

Data Visualization and the Human Factor

Human attention is a scarce commodity, yet decision-making increasingly relies on data which comes at us with incredible velocity. Data visualization can help us make sense of it all. Joe DeSalvo, our Head of Marketing Analytics, tells us how by [laying out three key aspects](#) affecting visualization selection and style.

In the latest PharmaVOICE issue, Joe [talks](#) about bridging the gap between information and insights - and why it's important to consider your audience when breaking down data.

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Lyft Offering Free Rides to the Hospital

The healthcare rideshare movement is growing fast. Lyft made a pledge that might not sound like it's coming from a rideshare app: to cut the number of missed doctor's appointments in half by 2020.

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Alexa, Upend My Fixed Conceptions of Healthcare in America

Alexa can tackle one of the biggest problems in contemporary healthcare—failure to complete prescribed courses of treatment—by tracking and promoting medication adherence. Apps and AI have already proven effective in this realm, and Alexa can take it mainstream.

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Connecting Mental Health and Education

Organizations such as the CDC, NAMI and NYSCSH are promoting and publishing research and stats emphasizing the importance of mental health within the educational system. Can these initiatives address the mental health crisis that NPR has dubbed "a silent epidemic?"

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The Rise of Relevance Marketing

Accenture's consumer research shows that in the U.S., companies are losing \$1 trillion annually to their competitors due to lack of relevance. Cue the dawning of the Era of Relevance, where customer attraction and personalization are paramount.

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GSW's Creative Council Looks to Solve Human Problems

MM&M sits down with GSW, a Syneos Health™ company, and its "creative superheroes" for an honest discussion around creativity and how they continue to push the boundaries in health advertising.

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These emails are designed to give you the latest thinking on the changing consumer expectations of marketing and health experiences, how leading brands are keeping up, and the important political and regulatory shifts that impact the context and content of healthcare communications. Brought to you by the experts at [Syneos Health Communications agencies](#).

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