SmartEngage
Designed to help you increase brand loyalty and community engagement

Become the resource of choice with award-winning and URAC accredited educational content¹

- Increase consumer involvement and referrals
- Be one step closer to your population health goals
- Target and drive consumers to take specific actions
- Provide understandable material on diseases and conditions, labs, first aid, treatments, nutrition, medication and more
- Customize content to your brand, service-line emphasis and marketing strategy

Consumers who engage with your online health education may be more likely to become your newest and return patients

Today’s consumers seek health information online every day, and it’s critical to do everything you can to connect them with your hospital versus your market competitors. SmartEngage™ delivers assets from both IBM® Watson Health™ and A.D.A.M.®, supporting an outstanding consumer education experience.
Fully customizable and URAC accredited, SmartEngage allows you to leverage award-winning content on your website or patient portal, within your marketing materials, and on tablets and smartphones. And with the solution’s innovative interactive tools, you can make it easy for your consumers to make appointments, take Health Risk Assessments (HRAs), engage via social media, and much more.

**Interactive tools keep consumers coming back for more**

SmartEngage interactive tools take health education to a higher level, with options like the Body Mass Index Calculator, Calorie Burner Counter, Target Heart Rate Calculator, Nutritional Needs and Risky Drinking Assessments and Smoking Cessation Guidance. And, these tools have earned certification from the National Committee for Quality Assurance (N.C.Q.A.). Consumers can even choose to personalize their experience with a unique 3D avatar visual search interface that guides them to take specific actions, including seeking treatment at your facilities and with your clinicians.

**Comprehensive medication education supports patient safety**

SmartEngage includes IBM® Micromedex® Medication Instructions, which provides information to help consumers understand their medications including side effects and precautions. Consumers can also check to see if any of the medications they are taking interact with each other, alcohol, food, tobacco or allergies.

**Health Risk Assessments encourage consumers to take control of their health**

SmartEngage helps consumers better manage their health through 16 interactive HRAs—from depression, anxiety, and sleep disorders to career burnout, allergies, diabetes and more. The assessments ask a series of questions and provide custom results, recommendations and calls to action.

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Flexible tools connect consumers to resources—based on your specific strategies

The included Client Community Tool allows you to easily create, change and manage your organization’s content to include your customized brand standards and clinical protocols. You can also collect data to assist in targeting campaigns to users, customize risk assessment questions and calls to action based on the risk-level scoring criteria you specify and develop custom tips and messages.

Why SmartEngage is the only consumer health education solution you need

- A multimedia, highly interactive powerhouse that helps users make the best health decisions while connecting them to your facilities, services and doctors
- Most robust collection of accredited online health information available—over 6,000 physician-written articles, 2,500+ drug medication education handouts and 400 high-definition videos
- Responsive design means users can easily view content on any device, including mobile
- Physician-reviewed and regularly updated content
- Seamless customization and world-class service
- Powerful reporting and analytic tools
- 5th- to 8th-grade level content that’s available in English and Spanish

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Get connected
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About IBM Watson Health
Each day, professionals throughout the health ecosystem make powerful progress toward a healthier future. At IBM Watson Health, we help them remove obstacles, optimize efforts and reveal new insights to support the people they serve. Working across the landscape, from payers and providers to governments and life sciences, we bring together deep health expertise; proven innovation; and the power of artificial intelligence to enable our customers to uncover, connect and act — as they work to solve health challenges for people everywhere.

For more information on IBM Watson Health, visit: ibm.com/watsonhealth

Footnotes
1 Source: A.D.A.M., Inc. is accredited by URAC, also known as the American Accreditation HealthCare Commission (www.urac.org). URAC’s accreditation program is the first of its kind, requiring compliance with 51 standards of quality and accountability, verified by independent audit. A.D.A.M. is among the first to achieve this important distinction for online health information and services. http://adam.com/adam-terms-conditions and http://adam.com/awards

2 Ibid, Source: A.D.A.M., Inc.

3 Ibid, Source: A.D.A.M., Inc.

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