



PHILIPS

Delivering innovation that matters

Jan Ridder
Health Systems Market DACH
15.03.23

innovation  you



Products come and go...
Technologies change...

But Philips is still
about one thing:
Creating meaningful
innovation that improves
people's lives

It is our purpose to improve people's health and well-being through meaningful innovation.

We aim to improve the lives of 2.5 billion people per year by 2030*

* 2 billion by 2025





“As a purpose-driven health technology company, we are very conscious of our responsibility towards society and of the need to continue to embed sustainability ever deeper in the way we do business – in our own operations and beyond, together with our partners.

Driving global change, with specific focus on access to care, circular economy and climate action. When it comes to making the world healthier and more sustainable, there is simply no time to lose.”

Frans van Houten
CEO Philips





Dealing with change

Four profound trends are shaping the future of health technology



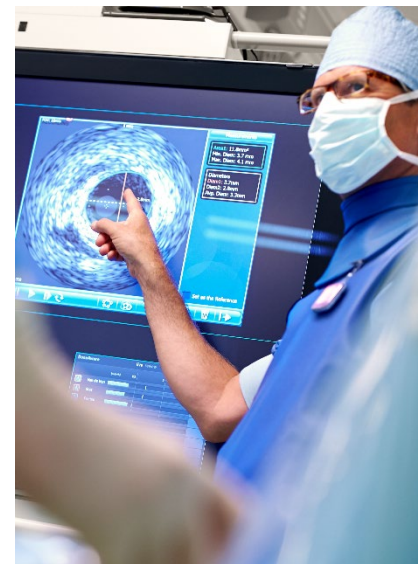
Global resource constraints



Aging populations and the rise of chronic illnesses

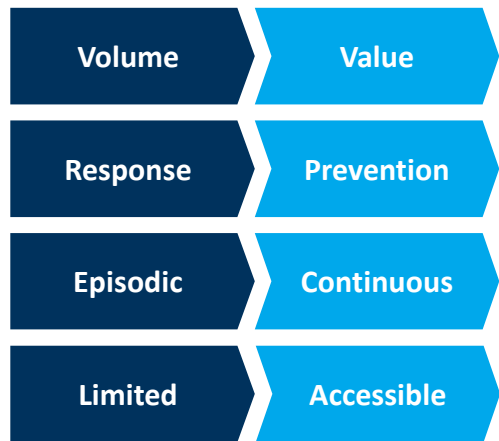


Increasing consumer engagement



Digitalization

Economic realities are driving the need for new approaches in healthcare





We are on a journey to transform Philips into a health technology leader

Technology

Health technology

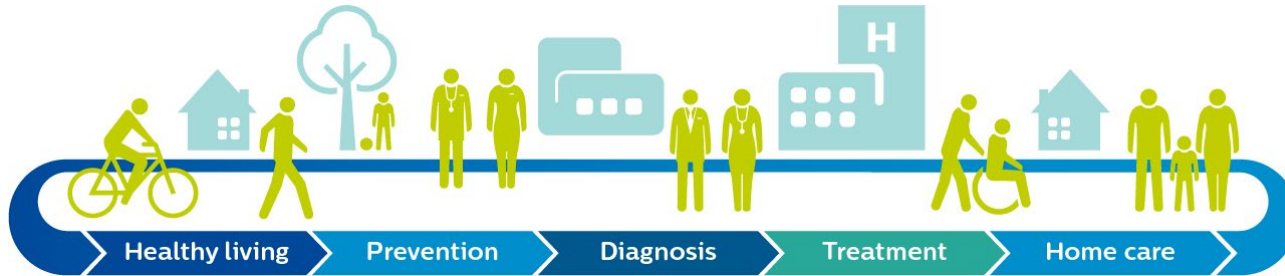
Product

Solution

Transaction

Relationship

Philips is addressing customers needs by delivering on the Quadruple Aim across the health continuum



Better health outcomes

Improving the health of individuals and populations



Improved patient experience

Improving the patient experience of care (including quality and satisfaction)



Improved staff experience

Improving the work life of health professionals



Lower cost of care

Reducing the per capita cost of healthcare



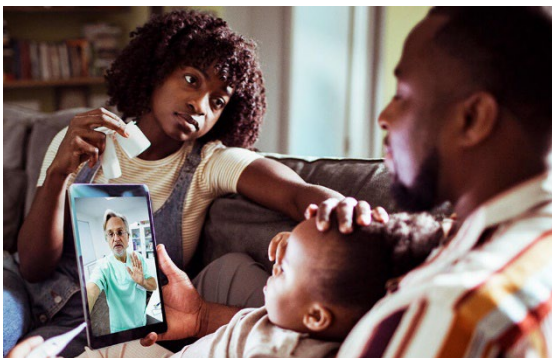
Our unique approach to customer engagement Co-creating solutions together

- Understanding the entire experience
- Giving stakeholders a voice
- Leveraging the power of data
- Co-creating the solutions
- Implementing and transforming



Digitalization

The COVID-19 pandemic has radically accelerated adoption of digital health technology



Telehealth has skyrocketed, changing patient expectations of how care is delivered



Virtual collaboration has extended the reach of specialist care



Data sharing and collaboration across locations has proven to be more vital than ever before

The future of digital health

Personalized

Care pathways and digital health solutions tailored to the individual

Connected

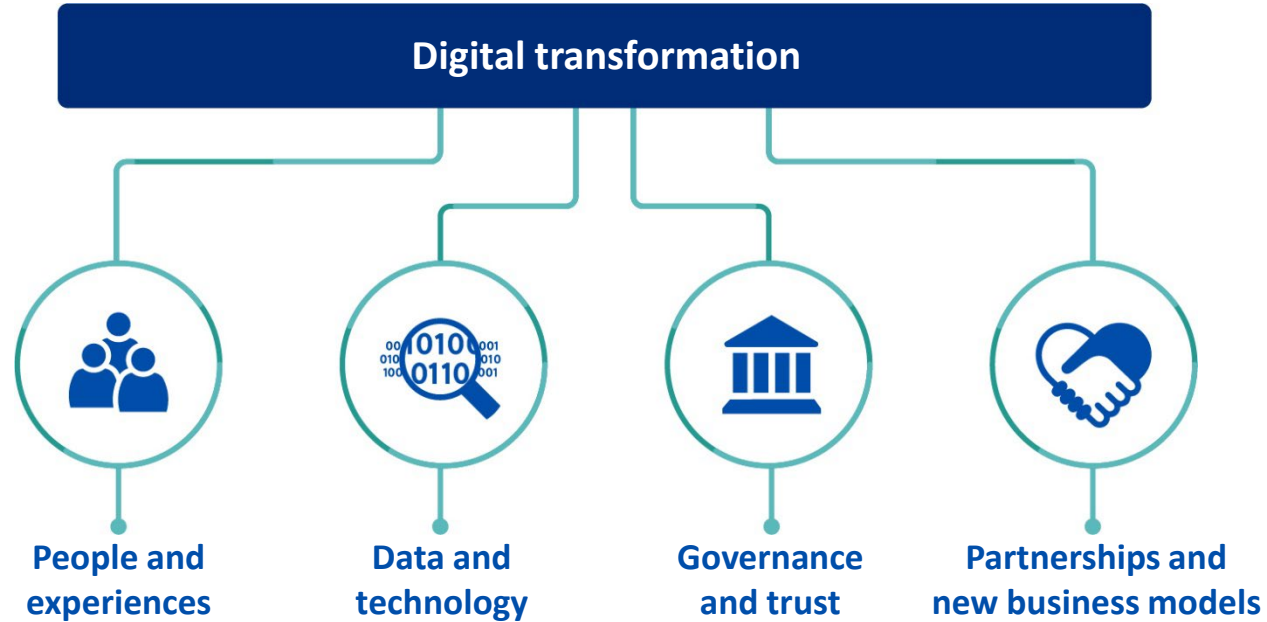
Healthcare delivered “anytime, anywhere” through a distributed, highly accessible network

Integrated

Care teams can make better informed decisions through 360-degree, longitudinal patient views



Driving digital transformation at scale: four enabling areas



The Case of „Sacred Heart Hospital“

SWOT

Strengths:

- Consistent patient population
- Experienced Staff



Weaknesses:

- Lack of nursing staff
- Administrative workload
- High Running costs



Opportunities:

- Government funding
- Attractiveness through sustainability
- Young physicians



Threats:

- Improving maximum care facilities nearby
- Short-term financial emergency - Quench



Stakeholder Map

Stakeholder	Role	Relationship Status	Main Issues
Carla Espinosa	Head Nurse Cardiology	Positive	Administrative workload
Dr. Cox	Head of Department: Cardiology	Positive	Administration, lack in data
Dr. John Dorian	Radiologist	Neutral	Lack of innovation
Elliot Reid	Head radiological technician	Negative	Patient and staff comfort
Ted Buckland	Purchasing	Negative	Reducing/Preventing unnecessary costs

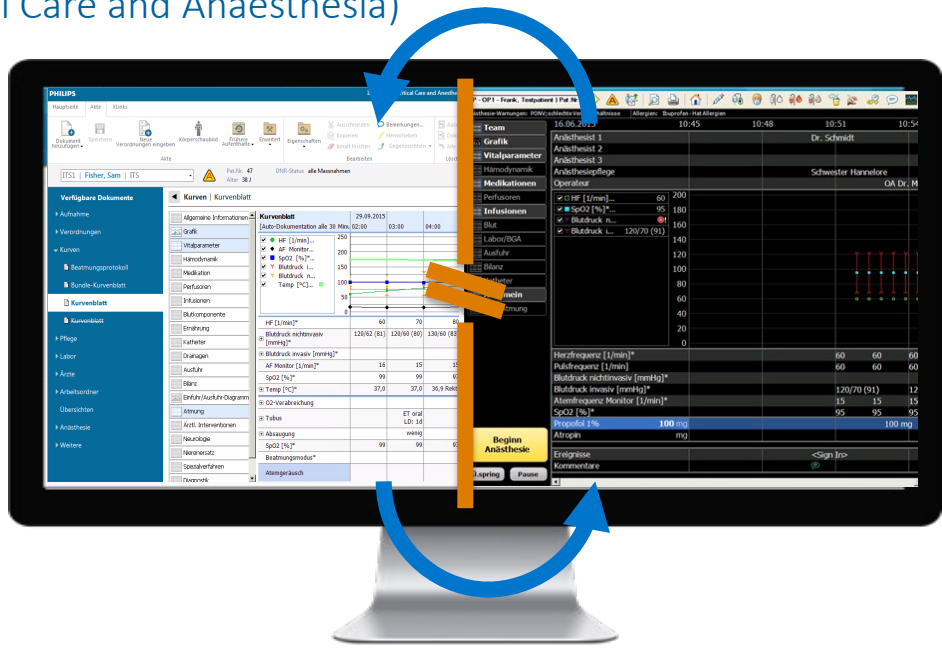


Possible Solutions

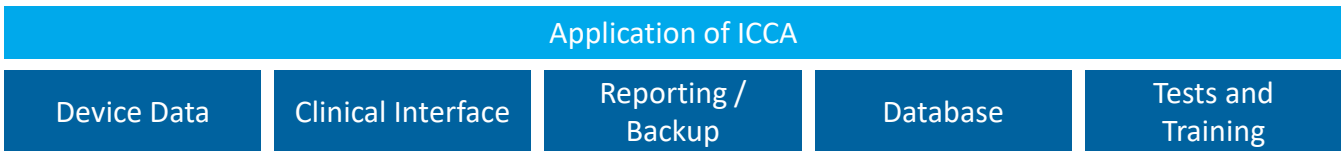
1. Patient Data Management System – ICCA

(IntelliSpace Critical Care and Anaesthesia)

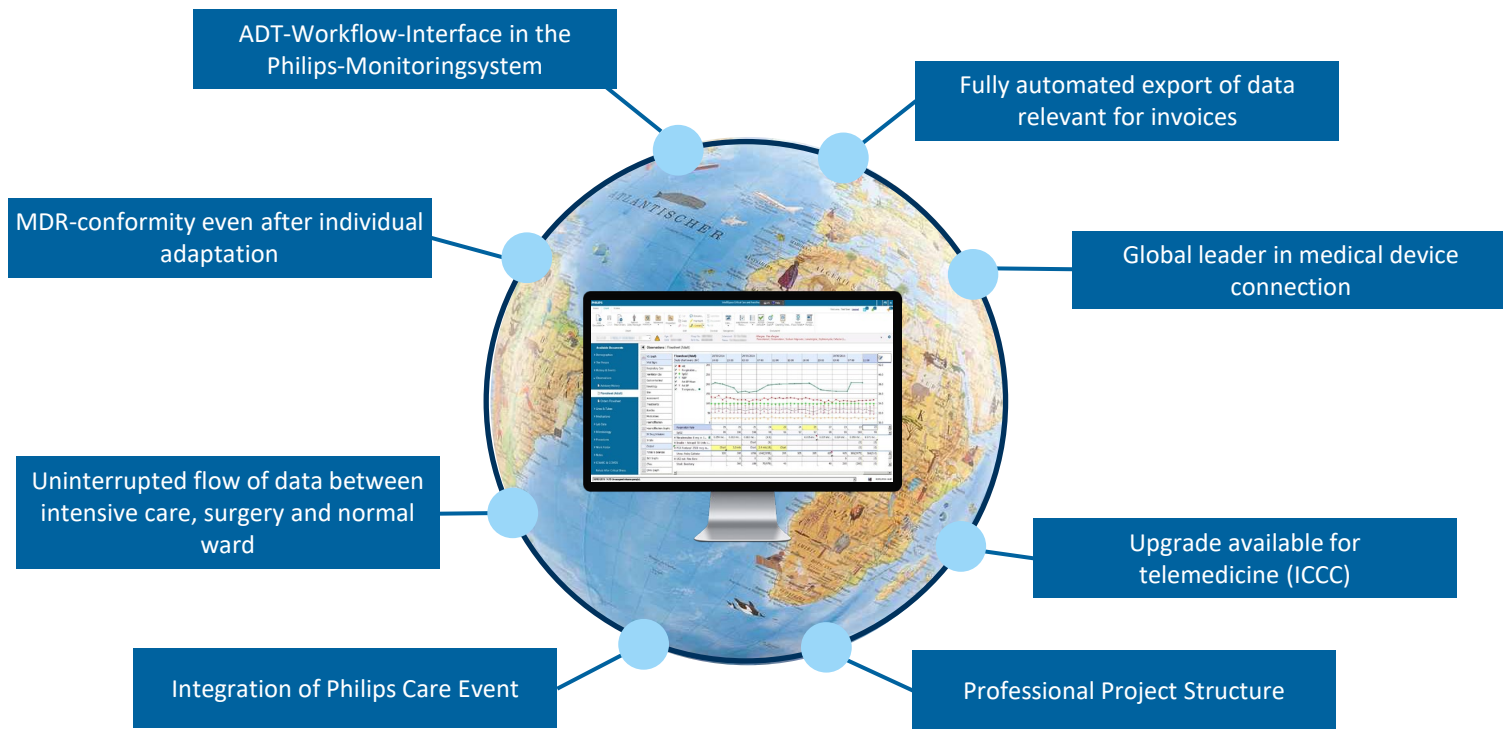
Critical Care (CC)



Anaesthesia Recorder (AR)



Unique Selling Points of Philips-ICCA



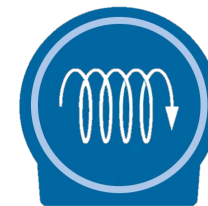
2. 1,5 T Ingenia Ambition



Classic Magnet



BlueSeal Magnet



Moving from 1500
Liters of Helium to 7
reusable Liters



Additional advantages

- Less noisy
- Vital Eye
- In-Bore Experience
- ComfortPlus Mattress
- Quicker Scan-Times
- Easy-to-Use for the technicians
(Displays on the outside)
- Large variety of AI supported application → more use cases



Career and Contact Information



Working at Philips. **More than just a job.**

The work we do at Philips helps to **make life better** for people around the world. It's more than just a job.

It's an unexpected career experience that will transform you professionally, and personally.

How? **By creating meaningful innovation** that helps to solve some of healthcare's biggest challenges!



Where does your next challenge lie?



Internship &
Apprenticeship



Traineeship



Global Graduate
Development
Program



Graduate Jobs

To view open positions VISIT: careers.philips.com

Come and
help us make a
difference.



Questions?

Don't forget to follow our [@LifeAtPhilips Instagram](#) account to learn more about our culture



Career Information



Talent relationship tool:

<https://philips.avature.net/su/dd59e6738c2e6e9e>

Contact Information



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