



Overview

Welltok
www.welltok.com

Solution Components

- IBM® Watson®
- IBM® POWER7® systems

“The integration of IBM® Watson® with CaféWell Health Optimization Platform, will provide the industry with a solution that could revolutionize the way consumers optimize their health. Enabling consumers to easily dialogue with CaféWell Concierge™ and receive personalized, timely, and relevant responses could help drive health optimization, behavior change and the alignment of incentives.”

*Jeff Cohen, Co-Founder
Welltok, Inc.*

Welltok, Inc.

User-centric health optimization resource powered by IBM Watson seeks to drive healthy behaviors and value for the healthcare system.

Welltok, Inc. is helping to revolutionize the way consumers optimize their health by providing innovative health-related activities, programs and information, and rewarding consumers for healthy behaviors. CaféWell®, the company’s flagship Health Optimization Platform™, enables access to these health improvement resources and programs and drives engagement through a novel combination of social, gaming, and personalization technologies.

The need

Looking at the traditional supply chain in healthcare, including hospitals, physicians, and pharmaceutical companies, the key missing piece has often been the consumer. However, as consumers become empowered with more health information and resources and have greater financial responsibility for their health, they become a critical element in the new healthcare supply chain.

The CaféWell Health Optimization Platform is built to help organize this new supply chain, connecting population managers such as health plans and health systems, to consumers through an organized ecosystem of health and wellness resources. Population managers benefit through increased consumer engagement, member retention and greater brand affinity while consumers benefit by getting rewarded for engaging in healthy behaviors.

The challenge is that consumers are busy, which makes it difficult to make the right health decisions. And where health and wellness information does exist, current options typically lack the personalization necessary to drive true behavior change.

Powered by
IBM WATSON™

The solution.

The CaféWell Concierge™ Powered by IBM® Watson® has the potential to dynamically personalize the health experience. Consumers would be more empowered to make positive health changes driven by user-centric, intelligent recommendations. These recommendations would provide guidance towards activities and behaviors tailored to a user's interests and aligned to their incentives.

CaféWell Concierge™ application will leverage Watson's natural language and cognitive capabilities for both user interaction and extraction of knowledge from underlying plain text sources to help drive the Intelligent Health Itineraries™ capability. This solution is anticipated to offer personalized, location-based guidance on matters like exercise, eating, preventative service benefits and other health and wellness-related matters.

The benefit

Welltok's ability to aggregate and relate disparate healthcare content and drive engagement combined with Watson's ability to learn and respond in a personalized user experience could revolutionize the way consumers think about their health. The goal is for consumers to save money and live healthier lives enabling greater value throughout the healthcare system.

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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