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Pegasystems with Google Cloud to improve personalisation in health

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Organisations to beneï¬t from more holistic customer views and deeper insights to provide optimal care across healthcare experiences



Pegasystems has announced a collaboration with Google Cloud that will help improve experiences in healthcare with better data insights and personalization.

The partnership between Pega and Google Cloud will bring together the capabilities of Google Cloud's Healthcare Data Engine and Pega's suite of intelligent healthcare solutions.

Organisations will be better positioned to deliver optimal care and health outcomes to millions of people by combining Google Cloud's eï¬?cient, comprehensive data platform and Pega's personalised recommendations.

The partnership with Google Cloud will allow Pega's clients to conï¬gure their applications so Google Cloud's Healthcare Data Engine -- which enables advanced analytics and AI in a secure, compliant, and scalable cloud environment -- seamlessly works with Pega's healthcare solutions.

These solutions include Pega Care Management, Pega Customer Service for Healthcare, Pega Sales Automation for Healthcare and Pega Customer Decision Hub. Google Cloud's Healthcare Data Engine harmonizes data from multiple sources, including medical records, claims, clinical trials, and research data, providing a foundation for Pega to facilitate and optimize millions of individualized, data-based conversations between consumers and health organisations, including service and claims interactions, and care navigation activities.