drug I currently have approved to treat  
Can this drug be repurposed to treat other diseases?  
What are the mechanisms of action for this drug?  
the inflammation process in the respiratory airway  
are in common with the process of colorectal cancer?  
have application in another disease?



What are the key elements of support patient's  
What has the business and medical community done for patient health records that support diagnosis?





Cognitive is the new  
**competitive advantage.**



# What will you do with Watson?



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