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sense and simplicity

Growth from the Core:
Patient Care and Clinical Informatics

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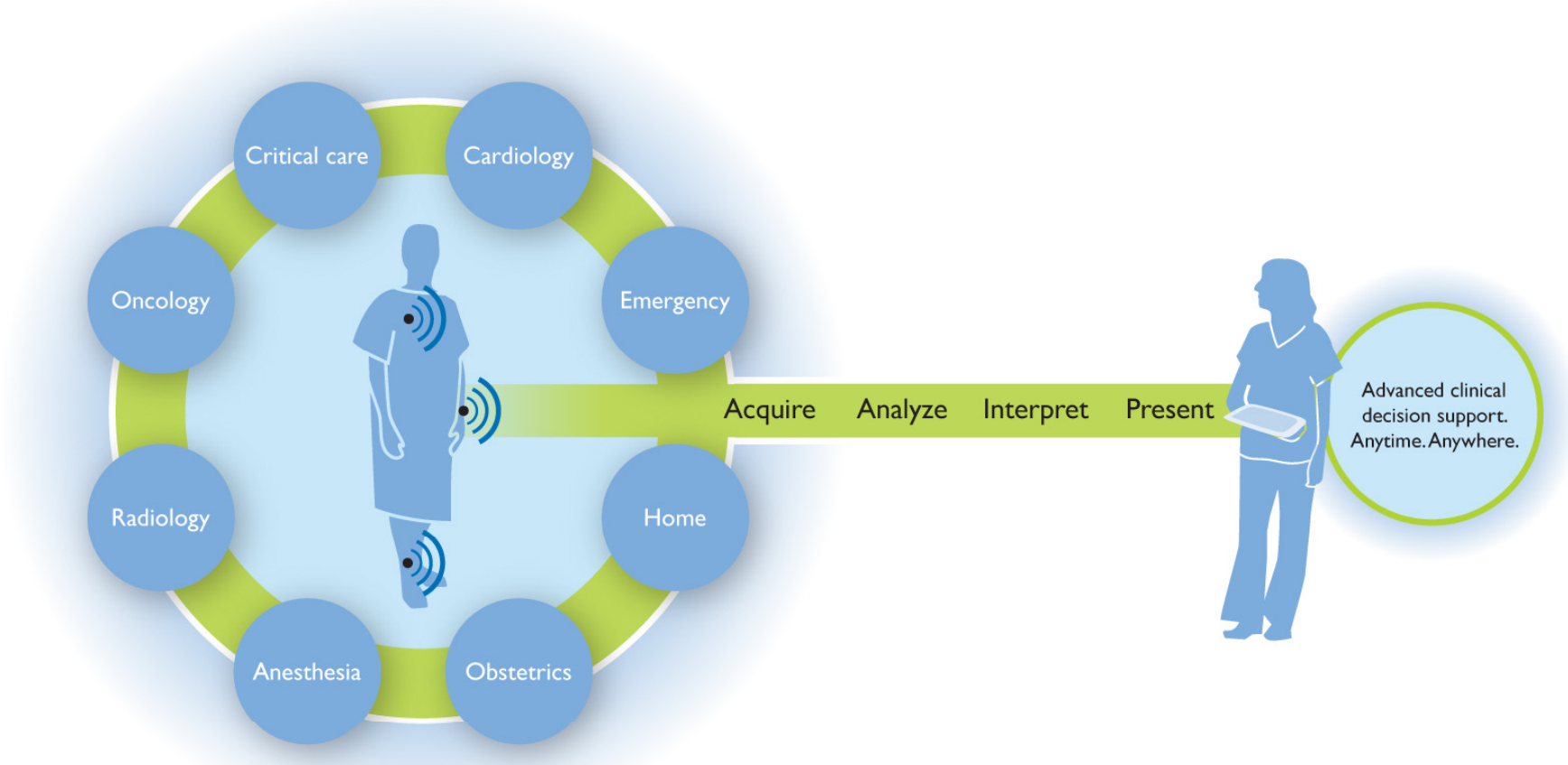
Patient Care and Clinical Informatics

We provide clinical informatics and patient care solutions that simplify clinician workflow, improve financial outcomes, and help and improve and save lives.



Interfaces the universe of patient data (PHRs, EHRs, EMRs)

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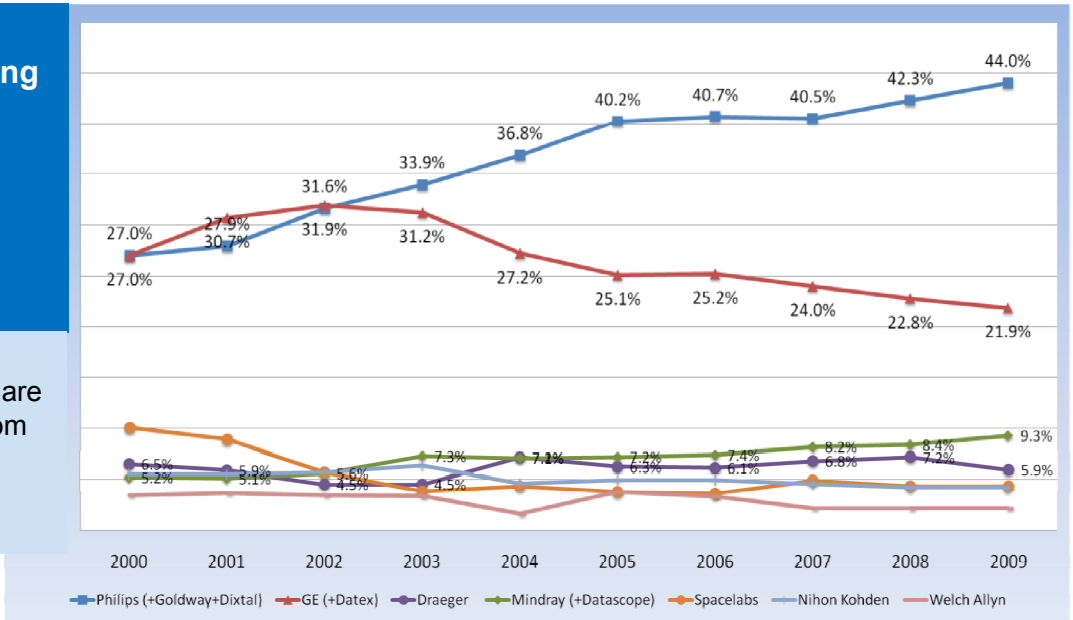
Patient Care and Clinical Informatics

Establishing industry leadership and growing market share

Patient Monitoring global market share growth FY2000-FY2009

Low-end market share growth from 28.1% to 35.8%



	Philips Healthcare ranking	Industry organization	Share gain
#1	Cardiology PACS, United States	NEMA, 2009	+ 5 points
#2	Overall PACS, United States	Frost and Sullivan, 2009	+ 1.5 points
#1	Automated External Defibrillator	Global Data, 2009	
#1	Non-invasive Ventilator	Life Science International, 2009	
#1	Non-HI/EMR vendor	Best in KLAS, 2009	

HI 09	Top informatics companies
1	McKesson
2	Cerner
3	CSC
4	Agfa Healthcare
5	Siemens
6	Perot Systems
7	GE Heath Care
8	**Philips**
9	Allscripts-Misys
10	Cognizant
11	Epic
12	Eclipsys
13	3M

KLAS rank	Overall Software Vendor
1	Epic
2	3M
3	Ingenix
4	**Philips**
5	Sunquest
6	AMICAS
7	McKesson
8	GE Health Care
9	Picis
10	Allscripts
11	QuadraMed
12	Cerner
13	Eclipsis
14	MEDITECH
15	Siemens
16	Agfa

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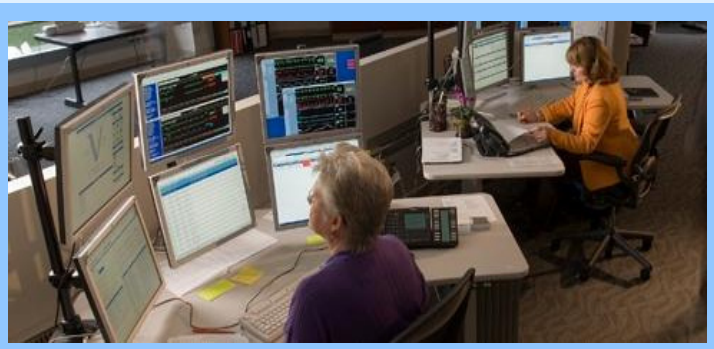
Simplifying clinician workflow with telehealth

Telemonitoring innovation for Barnes Jewish HealthCare

Barnes Jewish HealthCare needed to monitor 1,000 telemetry beds across 10 hospitals in multiple locations



The monitors needed to be connected via a “mega cockpit”

Visicu-leveraged innovation enables clinicians to assign patients remotely and monitor across locations

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The next generation in patient monitoring

Leading with mobility, clinical decision support, and interoperability

Mobility: cableless patient

Wireless sensors and monitors bring monitoring to every care setting and reduce infection

Monitoring

Clinical Decision Support solutions predict onset of adverse events, and embedded PC enables viewing of all patient information

Monitoring systems

Systems integrate monitors for remote viewing, alarms, alerts, and information presentation wherever clinicians are, and wherever it is needed

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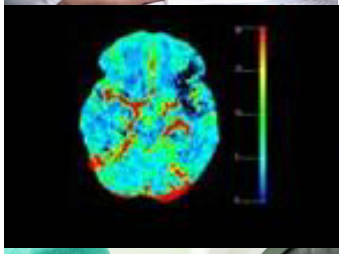
The next view in enterprise imaging informatics

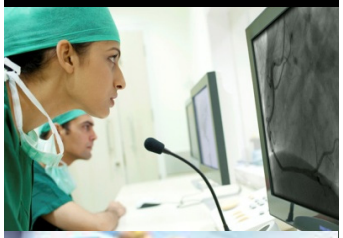
Accelerating growth through leadership in collaboration, workflow efficiency, and clinical decision support

Any 'ology'

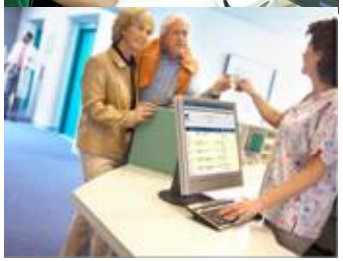
Oncology



Cardiology



Radiology

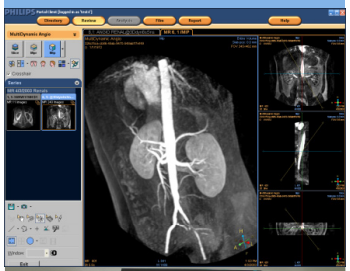


Integrated oncology applications

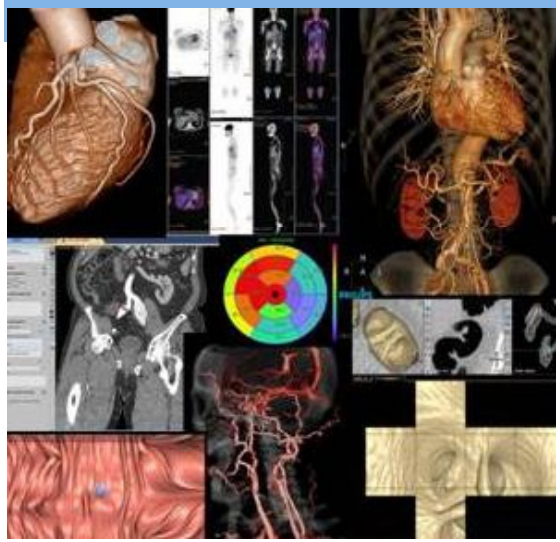
Integrated women's health

Radiology reading rooms

Workflow



Advanced clinical decision support



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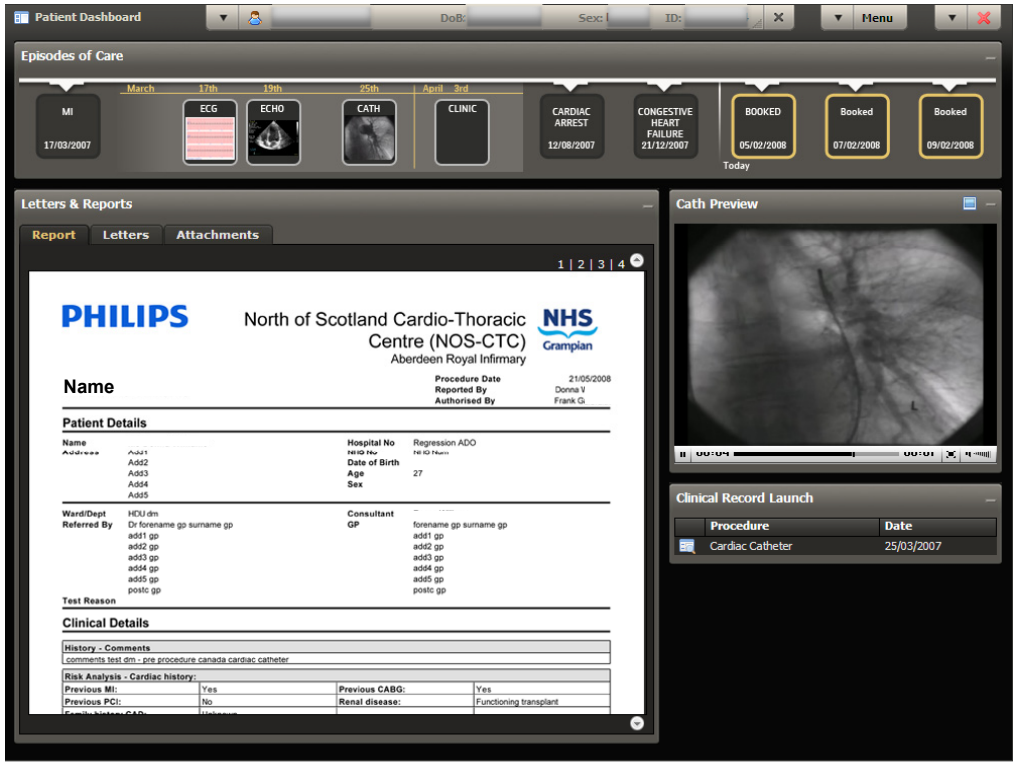
The next view in cardiology

Integrating Philips comprehensive portfolio

Queen Elizabeth II Health Sciences Center, Canada, achieved these results by implementing Philips Cardio Vascular Information Systems

- Clinical documentation turnaround-time reduced 97%
- Data accuracy improved from 85% to nearly 100%
- Fluoroscopy time decreased by 22%
- Contrast agent savings of 27%
- Substantially reduced inventory costs (one-time gain ~ 60%)



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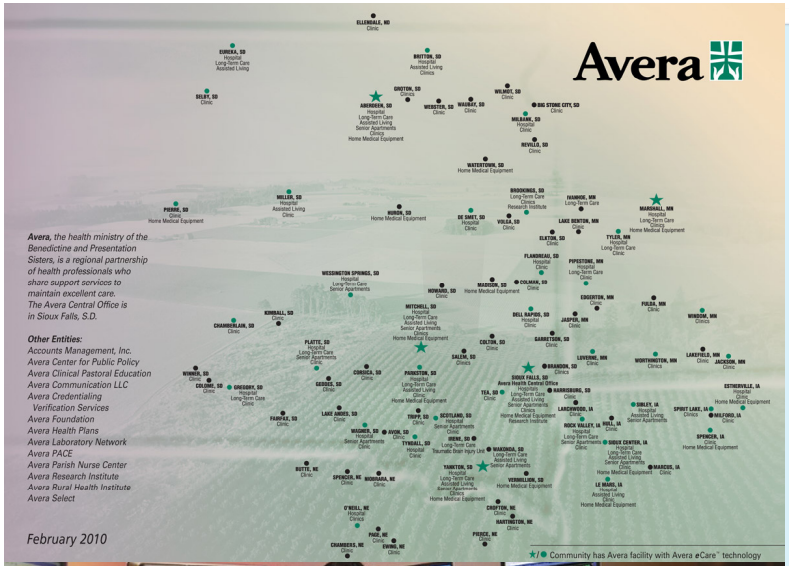
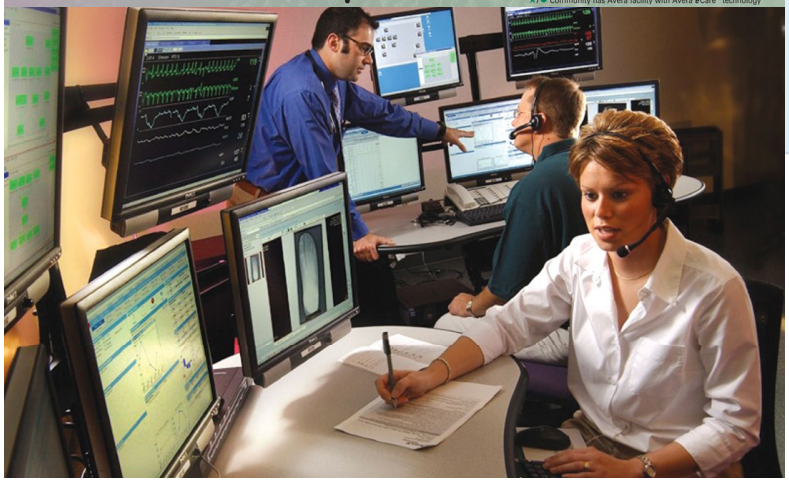
Bringing it together with Visicu's eICU

Accelerating growth by improving outcomes with telehealth





Avera Health's rural telehealth eICU

- 1 million people, in four states over 72,000 miles, with 231 locations
- Rural areas represent close to 25% of the United States population, but only 10% of the physicians and very few intensivists
- 5,146 patients in a 2.5-year study

eICU program benefits

- $8M savings from reduced ICU and hospital length of stay
- 29% reduction in ICU patient mortality
- $1.2M annual cost avoidance from reduction in patient transfers

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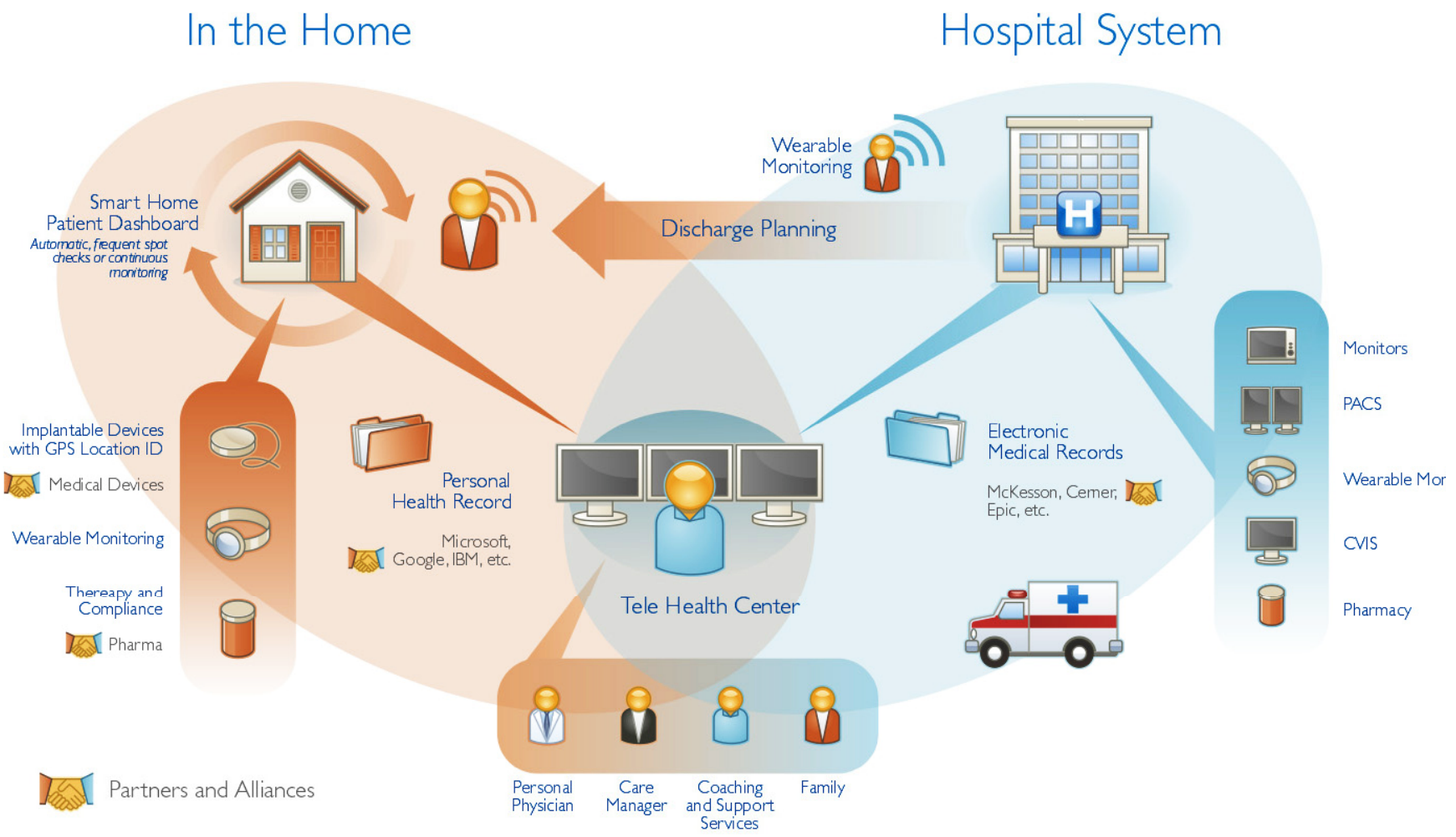
The future

Connected care from hospital to home



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Gaining share and leadership in emerging markets

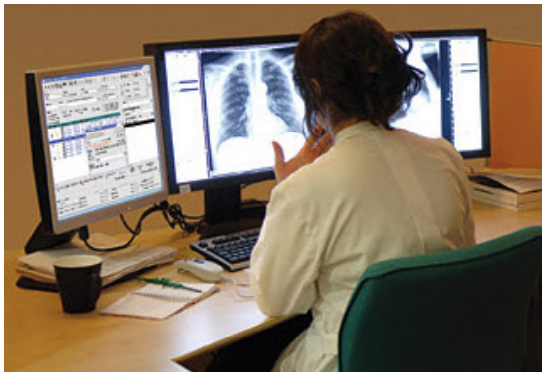
Philips gained patient monitoring share in China, Brazil, and India – 2009

- **China:** Philips grew over 40% and is the fastest growing Chinese patient monitoring company
- **Brazil:** Philips grew over 40% and is clearly the #1 patient monitoring company
- **India:** Philips grew over 20% and is India's #1 patient monitoring company
- Philips is #1 in critical care (ICU, CCU, etc.) in China Level III hospitals

We are building our clinical informatics portfolio through local acquisition

- First radiology information systems company announced in Brazil, Tecso Informática
- Additional acquisitions of clinical informatics companies for China, Brazil, India
- The emerging markets clinical informatics market has no clear leader. Philips intends to lead through local acquisition combined with global competitiveness

Dixtal Biomédica e Tecnologia



Tecso Informática

Shenzhen Goldway

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Key takeaways

- Philips patient monitoring is the world leader and focused on mobility, advanced clinical decision support, and interoperability
  - Continuing to grow and gain share
- Philips leads in clinical informatics and will continue to grow
  - We gained share in PACs, cardiology, and patient monitoring informatics
- Advanced clinical decision support is our focus and differentiator
  - We are expanding CDS and telehealth solutions, and this will drive future growth
- We are winning share in emerging markets
  - In both monitoring and clinical informatics

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Q&A

Deborah DiSanzo

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