



## Deloitte Data Science Solutions Demo Day: Life Science and Health Care Sector Focus

### Precision Engagement: “Nudge” to action

By combining big data, data science, and cognitive technology with behavioral science insights, we can decipher and learn the preferences and decision biases for each unique individual, developing truly personalized solutions based on behavioral archetypes that can be leveraged to promote persistent behavior change.

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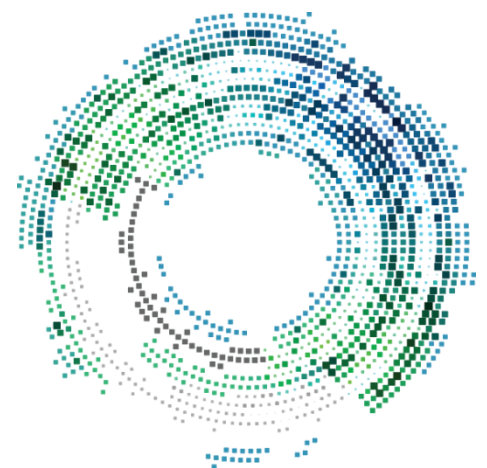
People’s short-term actions are often at odds with their own long-term goals. We regularly put off until “tomorrow” following up on important diet, exercise, and financial resolutions.

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*Jim Guszczka, The Last-Mile Problem, Deloitte University Press*



Deloitte has invested in a ground-breaking clinical study with the University of Pennsylvania to assess the unique behavioral archetypes for individuals and subsequently predict the appropriate intervention based on the patient’s behavior archetype.



*“We can no longer just help clients solve problems in healthcare; we need to PARTICIPATE in the solutions”  
– Andrew Vaz, Deloitte Chief Innovation Officer*