

Philips Health Suite Digital Platform

Philips is a traditional pipe business and is now (as of 2014) foraying into platform business within health care domain. Let us first identify the stakeholders in the case and categorize them as below.

Owner – Philips Health Tech

Provider – Mobile phone app interface

Producers – Philips app developers and third party app developers

Consumers – patients, doctors, clinics, health care providers, hospitals, diagnostic centers, home care organizations and pharmacies.

Networking effects – Cross side (doctors to patients) and same side (patients to patients and doctors to doctors). Reaching critical mass is very important for the success of the platform.

External interactions – high value exchange of data between all consumers (patients, doctors, care providers) in the ecosystem through different apps.

Resource orchestration and value to ecosystem – orchestrate the resources and create value to all stakeholders in the ecosystem.

Competition – Open based architecture, data and rules available to the public and apps that are patient facing will provide competitive edge and inimitable assets