

## *Healthcare is moving so fast, today's patient might leave you behind.*



Patients today are no longer passive and uninformed. They're knowledgeable healthcare consumers who've seen how disruptive startups have changed the worlds of travel, banking, and retail.

That's where healthcare is right now: with providers, payers, big pharma, big data, med-device companies, technology startups, and software entrepreneurs all looking for ways to provide value and service to healthcare customers.

As trusted advisors and advocates for innovation, we help drive the kinds of collaboration that bring healthcare patients the consumer-friendly experience they expect and deserve.

To find out more about PwC's New Health Economy™ visit [www.pwc.com/us/NewHealthEconomy](http://www.pwc.com/us/NewHealthEconomy). Or join the conversation on Twitter @PwCHealth

