

Project Project #7648 IBM Watson Health videos
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PROJECT #7648 IBM Watson Health Videos – Insights Navigator

	VO	Visual
1		<p>Our character is a woman in her mid-30s who works as a Medicaid Program Analyst.</p> <p>We follow her day around a state office.</p>
2	<p>I love the crossword.</p> <p>The Friday puzzle is tough, but that's part of the fun.</p>	<p>Our analyst starts her day in her kitchen with a coffee and the newspaper crossword puzzle.</p> <p>We see a close-up of the puzzle as she writes in an answer.</p>
3	<p>As a Medicaid program analyst, puzzles are a big part of my day.</p> <p>Every day I have to find missing pieces of data. And I have to follow clues to figure out the answers.</p> <p>But unlike the crossword, the hardest challenges aren't fun. They're frustrating.</p>	<p>We see the analyst walking toward her office, coffee and newspaper in hand.</p>
4	<p>For instance, it's hard to get information from different departments.</p> <p>And it can take too many steps to turn data into useful analysis.</p> <p>Sometimes I run the same reports over and over... And still worry that I'm missing the big picture.</p>	<p>At her desk, the analyst faces a computer. Behind her we see floating projections of the kind of work she's doing—spreadsheets and data analysis. These are presented like word puzzles and mazes, each filling in squares and drawing animated paths, to represent how they are real solutions.</p>
5	<p>That's where Watson comes in.</p> <p>The Watson Health Insights Navigator gives me dashboards especially set up for real-world Medicaid program</p>	<p>We continue to see graphics around her... pie charts and line graphs.</p>

	<p>scenarios.</p> <p>So I'm several steps ahead, right from the start.</p> <p>It's easy to create clear and powerful visualizations for my analyses.</p>	
6	<p>When I'm looking at who's using a Medicaid program, I can assess every angle.</p> <p>I can look at the population health status, and compare cohorts to performance metrics.</p> <p>Are we serving special populations, like people with chronic conditions?</p> <p>Are our providers and pharmacies doing their jobs, and are people taking advantage of them?</p> <p>We can find out.</p>	More desk footage and graphics.
7	<p>And I have access to IBM's proven expertise.</p> <p>So my team and I can do more with less.</p>	More desk footage and graphics.
8	<p>You know that feeling you get when you figure out the last piece of a puzzle? I live for that.</p> <p>Especially at work, where filling in the puzzle... means improving lives.</p>	Back at home , our analyst finishes the crossword at her kitchen table.
		Logo, URL, CTA screen