

**ALTAF SAIYED as the**  
**CLARITY**  
**CONDUCTOR**

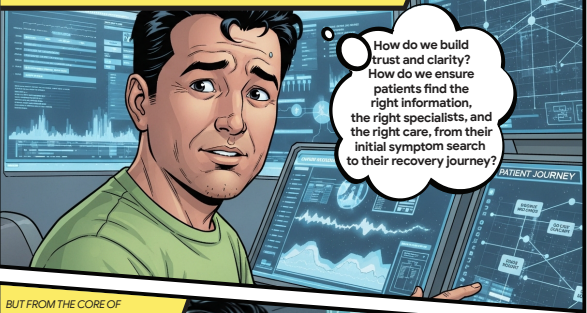
**Wellness Ascend**

Google Marketing Live  
Leadership  
Circle

#110

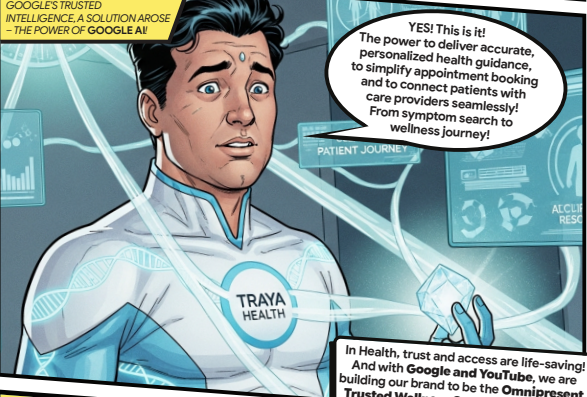
JULY  
2025

IN THE CRITICAL REALM OF HEALTH, CONNECTING PATIENTS WITH ACCURATE INFORMATION AND THE RIGHT CARE IS VITAL. YET, CONNECTING WITH CONSUMERS THROUGH THEIR NON-LINEAR DIGITAL JOURNEYS ACROSS SEARCHING, SCROLLING, STREAMING, AND SHOPPING IS A COMPLEX DIAGNOSIS.



How do we build trust and clarity?  
How do we ensure patients find the right information, the right specialists, and the right care, from their initial symptom search to their recovery journey?

BUT FROM THE CORE OF GOOGLE'S TRUSTED INTELLIGENCE, A SOLUTION AROSE  
— THE POWER OF GOOGLE AI!



YES! This is it!  
The power to deliver accurate, personalized health guidance, to simplify appointment booking and to connect patients with care providers seamlessly!  
From symptom search to wellness journey!

THE CLARITY CONDUCTOR, EMPOWERED BY GOOGLE AND YOUTUBE, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE 4S WITH CLARITY AND CARE. THESE PLATFORMS ENABLE THEM TO PROVIDE TRUSTED HEALTH INFORMATION AND SEAMLESS SERVICE.

In Health, trust and access are life-saving!  
And with **Google** and **YouTube**, we are building our brand to be the **Omnipresent, Trusted Wellness Companion**, reaching patients and building healthier communities across every point of the **4S**!



TRAYA  
HEALTH