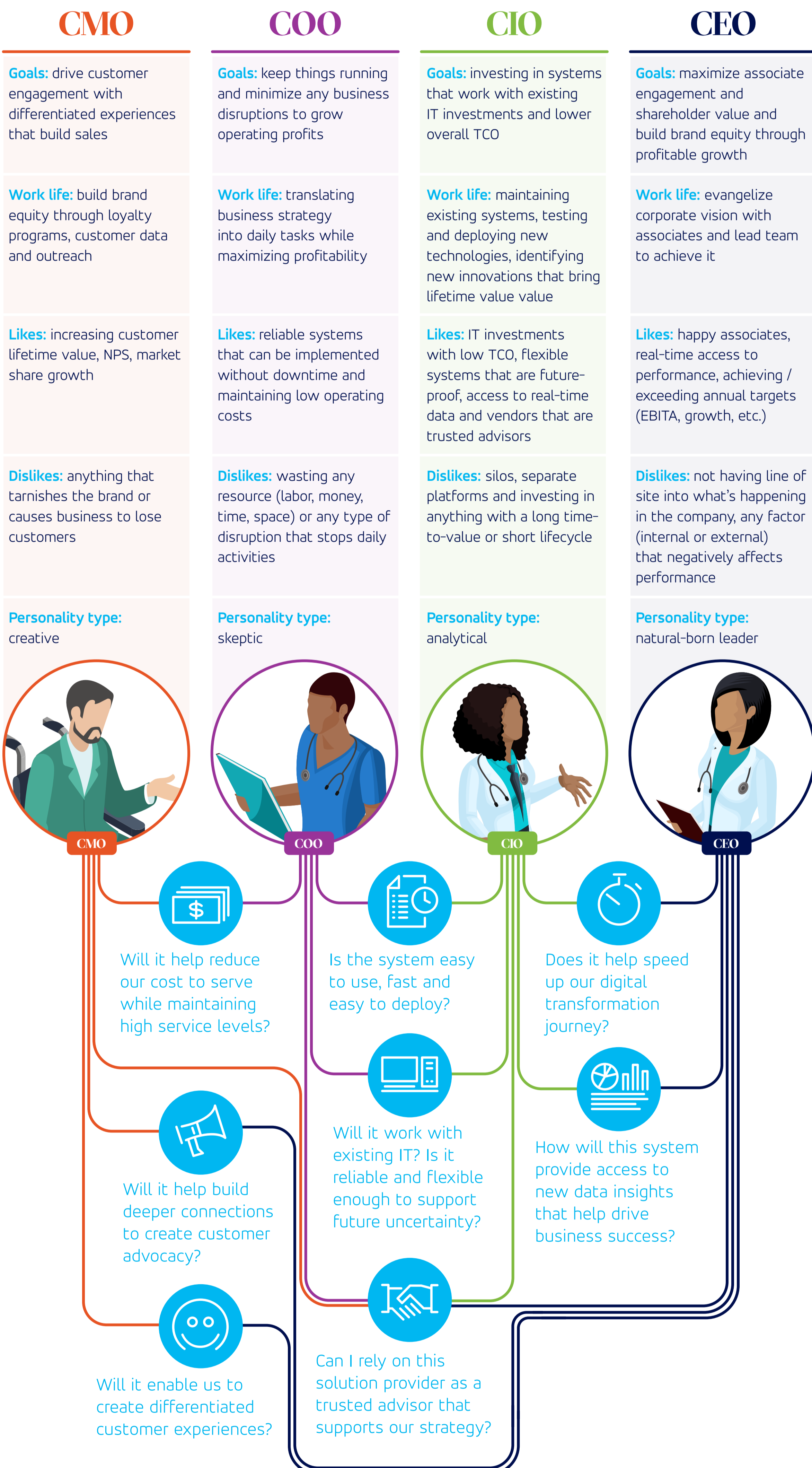


Shared Decision-Making:

How the C-Suite Can Take a Page from the Medical Community

The concept of shared decision-making in the medical community has been commonplace for years: a team of doctors, specialists and loved ones working together on complex issues to weigh different options and choose the best course of treatment. It's a win for patients, for doctors and for the entire health care system.

Let's take a deep-dive into four C-level personas to examine their motivations, differences and similarities when it comes to shared decision-making.



The fastest way toward a great decision that benefits the whole company is to look for connection points between each persona's motivations.

In healthcare, the key to patient-centric shared decision-making is transparency to see the full picture of health. This is true for the C-suite too. Having the tools necessary to view all aspects of the business — and what drives fellow business leaders — is imperative to the health of any customer-focused organization. [Click here to learn more.](#)

Blue Yonder is the world's leading, end-to-end, digital supply chain platform provider, enabling companies to better predict and pivot to quickly fulfill customer demand. Blue Yonder's intelligent platform empowers companies to make smarter, faster business and commerce decisions to deliver more growth, profitability and reimagined customer experiences.

With Blue Yonder, you can Fulfill your Potential.™

Visit blueyonder.com to learn more.

