IMPROVING HEALTH OF THOSE WHO CARE

51% of the US population is comprised of women[1]. As women are often the custodians of their family's health, they play a major role in maintaining the well being of communities, and hence the nation. When compared to men, women have a 5.7[2] years longer life expectancy, a 23% higher per capita spend on healthcare[3], and 18%[4] lower income on an average. As a result, women health is tied to major societal impacts, such as inter generational spillovers, and is a heavy burden on community resources. Coronary Artery Disease is the leading cause of death among women, followed by cancer and stroke. Childbirth is the leading and most expensive reason for hospitalization. Women's health issues have attained higher visibility worldwide with more focus being given to monitoring the quality of care by devising measures and policies concerning women health.

To meet the objective of improving women's health, it is imperative to have an integrated solution that not only focuses on their unique medical needs, but also involves them in decisions pertaining to their health. A women-centric healthcare solution, built on ITC Infotech's integrated, cognitive and voice-enabled big data analytical platform:

- Provides intelligent tracking of women specific care quality measures
- Assists in coordinated care by providing 360 patient overview
- Helps in bolstering patient engagement by providing personalized care, regulating annual wellness programs and targeted health campaigns
- Tracks provider performance in handling ailments such as breast cancer, stroke, and pregnancy complications

1. https://www.census.gov/prod/cen2010/briefs/c2010br-03.pdf
2. https://www.cdc.gov/nchs/data/hus/hus16.pdf#015
3. https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/Downloads/2012AgeandGenderHighlights.pdf
4. https://www.bls.gov/news.release/wkyeng.nr0.htm

ABOUT ITC INFOTECH

ITC Infotech is a specialized global full service technology solutions provider, led by Business and Technology Consulting. ITC Infotech's Digitaligence@work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business. ITC Infotech is a fully owned subsidiary of ITC Ltd, one of India's most admired companies.

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