Join us at the
Enterprise Content Management Forum
at **Information**OnDemand**2013**

November 3–7, 2013
Mandalay Bay | Las Vegas, Nevada

IBM

Smarter Care at Information On Demand 2013

Why attend Smarter Care sessions:

Are you working on improving coordinated and efficient care delivery and advanced care management in your organization? Are you concerned with the ability to drive a deeper level of engagement for more consistent and optimized outcomes and lower costs? Then taking a deeper dive into Smarter Care at ECM Forum is for you.

Join us as we explore the tremendous opportunity at hand to drive transformation. Learn how to leverage new and existing data sources and analytics innovations to uncover valuable insights into clinical factors, that when used in combination with lifestyle choices and social determinants, enable a holistic view of the individual and entire populations.

Don't miss our EXPO and Demo Gallery:

Be sure to visit the ECM area of the EXPO, where we can provide you with a comprehensive view of what is possible.

- Stop by the ECM booth to experience Smarter Care solutions including IBM Patient Care and Insights
- Visit the Big Data and Analytics booth to test drive the latest in healthcare solutions
- Discuss your specific requirements with the experts
- Join the hosted industry lunches for Healthcare or Government on Wednesday

Meet 1:1 with IBM Executives:

Take advantage of a unique opportunity to meet 1:1 with IBM executives, subject matter experts and innovative IBM Business Partners.

Talk strategy with business leaders including Sri Srinivasan, Stephen Gold, Craig Rhinehart, and Ed Macko. Or take a deep dive into Smarter Care capabilities with experts from our product and technical teams. Don't miss out! Connect with speakers at their sessions, and schedule meetings with a IBM executive.

Ask your Sales Rep or Business Partner to book a meeting.

Plan to attend these top sessions:

M	8:15	ECM in the General Session
M	2:00	ECM Keynote: Smarter Content. New Insights. Better Outcomes.
M	3:30	IBM ECM Products & Strategy
T	10:00	Transforming Healthcare with Big Data and Advanced Analytics
T	1:45	Transforming Healthcare Through Analytics and Patient Care Coordination
T	3:00	IBM Patient Care and Insights: Defining a Deployment Roadmap Aligned to Outcomes-Based Care Coordination
T	3:00	From Insights to Engagement: Understanding triggers for chronic illness and optimizing consumer engagement
W	8:15	ECM in the General Session
W	8:15	How IBM Patient Care and Insights Complements the Healthcare Analytics QuickStart, Initiate MDM, and IBM WebSphere
W	10:00	What is New with IBM's Smarter Care Solutions
W	10:00	Enabling Smarter Care Transitions for Improved Care and Reduced Costs
W	11:15	IBM Smarter Care Solutions Drive WellPoint's Primary Care Initiative
W	11:15	Transforming How Healthcare is Taught, Practiced and Paid for with IBM Watson
W	3:00	Case Study: Smarter Telehealth Management and Improved Well Being for Good Samaritan Society Clients

Recurring, Monday through Thursday:
Usability Sandbox - Taking a Closer Look at IBM Patient Care and Insights

Visit the Healthcare and Government Business Leadership Forum for information on additional sessions.
Use the Session Builder Tool to create your personal agenda.

See you at the ECM Forum!

Come learn how IBM solutions across ECM, Information Management and Business Analytics can help harness the value of unstructured information for new insights and better business outcomes.

The ECM Forum at Information On Demand 2013 is the perfect venue for you to learn how by putting the right content in motion – capturing, activating, socializing, analyzing and governing – professionals across all industries can transform their business.

View the **ECM Forum Guide**   Register now at **www.ibm.com/events/ecmforum**