

# The future of Health Technology



## The What, Who & How

### What is HealthTech?

Philips is a technology company that cares about people and is focusing on answering the following question:

**How do we use and create breakthrough software and technology applications to make life better for people around the world?**

By combining hardware, software, and services – with big data and Philips HealthSuite digital platform – our Software Developers are able to make an impact by constantly developing new ways to provide more predictive and personalized health solutions for a healthier society.

HealthTech is the market of technologies that enable solutions across the health continuum.



Advanced technology



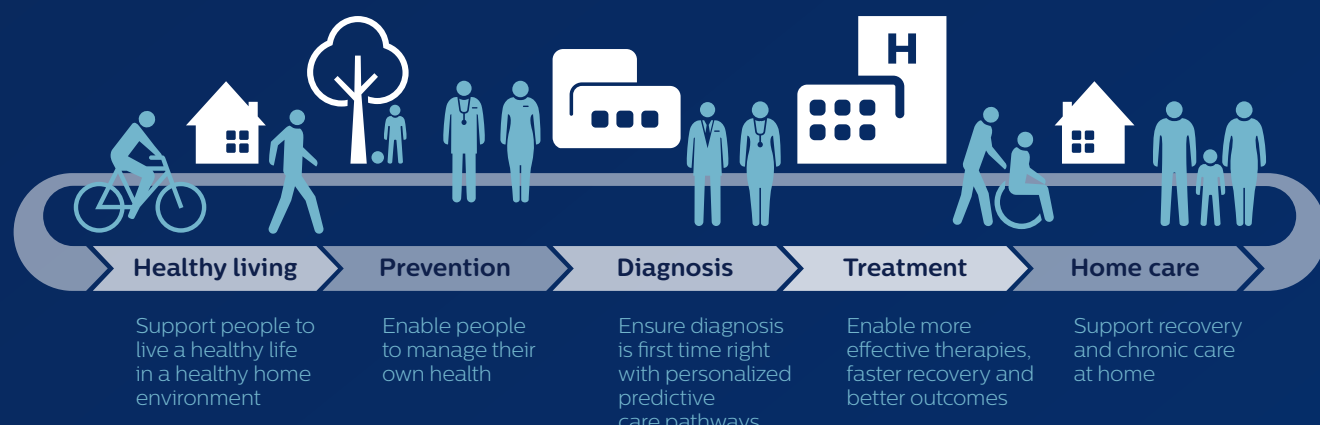
Rich clinical & consumer data



Innovative solutions that improve peoples' health across the health continuum

No other company is better placed than Philips to take advantage of the unique market opportunity that the health continuum offers:

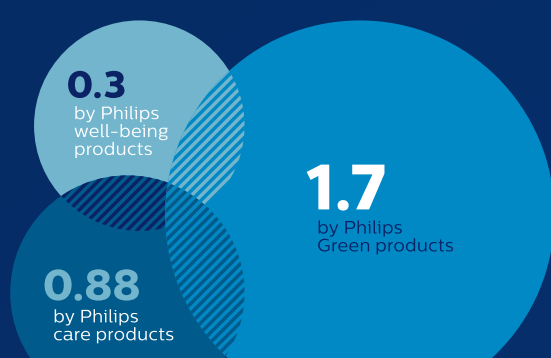
Our technology supports stakeholders across the Health Continuum



### Who Benefits from Philips HealthTech Solutions?

Philips mission is to improve 3 billion lives a year by 2025. In 2015, we made good progress – improving 2 billion lives worldwide!

Total: 2.0 billion (double counts eliminated)



Philips Group Lives improved in billions

Double counts  
Conceptual drawing, areas do not reflect actual proportions

Wouldn't it be exciting to be part of a team that truly improves lives on a large scale? A few examples, by the numbers:

**275 million patients** tracked by our patient monitors. (New technologies have made remote monitoring possible for 1M+)

**6.5 million people** improved their oral health with our products in 2014

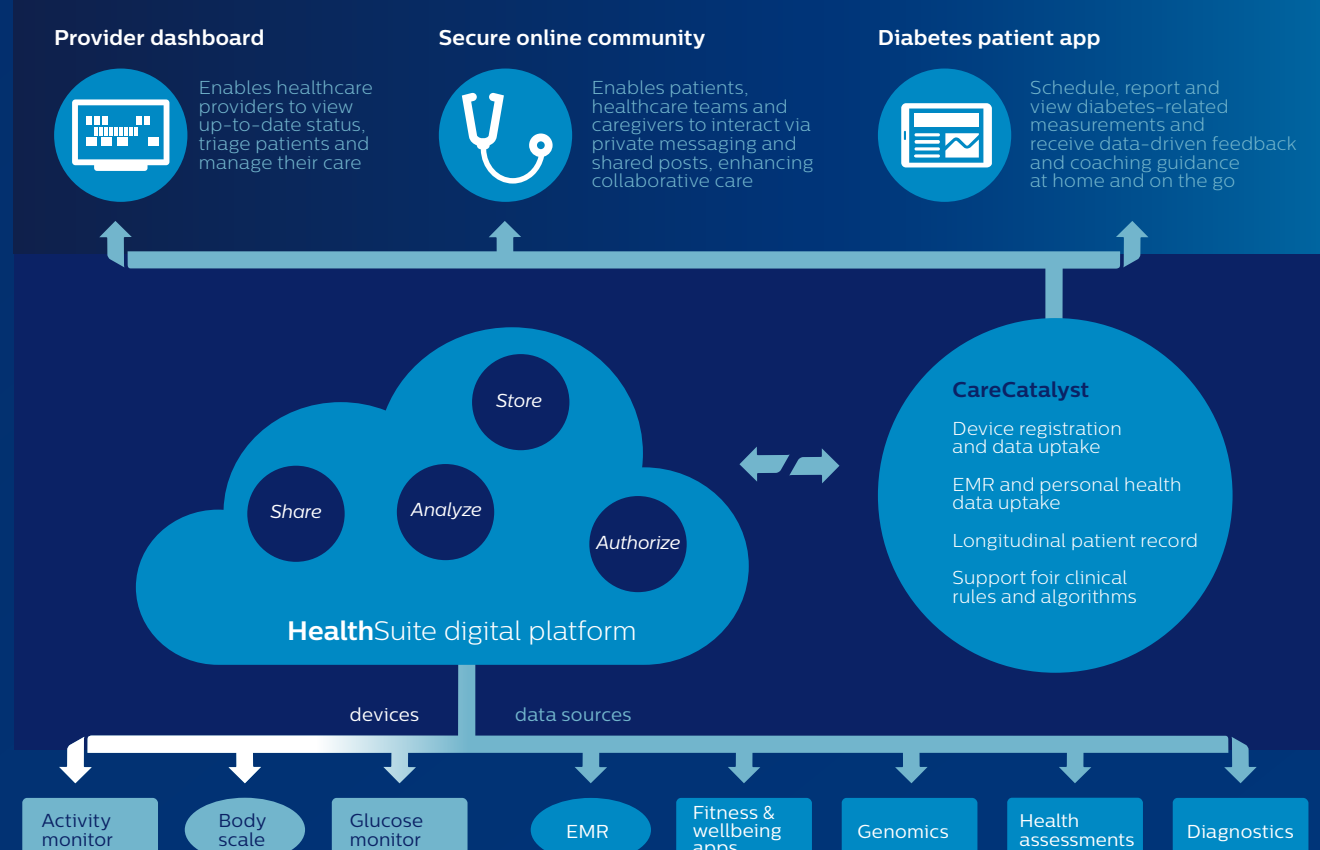
**18 petabytes** of data managed by Philips for healthcare providers, and being used to create tech solutions of the future

**250 million** healthy living appliances sold each year (and becoming increasingly connected to support diet and health goals)

**101 million** patient experiences enhanced through access to diagnostic X-ray technology (now available even in remote communities)

### Spotlight case: Reducing the burden of diabetes

Enabling collaborative care between patients and caregivers



### Partnering to Deliver innovation that Matters

Philips believes in leveraging open innovation to achieve the best solutions and greatest potential impact. Our partnerships with start-ups, corporations and talent consultants focus on continuously uncovering and using actionable insights where, how and when health happens:

Here are just a few of the great partners we are fortunate enough to work with:

**Amazon web services**  
Supports Philips HealthSuite digital platform (stores 15 Petabytes of actionable patient data from 390M+ imaging studies, medical records & patient inputs).

**Pivotal**  
Supporting introduction of Agile into workplace and collaborator on the Design of Philips Digital Health platform.

**Salesforce.com**  
Together, we are driving healthcare industry transformation by increasing collaborative care management using an open, cloud-based healthcare platform.

**Alibaba**  
Enabled launch of the 1st Smart Air Purifier which leverages cloud computing services to enhance air purification for residents in China.

**Hitachi Data Systems**  
Focused on delivering next-generation data management solutions for healthcare organization through access to billions of medical images.

**Validic**  
Shared goal to integrate personal health data from 3rd party devices and apps (wearables) into connected health services.

### Collaborative, Agile Innovation at Work

Philips has embraced an agile front-end innovation / iterative development methodology to enhance its time to market, speed of releases and employee engagement measures. While common in other industries, this approach is somewhat new to the health domain. We want to bring true agility within the Healthcare market. Our goal is to introduce this Ideas2Market Software Development capability program to 4,000 people across 50 business units within the next 4 years.

Successes realized so far...

**60%** reduced development cycle time of new features to Philips HealthSuite Digital Platform

**75%** reduced release lead time (from 4 months to 4 weeks!)

**5x** reduction in regression errors

"We are a 125 year old technology company that continues to reinvent itself. By establishing the **Digital Accelerator** and deploying the digital practices across the company we are ensuring that our software professionals can work in the fast, entrepreneurial and creative environment required to deliver **breakthrough innovation**."

**Alberto Prado**  
Head of Philips Digital Accelerator

### A Winning Legacy of Meaningful Innovation

**Winner** of the Q4 2015 TIOBE Software Quality Award

**4x** award winner – Thomson Reuters Top 100 Global Innovator

Confirmed as the **world's largest** patent applicant by the European Patent Office (EPO) in 2015.

