

DATA SHEET

You can make it easy for imaging organizations to adopt your AI

Merge AI Orchestrator for AI Vendors & Developers

Data and evidence are showing health systems that AI can help clinicians strengthen their confidence in diagnoses and increase efficiency. So, in the race to compete for physicians and patients, healthcare organizations are finally seeing AI as a means to achieve a competitive advantage.

As an AI application developer, you have an unprecedented opportunity to reach revenue targets, capture market share and meet your investors' goals. However, your business model can always benefit from more help in how to position your products for the greatest appeal with purchasing decision makers at health systems and radiology practices.

Merative is your partner to help capitalize on these growth trends. Introducing Merge AI Orchestrator, an innovative, cloud-based subscription service for imaging organizations to efficiently procure, implement and access multiple AIs (including yours) through a single point of access. It leverages industry standards and works within existing PACS and clinical workflows, to make it easier for physicians to use your AI application.

Why Merge AI Orchestrator?

You need clients to easily find and procure your AI application. So, you might have hired a sales force, listed your offering on an AI marketplace, or even partnered with PACS or modality vendors to bundle your product with theirs. Each of these measures helps reach your target markets, leading to revenue for your growing company or business line.

As the number of radiology departments using AI increases, clients are learning from each other:

- The deployment and ongoing maintenance of additional AI applications is significant—and it gets even more costly and complicated the more AIs there are in the IT environment.
- They understand productivity costs caused by workflow disruptions of newly introduced AI applications.
- The news of cybersecurity and infrastructure lapses travels quickly between health systems, so their sensitivity is high on those considerations as well.
- Lastly, they are challenged by onboarding and managing a growing number of IT vendors.

AI adoption is by no means solved yet. Your clients need your application to be as easy to own and to use as it was to buy. And meanwhile, you need to stay focused on making your AI application work well, adhere to regulatory guidelines, and even expand to additional offerings that grow your business.

But now it is possible with Merge AI Orchestrator, which addresses the full process of clients' AI adoption—from procurement to deployment to maintenance, upgrades and account management and support. By joining the the AI Orchestrator ecosystem, you are tapping into Merative's operational, commercial and technology leadership—as well as its extensive imaging experience—to help you reach your business goals.

Merative is actively seeking imaging AI applications to be incorporated into the AI Orchestrator.

How it works

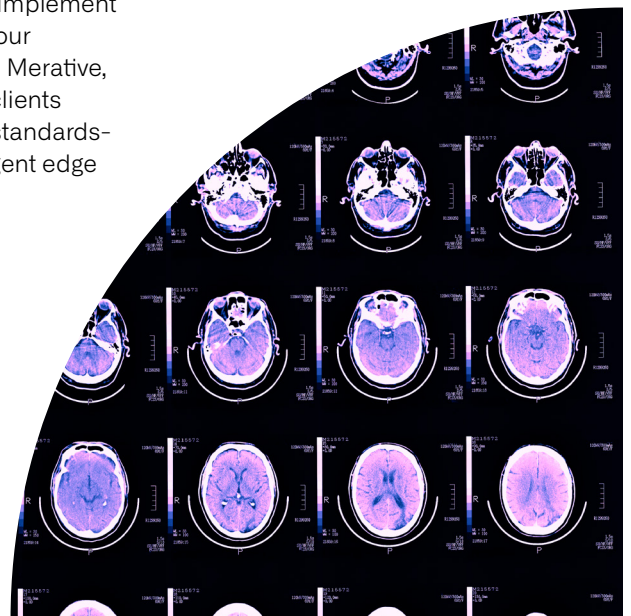
- Connect your cloud-ready AI application to AI Orchestrator; watch usage increase with the growing subscriber base.
- Make it easy for your clients to experience measurable results from your AI application, with consolidated results-reporting and worklist statuses.
- No longer will you have to implement your solution for each of your clients. Set it up once with Merative, and thereafter, all of your clients connect through a single standards-based gateway and intelligent edge

device. Subsequent upgrades and maintenance of your AI application only have to be performed once with Merative to benefit all of your subscribing clients.

- As your client base increases, your help desk and customer service staff doesn't have to grow. Merative manages client interactions for both technical issues and customer account activity, and we work with you as needed to resolve them.
- Clients will continue to license directly with you for access to your application, so you retain the valuable connection for user feedback, enhancement requests and up-sell / cross-sell.

Key benefits

- Focus on your AI applications and business while Merative helps clients to manage their deployment
- Help your clients more easily access and consume your AI innovations
- Leverage the imaging knowledge and experience of Merative, along with an enterprise-grade cloud infrastructure which carries the gold standard for privacy and security that healthcare clients care about everywhere.



About Merative

Merative is a data, analytics and technology partner for the health industry, including providers, payers, life sciences companies and governments. With trusted technology and human expertise, Merative works with clients to drive real progress. Merative helps clients reassemble information and insights around the people they serve to improve healthcare delivery, decision making and performance. Merative, formerly IBM Watson Health, became a new standalone company as part of Francisco Partners in 2022. Learn more at www.merative.com

© Copyright Merative 2022

Merative
100 Phoenix Drive
Ann Arbor, MI 48108

Produced in the United States of America, June 2022. Merative, the Merative logo, merative.com, and Merge AI Orchestrator are trademarks of Merative, registered in many jurisdictions worldwide. Other product and service names might be trademarks of Merative or other companies. The performance data and client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on specific configurations and operating conditions. THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. Merative products are warranted according to the terms and conditions of the agreements under which they are provided.

Merge imaging solutions are manufactured by Merge Healthcare Incorporated, an affiliate of Merative US, L.P. 900 Walnut Ridge Drive, Hartland, WI USA 53029

CH-340 Rev 2.0



Learn how you can benefit

Merative provides award-winning enterprise imaging solutions for radiology, cardiology and orthopedics, using vendor neutral cloud and AI technologies to reduce workspace complexity and create seamless workflows.

Visit [our website](#) or [talk to an enterprise imaging solutions expert](#) to learn more about how Merative can help you.