Connecting People, Connecting Health

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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

<table>
<thead>
<tr>
<th>Personal Health businesses</th>
<th>Diagnosis &amp; Treatment businesses</th>
<th>Connected Care &amp; Health Informatics businesses</th>
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<tr>
<td>41% of Group sales</td>
<td>39% of Group sales</td>
<td>18% of Group sales</td>
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Sales of EUR 17.8 billion
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.**

56% of people have the tools to manage their own 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

- Highest cost patients
- Chronic, frail, and/or elderly patients
- General population

- Intensive ambulatory & acute care
- Chronic patient management, hospital discharge & aging well
- Prevention & wellness
Moving high quality care close to people
Personalized, integrated care for fragile elderly

Study results University of Gothenburg regarding patients with hip fractures

Hospital days -54%
Costs -40%
Remote Intensive Care programs are connecting intensivists with patients located where personnel is scarce.

Survival rate +16%

Faster discharge +15%
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

- 24/7 triage hub
- Payers
- Pharma
- Research
- GP
- Home care
- Caregivers
- Hospital

Digital health infrastructure
Personalized connected care services
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