# The World of Watson

## — 2016 —

At Omnicom Health Group, we are on the leading edge of applying new technologies in artificial intelligence to solve healthcare communications challenges. This year, Omnicom Health Group and Harrison & Star were selected to showcase one of our own healthcare applications powered by the Watson cognitive platforms at the inaugural IBM World of Watson (WoW) conference. This conference was the premier venue for IBM to share the amazing progress in artificial intelligence (AI), and to provide a view into the future of AI's impact on multiple industries. Omnicom Health Group is proud to be a global partner of IBM Watson.

## We're "With Watson"

Artificial intelligence. Cognitive computing. Watson. It's occupying nearly every story in the next stage of technology's (r)evolution, and in October 2016 at the IBM World of Watson conference, Watson did not disappoint.

More than 17,000 attendees across multiple industries gathered at Las Vegas to showcase all that Watson is powering. From engineering to fashion to healthcare, companies have developed countless solutions that are changing their industries "With Watson."

## Engineering

Woodside is Australia's largest oil and gas company and is also running one of the largest commercial instances of IBM Watson. They built a cognitive advisory service called "Lessons Learned," which was able to teach Watson how to think like a thousand engineers. Human engineers can ask complex questions in natural language and Watson then analyzes 30 years of Woodside's data to help make better decisions and improve operations.

## Fashion

Fashion and technology don't seem to mix, that is, until you see the cognitive dress designed in collaboration with Marchesa. Revealed at the Met Gala in May 2016 and worn by a top model, the dress tapped into social sentiment from Twitter posts. The LED lights on the dress then changed colors in real time as social conversations about the Met Gala unfolded online. With Watson, Marchesa weaved together beauty and intellect inherent in both fashion and technology.
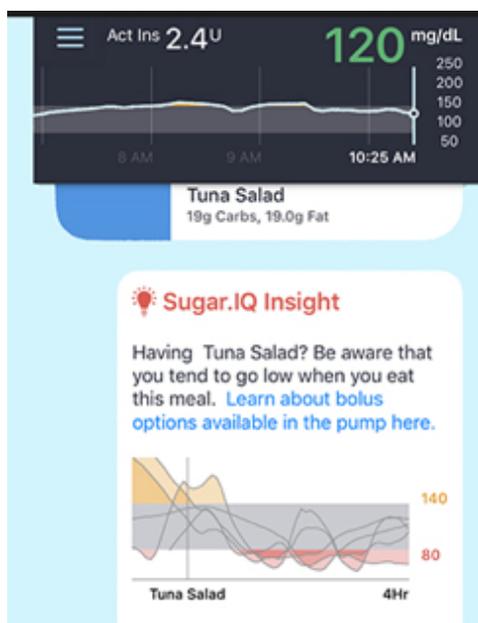
IBM Watson

## Music

When Alex da Kid was looking for inspiration for his next song, he didn't have to look further than Watson. As one of the marquee speakers at the WoW conference, da Kid explained how he was inspired by Watson, which left us inspired by his creativity. Taking the top 100 songs from each week over the last 5 years, Watson analyzed the emotional sentiment behind each song. Watson then examined the composition of popular songs (rhythm, pitch, instrumentation), allowing da Kid to experiment with different sounds to reflect various emotions. With Watson, da Kid (along with X Ambassadors and Wiz Khalifa) produced the song "Not Easy," which hit #1 on Spotify's Viral Top 50.



## Healthcare



Bringing personalized insights to diabetes, Medtronic partnered with IBM Watson to develop an app called Sugar.IQ. Sugar.IQ analyzes real-time glucose monitoring and insulin information from Medtronic pumps and sensors as well as user inputs on food intake. With Watson, Medtronic is changing the way diabetes is managed by recognizing patterns in behaviors associated with glucose levels and providing actionable information to patients.

OmnicomHealthGroup

# Omnicom Health Group and Harrison & Star's Lexicon Analyzer

Creating healthcare communications that are innovative, poignant, and creative while also motivating positive behaviors is the expertise Omnicom Health Group's agencies bring to clients. For WoW, Omnicom Health Group and Harrison & Star teamed up to demonstrate a proprietary approach called the Lexicon Analyzer, powered by IBM Watson, which ingests clinical publications to extract the relationships between medical terms and the contextual use of language around a specific disease or condition.



Harrison & Star's analysts then interpret the outputs of the Lexicon Analyzer to develop relevant communication materials for healthcare professional and patient audiences. Harrison & Star has successfully worked with several pharmaceutical clients leveraging this technology, and with Watson, brings efficiency and meaningful insight to their clients.

## Summary

Artificial intelligence is helping to transform the way we interact, and Watson's platforms are powering much of the change. Healthcare is not immune. While hospital systems are currently leading the charge for widespread application, manufacturers such as Medtronic are discovering strategic ways to incorporate AI as part of their offerings. Pharma and payers are also starting to explore the options though widespread adoption is limited and yet to be determined.

The opportunities are vast in healthcare and as the World of Watson conference confirmed, we have only scratched the surface of what we can do "with Watson."

Tell us what you think at technology@omnicomhealthgroup.com.

**With Watson™**

**harrison and star**      **OmnicomHealthGroup**

**OmnicomHealthGroup**