



SEAMLESS
MEDICAL DATA
CARE
PATIENT PATHWAY
ACROSS THE 4S

SEAMLESS PATIENT
CARE PATHWAY
PATHWAY
ACTHAWAY
ACROSS THE 4S

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TECHNOLOGIES

SRIVIDHAR RADHAKRISHNAN as the
CARE DYNAMO

Health Data Horizon

#67

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Google Marketing Live
Leadership
Circle

Created with  Google Gemini

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.

INFORMATION

SEARCHING

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!

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THE CARE DYNAMO, 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!

SEAMLESS PATIENT PATHWAY
OATLET TO RIGHT PROVIDERS
ACROSS THE 4S.

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ILLUMINATING BOOKING TO CARE
ACHESO: ACROSS TO THE 4S
SEAMLESS PATIENT PATHWAY

SEAMLESS PATIENT PATHWAY

WALK AND
VERIFIED

WALK AND
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