

The background features a dark blue gradient with faint, light blue circular patterns and a scale on the left side ranging from 140 to 260 in increments of 10. The scale is partially visible, with numbers 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, and 260. The circular patterns consist of concentric circles, some with arrows indicating a clockwise direction, and dashed lines connecting various points.

DIGITAL HEALTH SUMMIT

**FROM TOMORROW'S VISION TO TODAY'S AI IMPLEMENTATION: HOW
CAN WE LEVERAGE AI FOR BETTER OUTCOMES**

Veronica Jagher, MBA, Director Industry
Solutions Health, WEHQ Microsoft

WHAT ARE THE EXPECTED BENEFITS FOR CONNECTED SCENARIOS?

"There is an enormous \$4.5 trillion market opportunity... We are uniquely positioned to drive our customers' and partners' success by leading them through their digital transformations, and becoming their partner of choice."

– Satya Nadella



87%

of companies believe that digital transformation is a competitive opportunity

Benefits already being witnessed from digital transformation efforts include:



41%

increased market share



37%

increased customer engagement in digital channels



30%

increased customer revenue

BENEFITS CAN ONLY MATERIALIZE IF CONNECTED SCENARIOS SOLVE INDUSTRY-SPECIFIC CHALLENGES

“I want to be able to discover correlations between different data sets, both structured and unstructured.”

“I need to reduce readmissions by leveraging a life-long and proactive relationship with patients, as well as empowering them.”

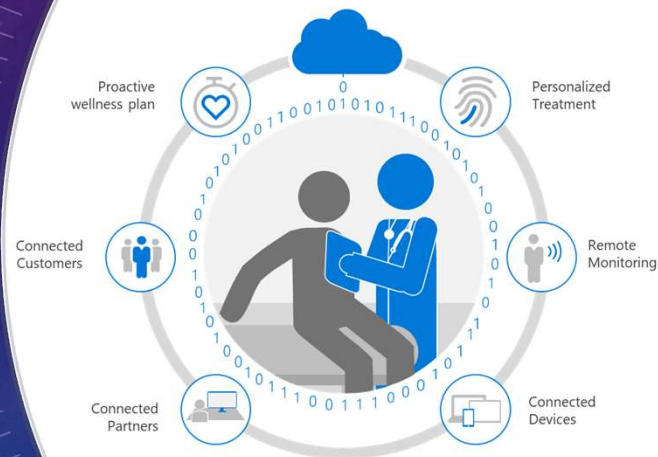
“I want to be able to sequence *omic data without having to heavily invest in new IT infrastructure.”

“I need to find a way to effectively communicate with my patients, and to empower them with valuable information, while staying compliant with privacy regulations.”

“I want to learn more about my patients, their habits and needs, in order to define personalized care plans that ultimately will help keeping them healthier for longer.”



FOUR INTERCONNECTED
AREAS, VITAL TO
HEALTHCARE'S DIGITAL
TRANSFORMATION,
EMERGE WHILE MOVING
TOWARDS A
PERSONALIZED PATIENT-
CENTRIC APPROACH TO
HEALTH



Engage your citizens



Empower your care teams
and employees



Optimize your clinical and
operational effectiveness

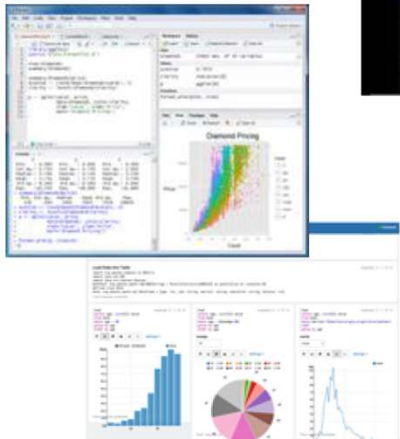


Transform health

THE CONCEPT:
AZURE DATALAKE AS
FOUNDATION
THE HUS (HELSINKI AND
UUSIMAA HOSPITAL
DISTRICT) EXAMPLE



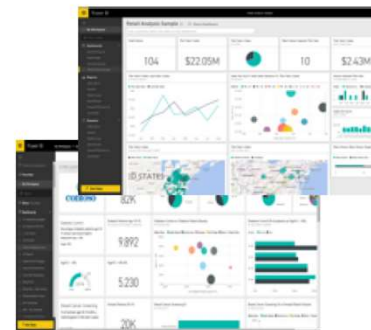
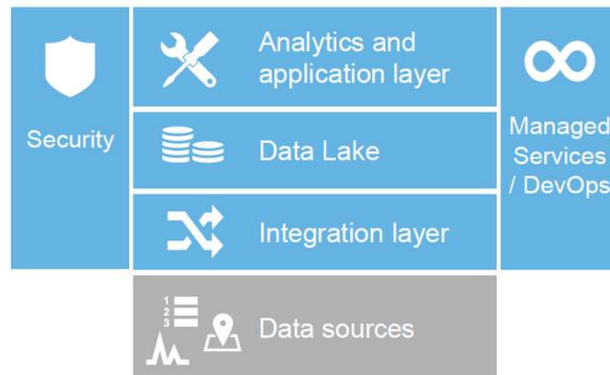
CE



Advanced analytics



Data-driven applications and use cases



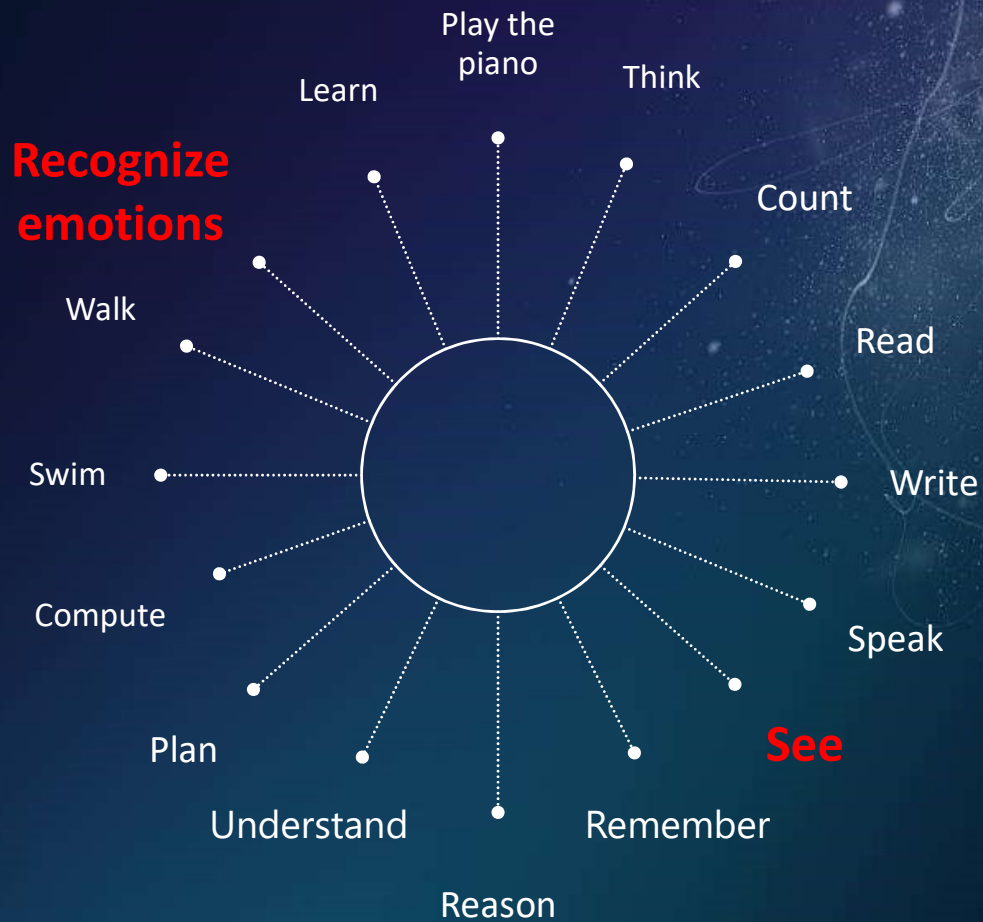
BI-usage

DIFFERENT
SCENARIOS
ENABLED BY
AZURE DATALAKE

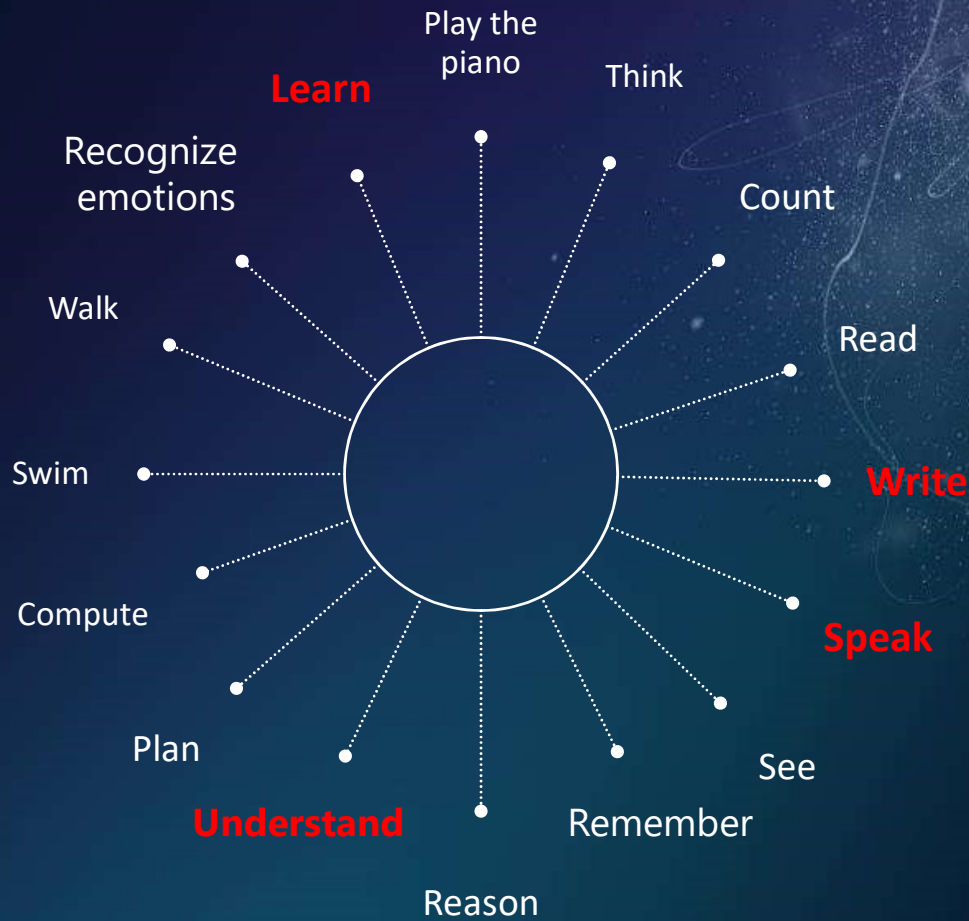
WITH ARTIFICIAL INTELLIGENCE AUGMENTING HUMAN ABILITIES FOR ACHIEVING BETTER HEALTH OUTCOMES



AUGMENTING HUMAN ABILITIES SEE + RECOGNIZE EMOTIONS



WITH ARTIFICIAL INTELLIGENCE AUGMENTING HUMAN ABILITIES FOR ACHIEVING BETTER HEALTH OUTCOMES LEARN + WRITE + SPEAK + UNDERSTAND

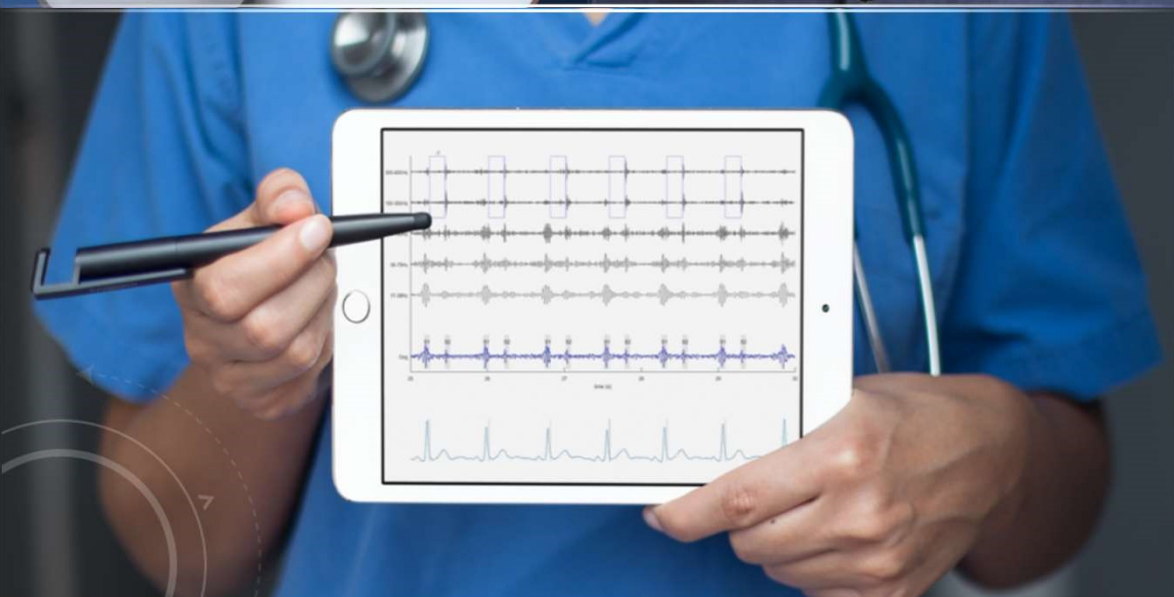
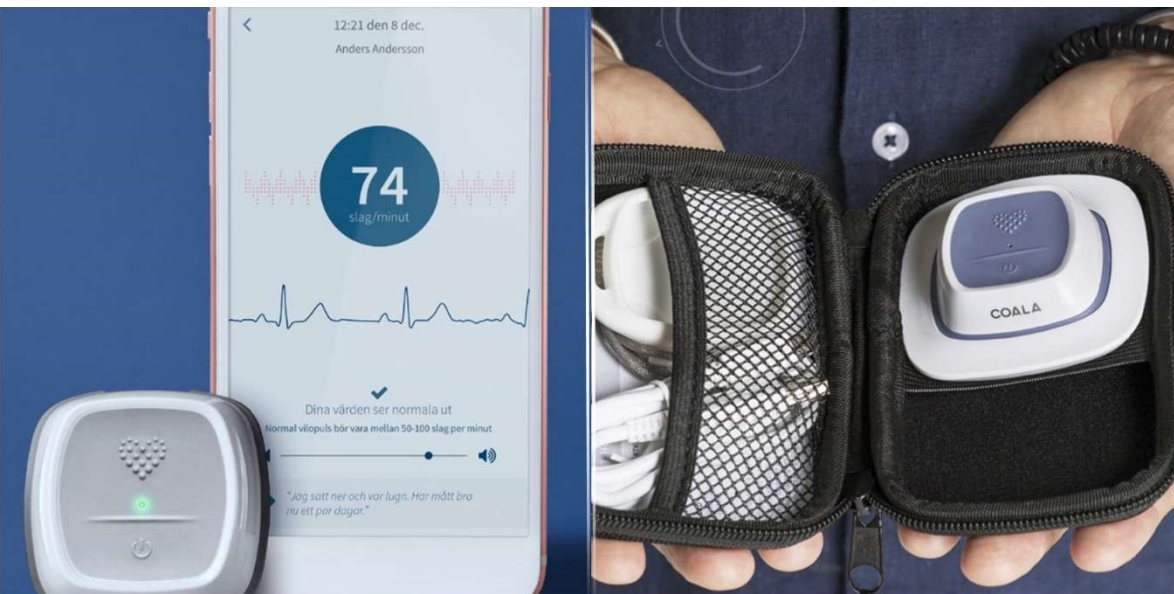




Project EmpowerMD

Medical conversations to medical intelligence





DIGITAL COMPANION SERVICES FOR EARLY DIAGNOSIS, BESIDES THE PILL

Coala Life partners with Bayer for cardiac care with the intelligent cloud

decode the immune system

AGATTAC1010
TACAG1101100
AT11100010
101001
1010



Immunosequencing

We read every immune cell that stores that diagnostic information

10000ELIAG
CANCER00110
01001100FLU
101001
10100



Machine Learning

We generate a map of the immune system by matching billions of T cells to the diseases they recognize.



Project Hanover

AI-powered decision support for cancer and chronic disease management.



Project Premonition

Detecting viruses and pathogens before they cause outbreaks using gene sequencing.

Decoding the immune system

Creating a universal blood test that reads the immune system to diagnose a disease (Microsoft and Adaptive Biotechnologies)

EMPOWERING BETTER OUTCOMES WITH *OMICS



An **invisible** revolution is coming

Thank you

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