

PHILIPS

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The hospital is dead, long live the hospital

Agile innovation in a new reality

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ATA 2020

innovation  you

A new reality....in only six months time

Self isolation



Consumer needs and behaviour have changed overnight

People look for convenience and safe experiences

Digital consults



Virtual care has experienced a huge surge in adoption

Security, quality and accessibility have evolved

Global network



Real-time feedback loops to instantly share critical knowledge

Learning and knowledge-sharing directly into the hands of health workers

Rapid innovation



Crisis is a strong driver for creativity and innovation

Quick action, creative solutions and cooperation

Business models



Restarting elective care poses huge challenges

86% of people are delaying appointments for existing conditions*



How Philips responded



Ramping up creating & production of critical health technology products in response to COVID-19 pandemic

Teaming up with customers around the globe. Agile innovation responsive to urgent health care needs

The Philips Foundation has been delivering pro bono support throughout the world to enable access to critical care by leveraging Philips' expertise, innovative products and solutions

Our strategy stands stronger than ever



Enabling the Quadruple Aim



Better health outcomes



Improved patient experience

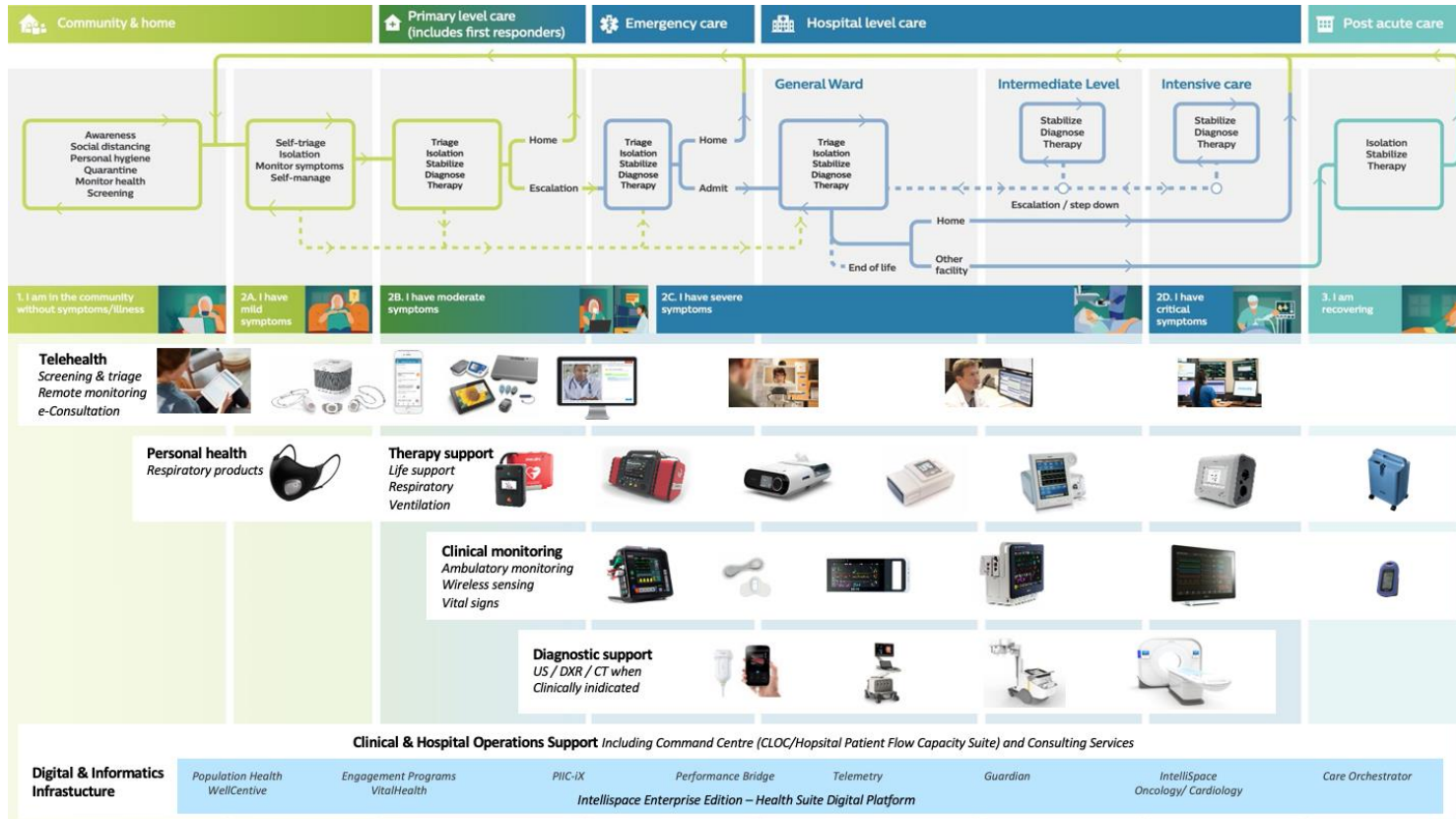


Improved staff experience



Lower cost of care

Mapping solutions to the Patient Journey





Digital is enabling the healthcare transformation

Cloud Internet of Things Artificial Intelligence Sensors

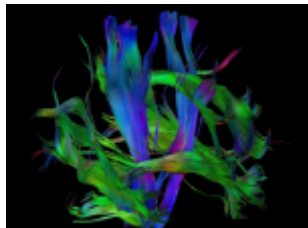
Conversational interfaces 5G Robotics Autonomous systems Computer Vision AR/VR Blockchain



Continuous health tracking



Population health



Advanced visualization



Context-aware patient monitoring



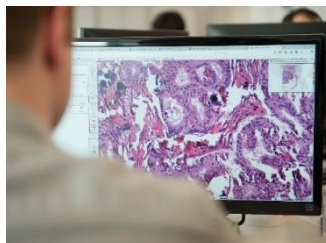
Real-time care



Augmented Reality



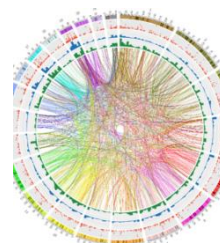
Image-guided therapy



Computational pathology



Quantification



Genomics



Adaptive interfaces

Agility and a platform approach are helping us to adapt, to scale and to innovate at speed



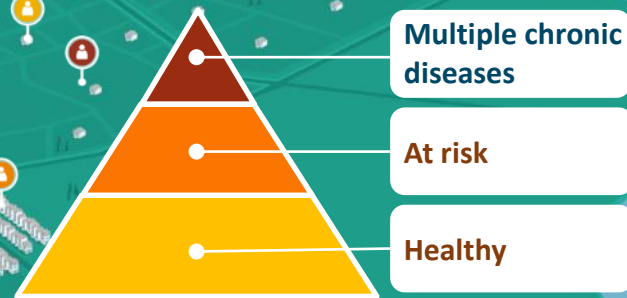
Hospital



We need to
rethink our
hospitals and
healthcare
systems

Population Health Management

Large-scale clinical, behavioral and operational data analysis to stratify patients and target at-risk population segments for intervention at the right time and place





Diagnostics at the point of care

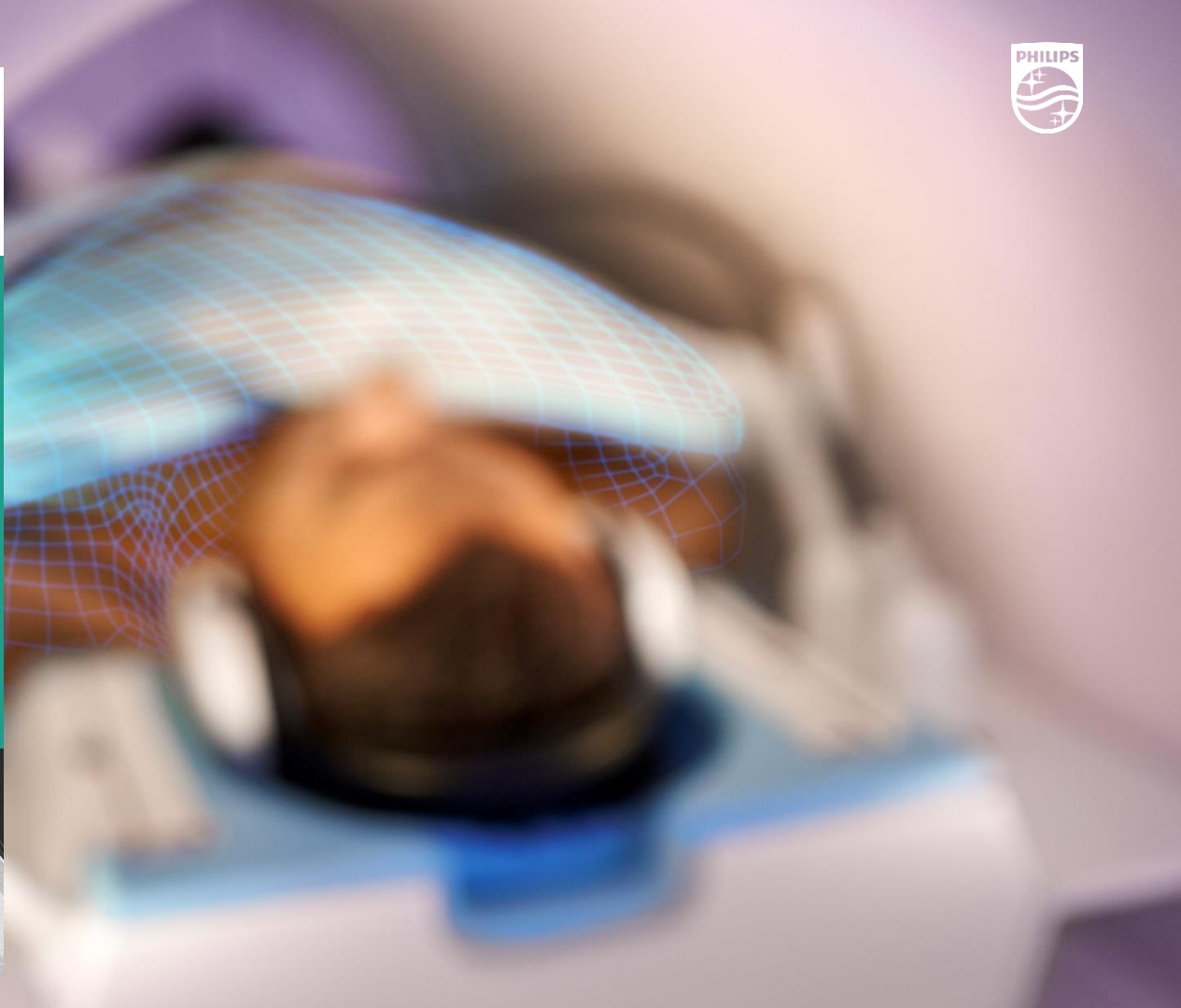
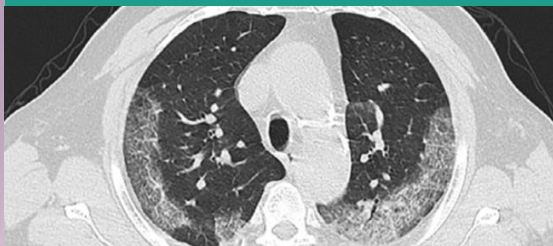
Connecting care providers to enhance point of care diagnostics, enabling clinical collaboration, remote consultation, training and AI-supported access to care



Precision diagnosis

Smart sensory and AI-powered technologies are enabling first-time-right imaging

Applying advanced analytics on images, pathology and genomics supports precision diagnosis and personalized treatment

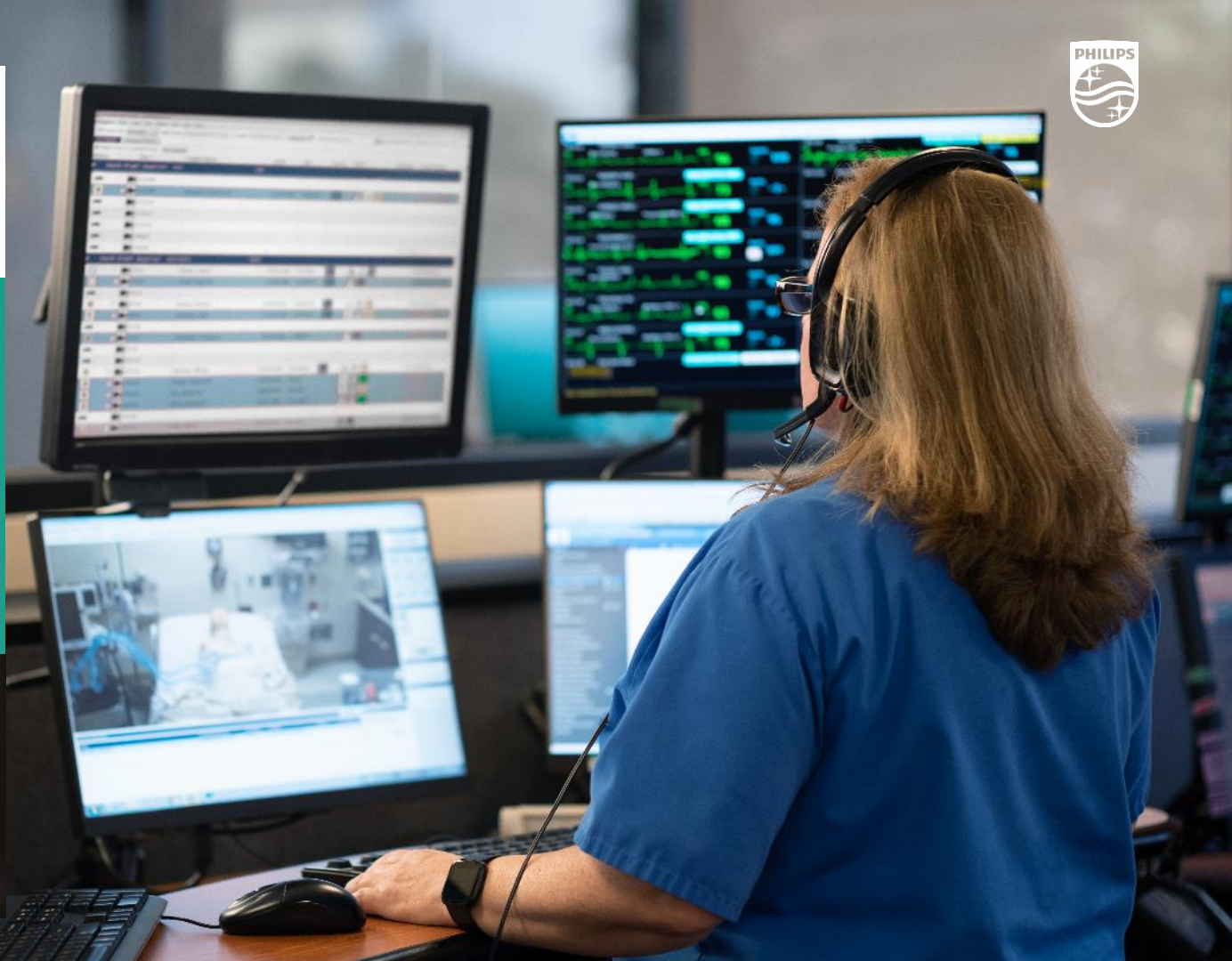




Clinical & Operations Center

Expanding access to critical care

Remote monitoring aims to allow 24/7 quality care in a more efficient model





Connected pathways

Tapping into world class knowledge

Integrating up-to-the-minute data about a disease with the patient's personal medical history to optimize treatment pathways in real-time



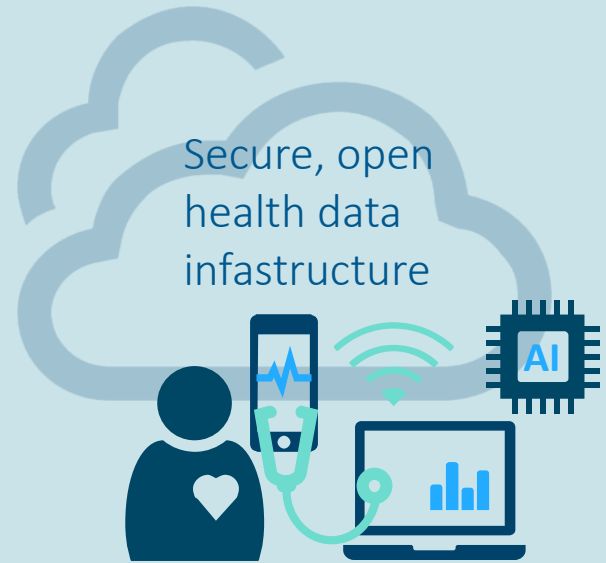
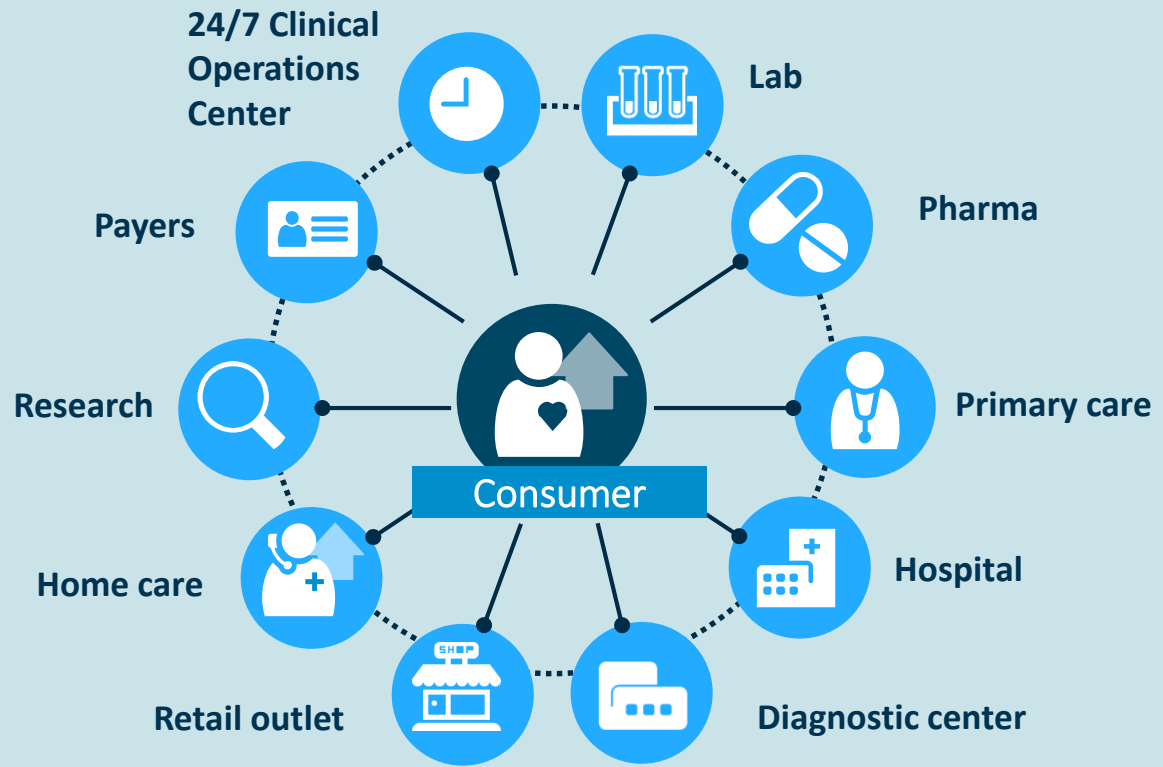
DANA-FARBER
CANCER INSTITUTE



Longitudinal patient data

Sharing patient data between hospitals at the 'touch of a button' is vitally important to optimizing the use of healthcare resources

Virtual, connected 24/7 care networks



Key takeaways

COVID-19 is accelerating digital innovation

Experiencing virtual care, data sharing and AI first-hand will shape the debate about their future role in healthcare



Actionable insights in health and disease drivers



Precise, personal, predictive, pro-active



24/7, holistic and coordinated



Efficient allocation of scarce resources

