Leveraging Open APIs to Engage and Educate

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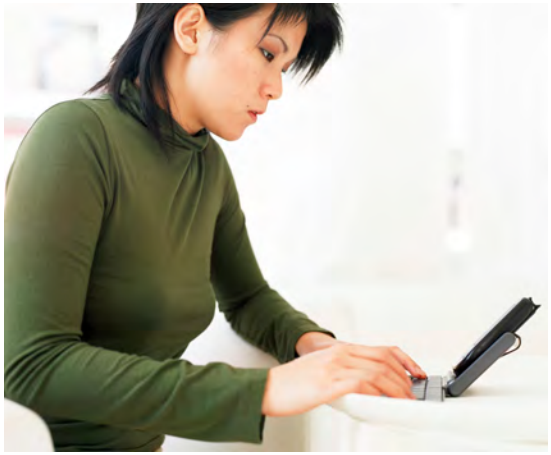
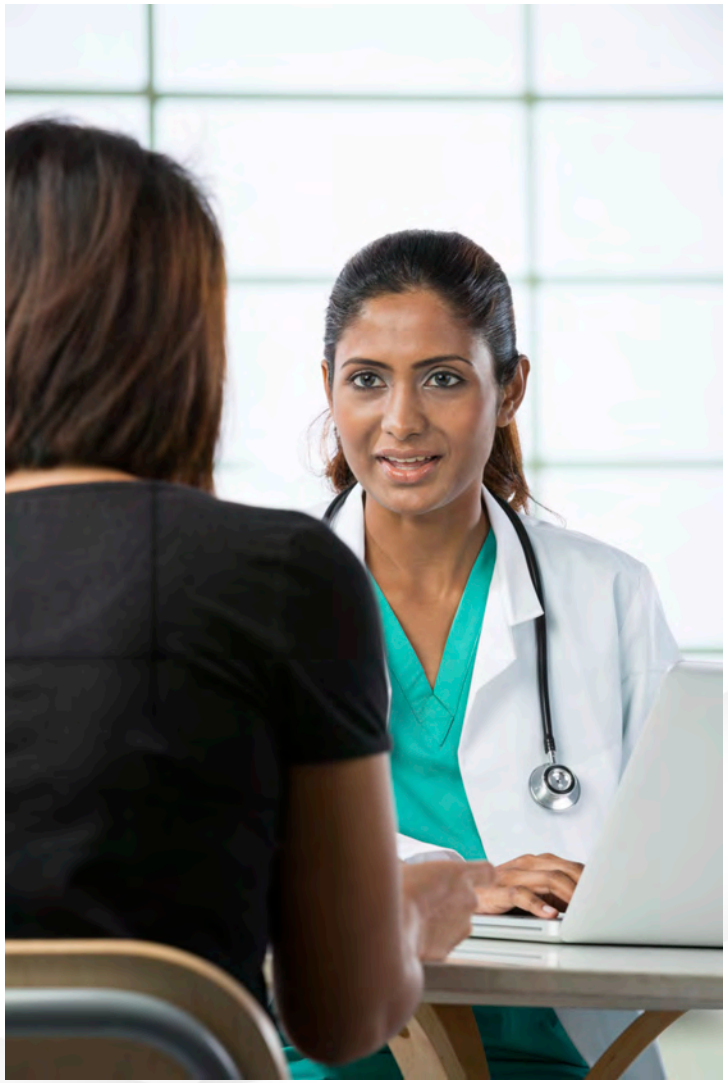
Healthwise





Open APIs Driving Consumer Engagement

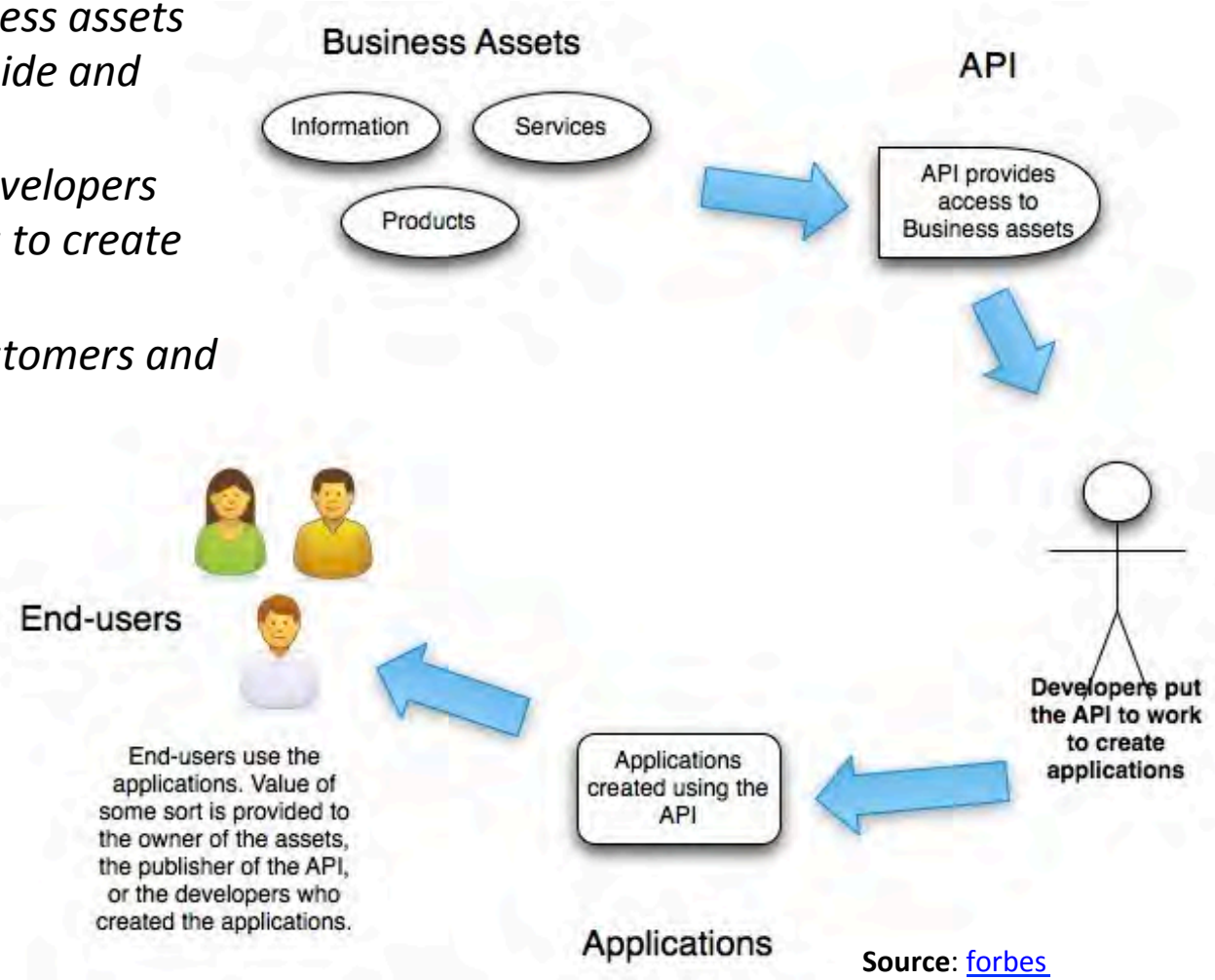
What's an API?

A simple way to provide developers access to business assets.

APIs:

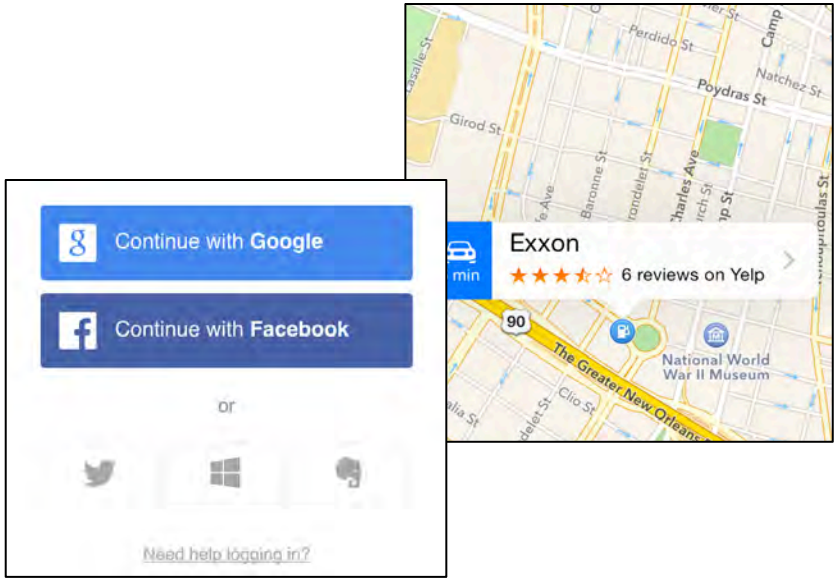
- *Provide standard way to access assets*
- *Promote innovation both inside and outside your walls*
- *Offer greater flexibility to developers*
- *Create a path for developers to create apps*
- *Deliver a channel to new customers and markets*

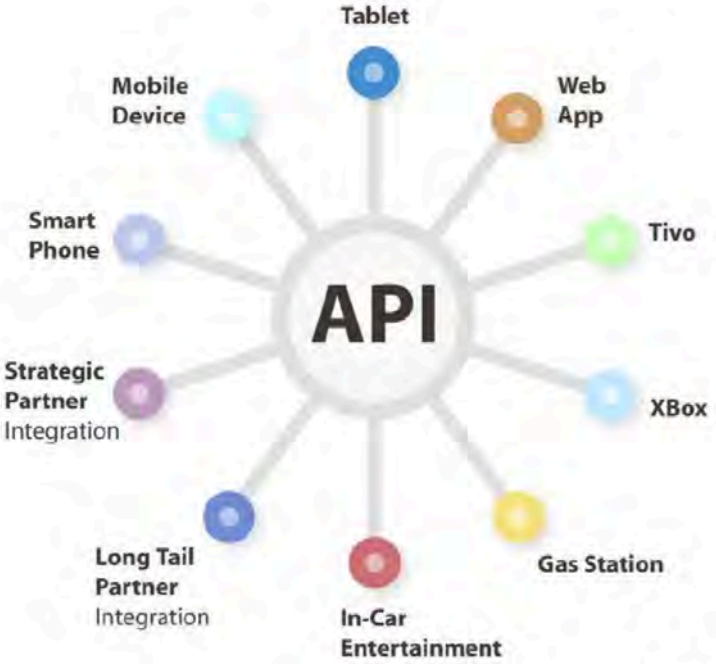
API Value Chain

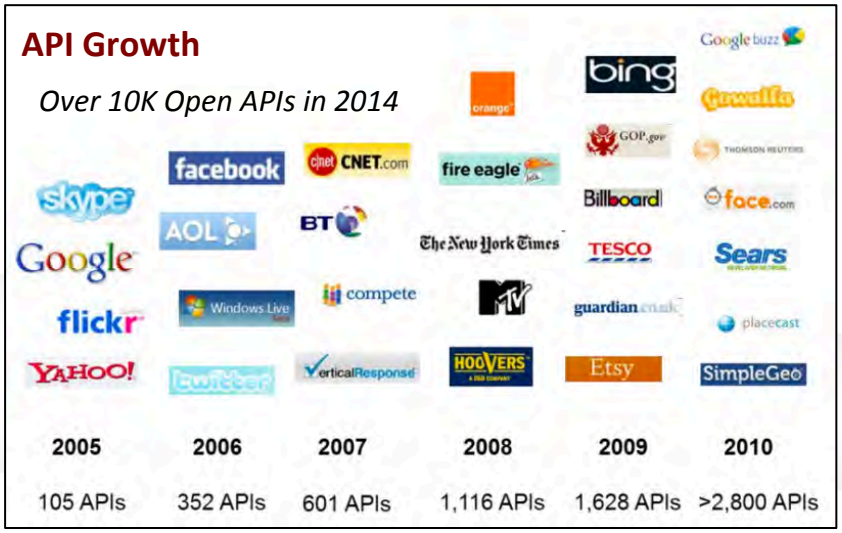


Source: forbes

Sparking Innovation







Improving customer engagement…

79% of 1425 IT professionals and executives are exposing data via APIs to:

- Accelerate mobile and application development.
- Improve customer engagements.
- Create new revenue opportunities.

Source: CA Technologies; programmableweb; APIGEE

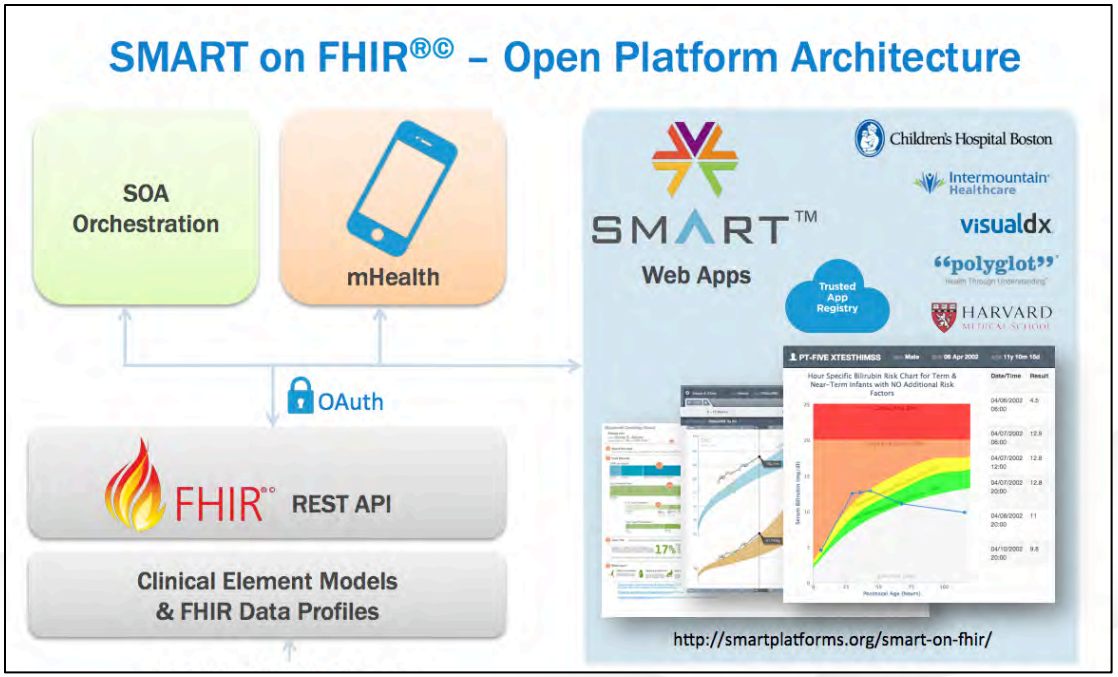
APIs Transforming Healthcare Technology

DIRECT Messaging

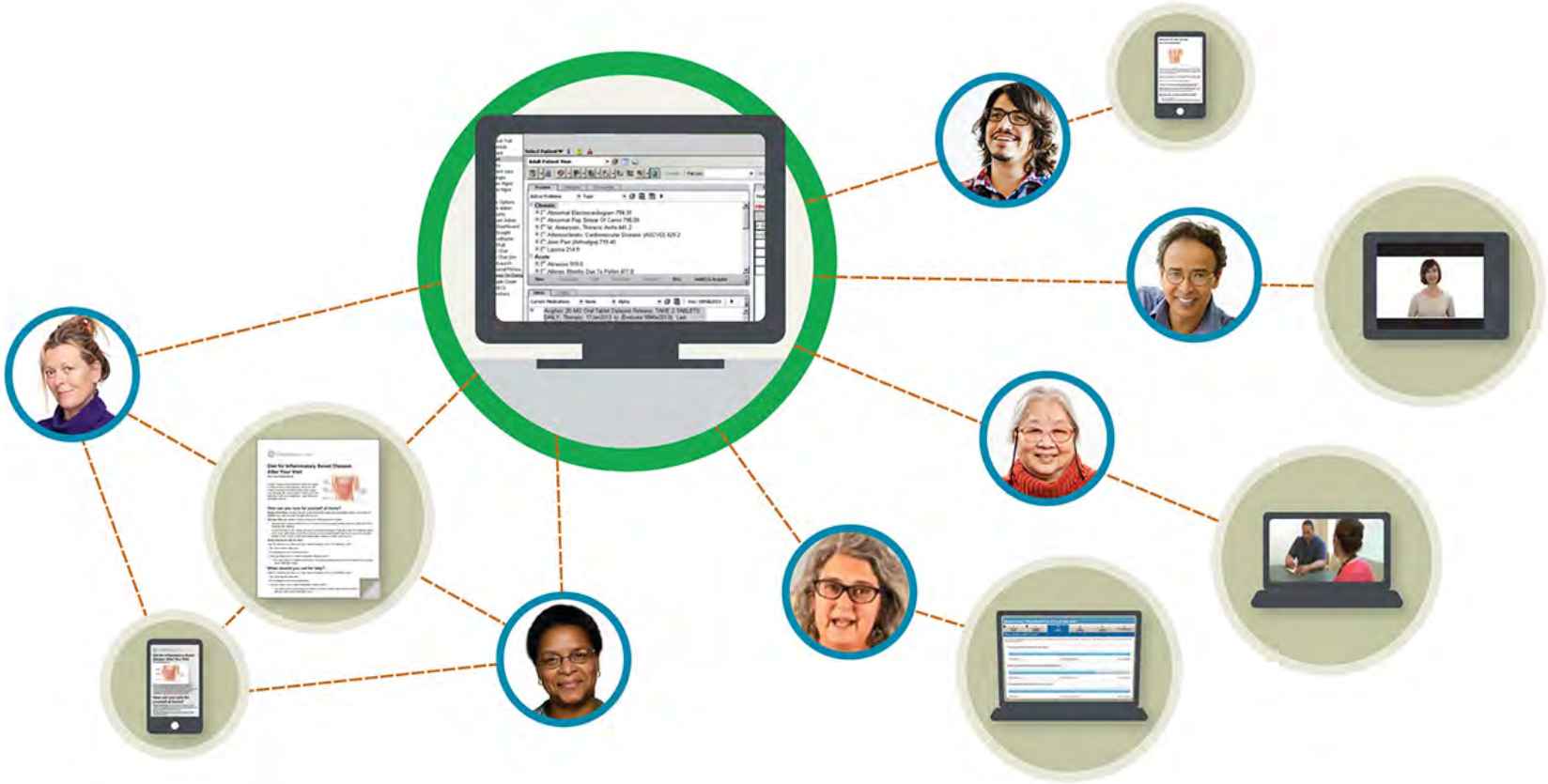
C-CDA

Blue Button+

Infobutton



Source: Smart Platform



Standards-based Open APIs can spark innovations with the power to transform health care.