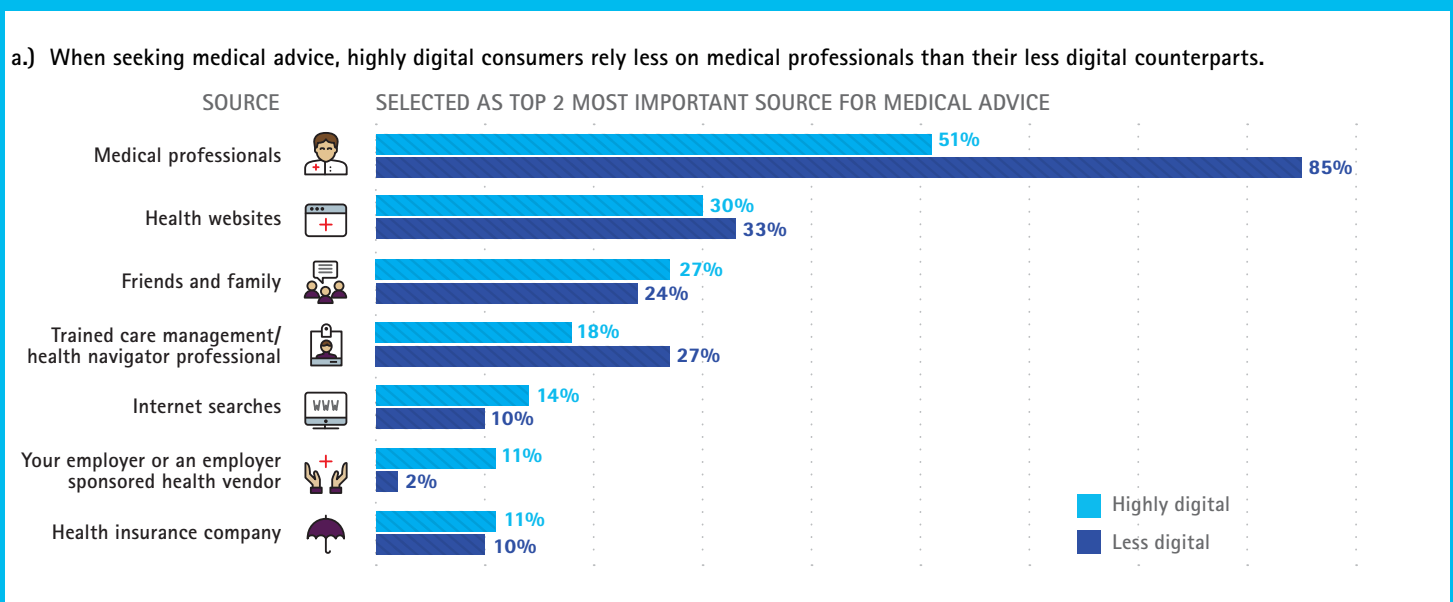


INSIGHT DRIVEN HEALTH

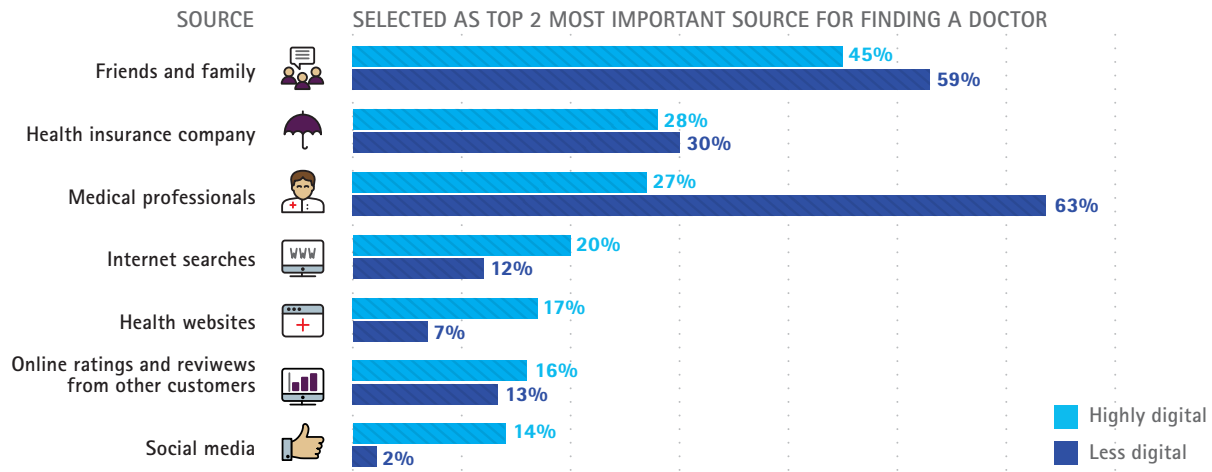
Highly digital consumers tend to leverage the wisdom of the crowd for medical advice.

High performance. Delivered.



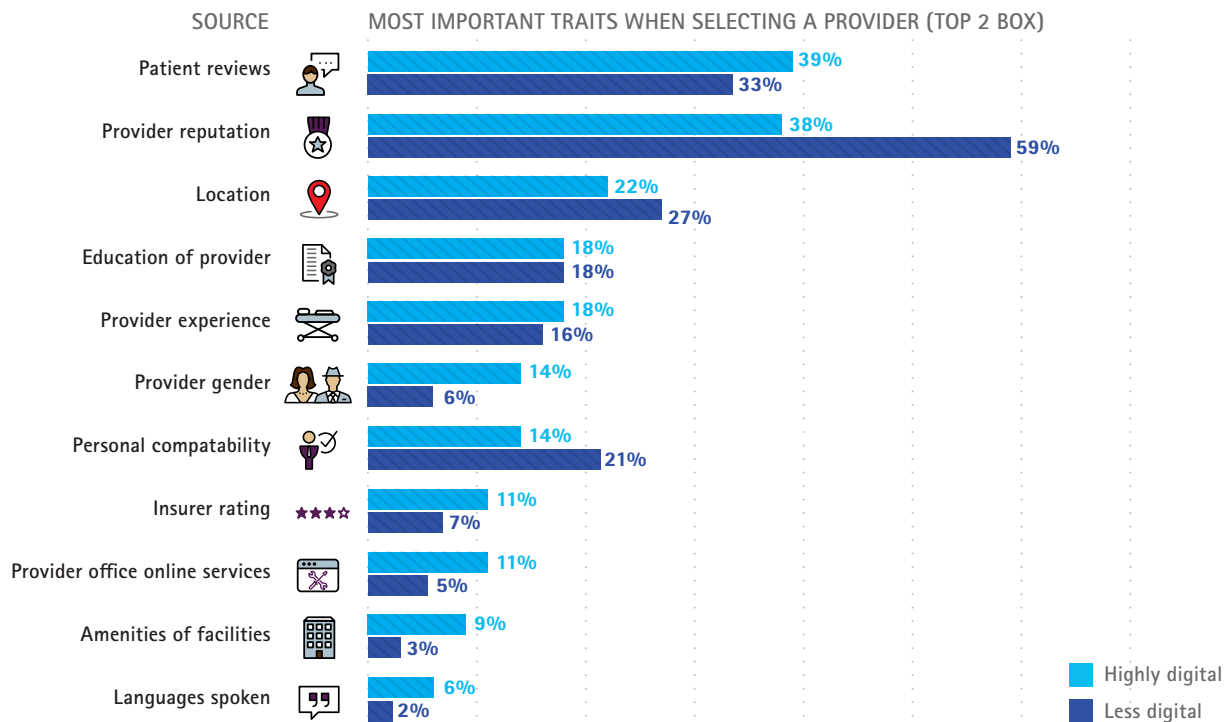
Source: Accenture 2015 Healthcare Transparency Survey

b.) When finding a doctor, referrals from friends and family mean more to highly digital consumers than those from medical professionals.



Source: Accenture 2015 Healthcare Transparency Survey

c.) When selecting a doctor, patient reviews are as important as provider reputation for highly digital consumers.



Source: Accenture 2015 Healthcare Transparency Survey