

# Connecting People, Connecting Health

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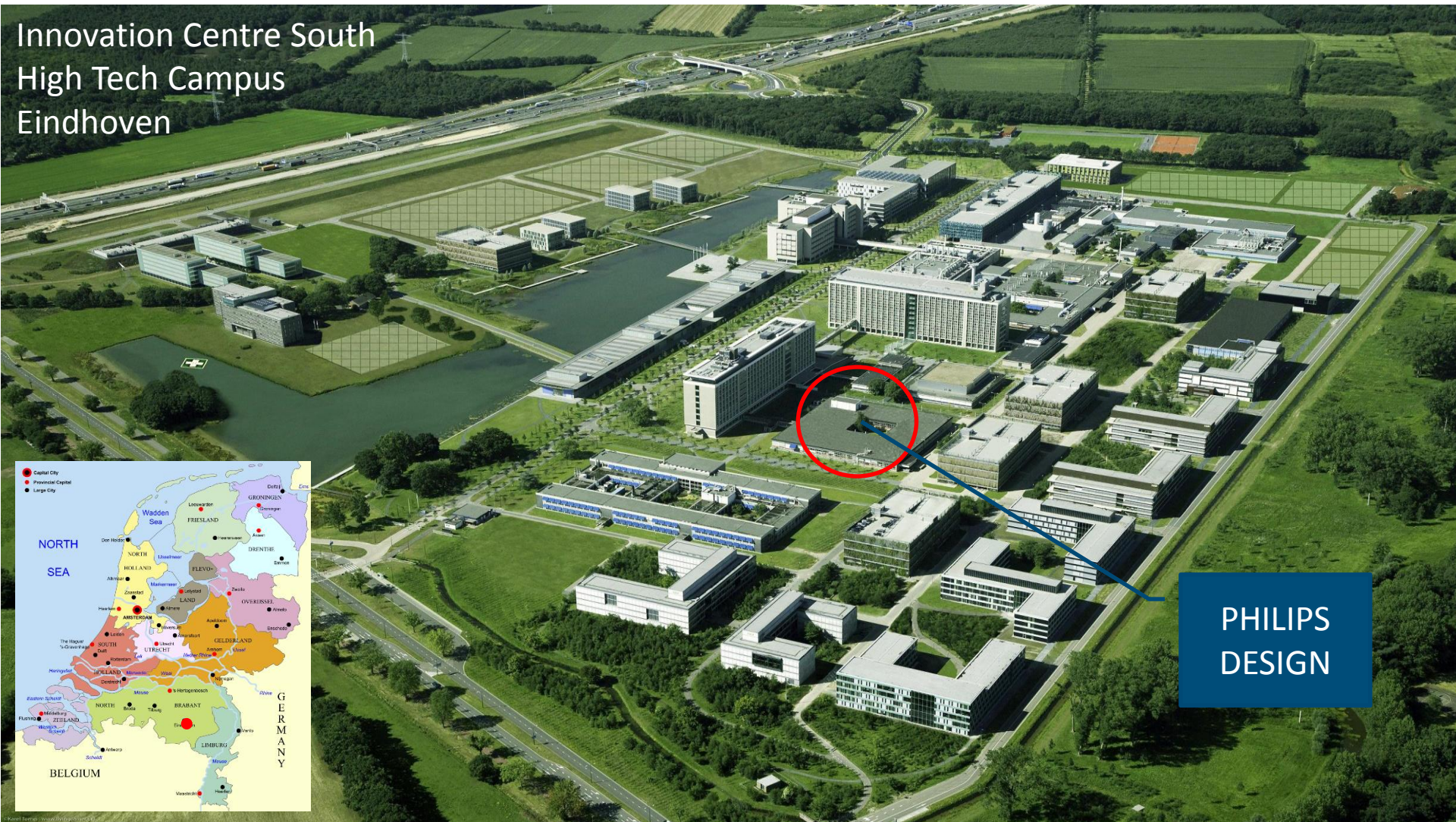


Innovation Centre North  
Manufacturing site





Innovation Centre South  
High Tech Campus  
Eindhoven

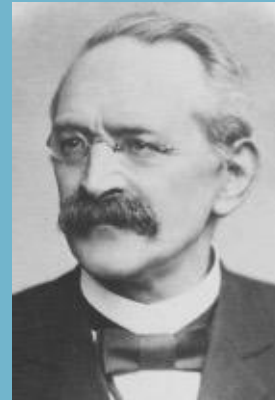


PHILIPS  
DESIGN

Philips, a born innovator

For over 125 years,  
we have been  
improving people's  
lives with a steady  
flow of ground-  
breaking innovations

The founding fathers of Philips



Frederik



Gerard



Anton



# Our businesses in 2017

## Personal Health businesses



**41%** of Group sales

## Diagnosis & Treatment businesses



**39%** of Group sales

## Connected Care & Health Informatics businesses

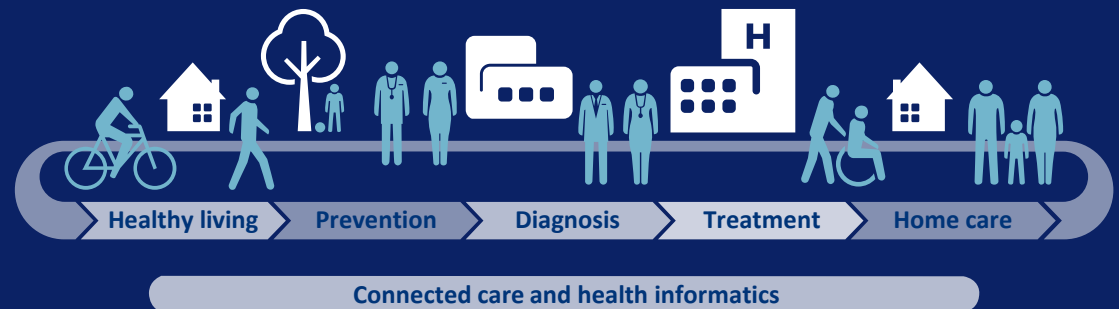


**18%** of Group sales

**Sales of EUR 17.8 billion**

# Ready to take on the healthcare challenge

**At Philips, we take a holistic view of people's health journeys,** starting with healthy living and prevention, precision diagnosis and personalized treatment, through to care in the home – where the cycle to healthy living begins again.



# Global perceptions on connected care



Data is proliferating,  
but **data sharing** continues to be  
a challenge



**Different perceptions of patient's  
ability  
to monitor health**



It's in the **emerging markets** where  
some of the most impressive cost-  
effective connected solutions are  
being rolled out

# Digital technologies enable personalized care

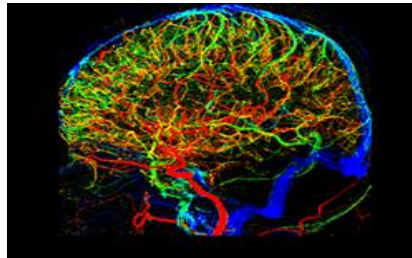
## Wide (longitudinal) data

Continuous monitoring over time



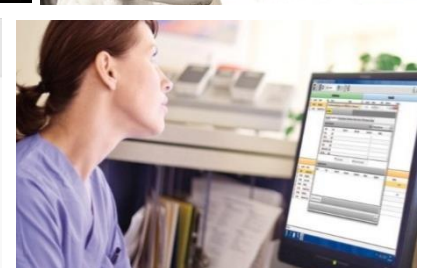
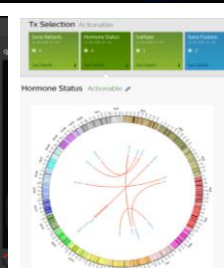
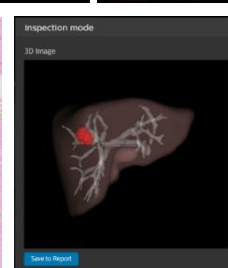
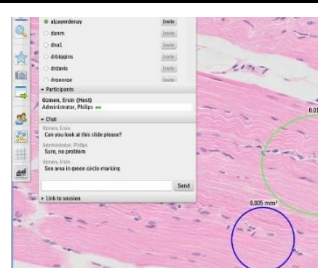
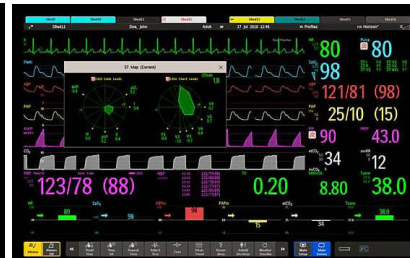
## Deep data

More detailed information than ever before



## Dense data

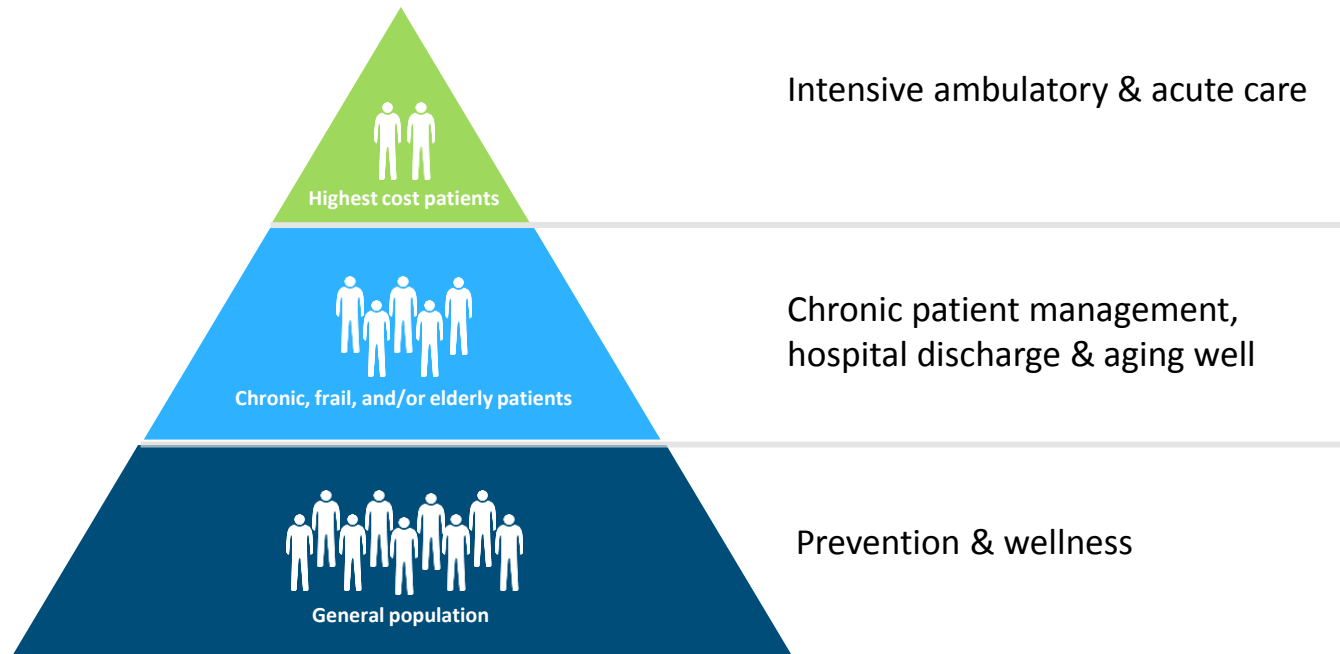
Big data pattern recognition





# Impactful programs tailored to multiple cohorts within a population

Fueled by data aggregation and analytics capabilities and turned into clinical actions



# Moving high quality care close to people



## Chronic patient management

Personalized, integrated  
care for fragile elderly



Study results University of Gothenburg  
regarding patients with hip fractures

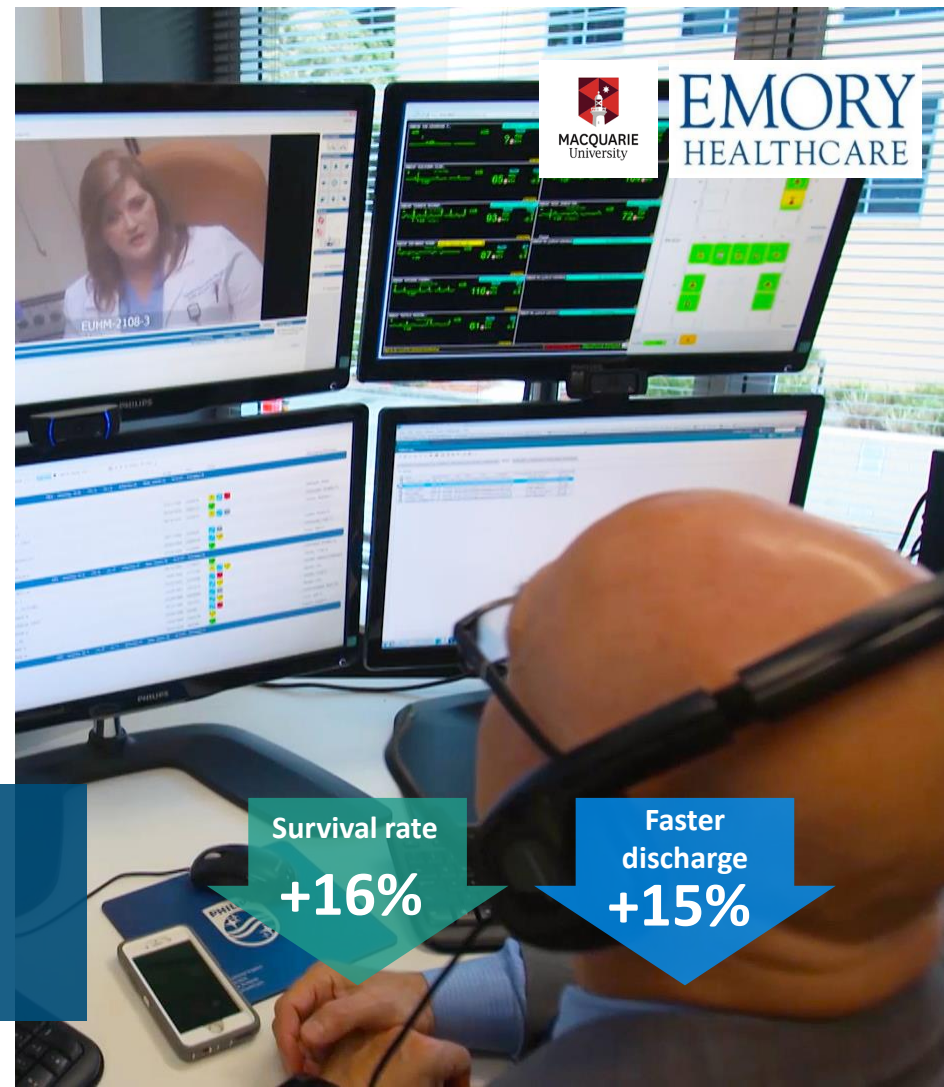
Hospital days

**-54%**

Costs

**-40%**



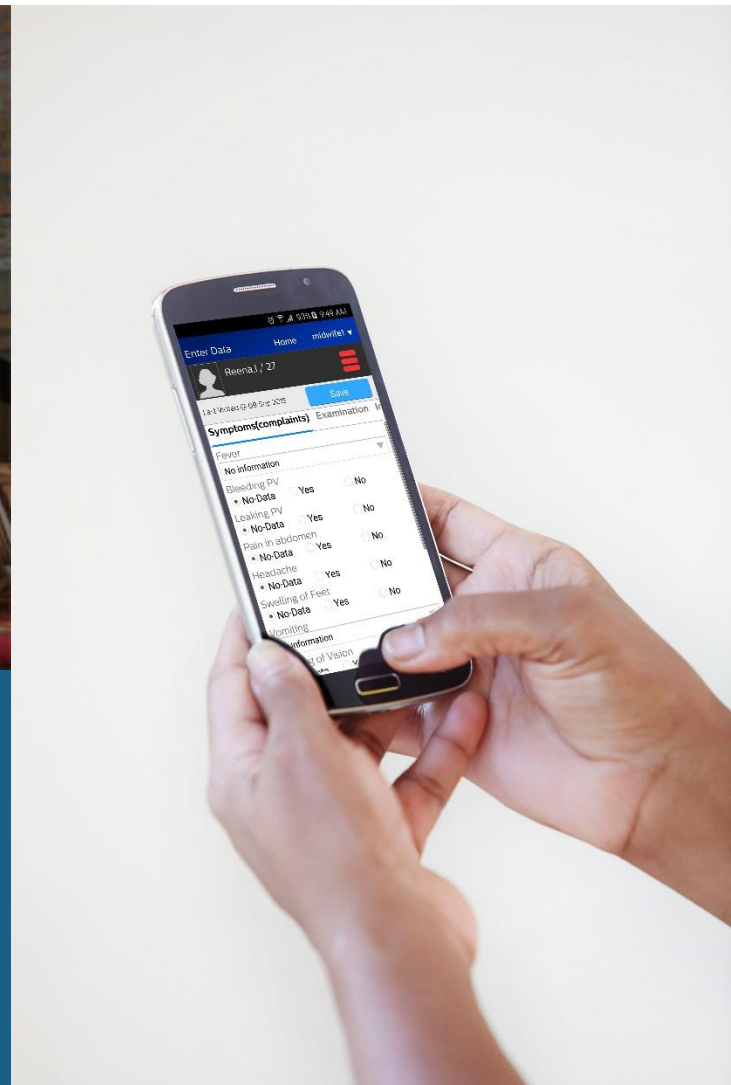




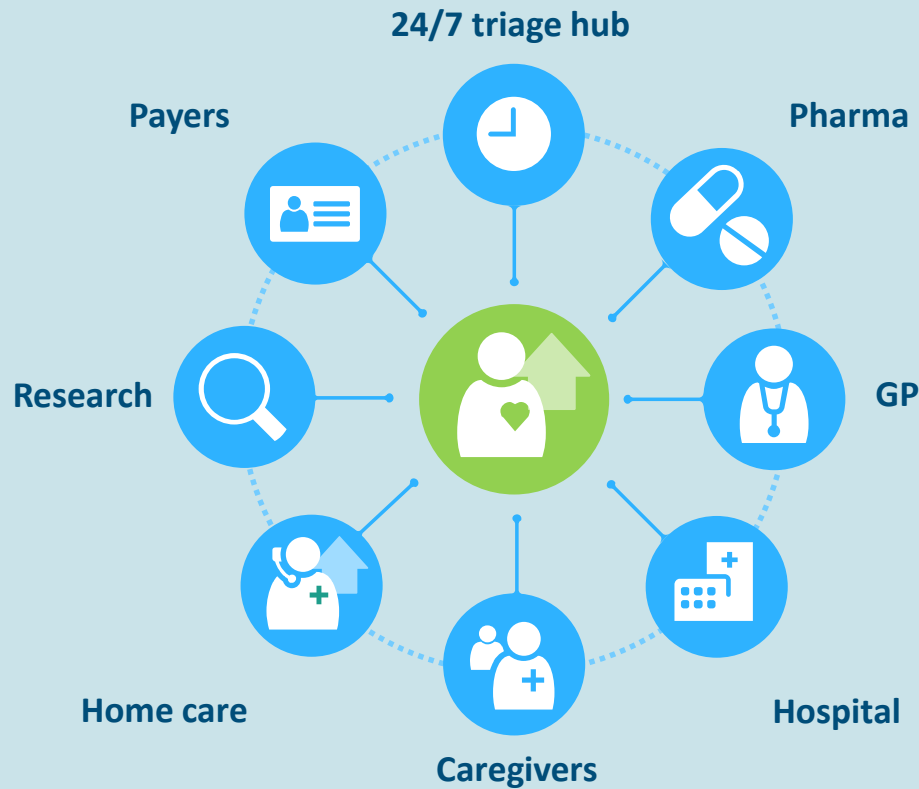
## Prevention

Scalable smartphone-based digital health service designed to help reduce maternal mortality rates.

- zero maternal deaths
- 99% reduction in anemia
- 3x increase in detection



# Moving to networked care and next generation integrated health services in an **open ecosystem**





# Key takeaways



Digital technologies are key enablers for **improved quality, cost efficiency and operational performance** across health systems

**An open ecosystem** as a foundation for innovation

Acceleration of **new models of healthcare delivery**



**Networked care models** with active patient and community engagement



**Jointly innovate** the health system



# OECD Visit Philips Customer Visitor Center

“Philips Strategy & Digital Health Innovations”

*Jan-Willem Scheijgrond, Vice President, Global Government & Public Affairs.*

## **Split up in two groups:**

**Group 1:** “Data & Circular Economy” presentation

*By Jeroen van Nistelrooij, Director of Marketing.*

**Group 2:** Guided tour Philips Medical Systems, showcase innovative solutions:

1. Digital pathology solutions
2. Radiography ‘Azurion’ solution

**Change of groups**

