



Overview

MD Buyline
www.mdbuyline.com

Solution Components

- IBM® Watson®
 - IBM® POWER7® systems
-

“Our Watson-powered solution will provide hospitals a smarter way to choose the right technology for better patient outcomes.”

•David Rodriguez, VP, Marketing & Solutions Management, MD Buyline

MD Buyline, Inc.

Rapid decision support platform powered by IBM Watson seeks to transform the medical technology procurement selection process

For over 30 years, MD Buyline Inc. has been the leading provider of healthcare clinical and technology research to drive improved financial performance across the healthcare supply chain. MD Buyline provides more than 50% of the nation's hospitals with objective, evidence-based information to help them achieve hundreds of millions of dollars in annual savings. MD Buyline's hospital members access critical information about their supply chain purchases everyday through personalized analyst support and a comprehensive technology platform comprised of rapid information.

The need

Hospitals are constantly challenged to meet the procurement needs of their physician while respecting a tight budget. The professionals tasked with fulfilling these needs struggle to navigate clinical evidence, research, analysis and price data, which is scarce, highly decentralized, and biased. The supply chain decision-making process is complicated by competing priorities and inefficient collaboration within hospitals. In procuring implantable devices alone, an estimated \$5 billion is wasted annually due to these inefficiencies¹.

In order to create and disseminate valuable insights to key stakeholders, many hospitals turn to consultants, who face the same challenges. This results in increased days and dollars spent trying to find the right information. Inevitably, hospitals frequently fail to procure in a way that is beneficial to their organizations and their patients.

Powered by
IBM WATSON™

The solution

MD Buyline has developed a procurement advisor Powered by IBM Watson to help provide rapid decision support. MD Buyline's data, research, and domain expertise, in conjunction with a Watson service, is anticipated to deliver a transformative procurement experience. By enabling informative comparison of medical device options, this solution is expected to help drive optimal purchasing decisions for providers.

The application will offer a socially collaborative and educational environment for all user roles. Hospital and healthcare teams worldwide can come together to leverage a shared base of information.

The benefit

With the advent of healthcare reform, and reimbursement methodologies shifting to an outcomes-based approach, it is more critical than ever that providers improve outcomes through their medical device selection. MD Buyline's procurement advisor can deliver these improved outcomes through its scalable cognitive platform.

MD Buyline's application is intended to enlighten and empower users, fulfilling the need to find unbiased, clinical evidence, research and price information. The application is looking to deliver healthier decisions to hospitals, and ultimately patients.

For more information

To learn more about IBM Watson and its Ecosystem Program, contact your IBM sales representative or visit ibm.com/watson



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Please Recycle

¹The Current State of the Implantable Device Supply Chain, GHX