

PHILIPS

Healthcare Informatics

Philips Healthcare Informatics improves peoples' lives throughout the patient care cycle by enabling more effective and efficient care — resulting in improved outcomes.

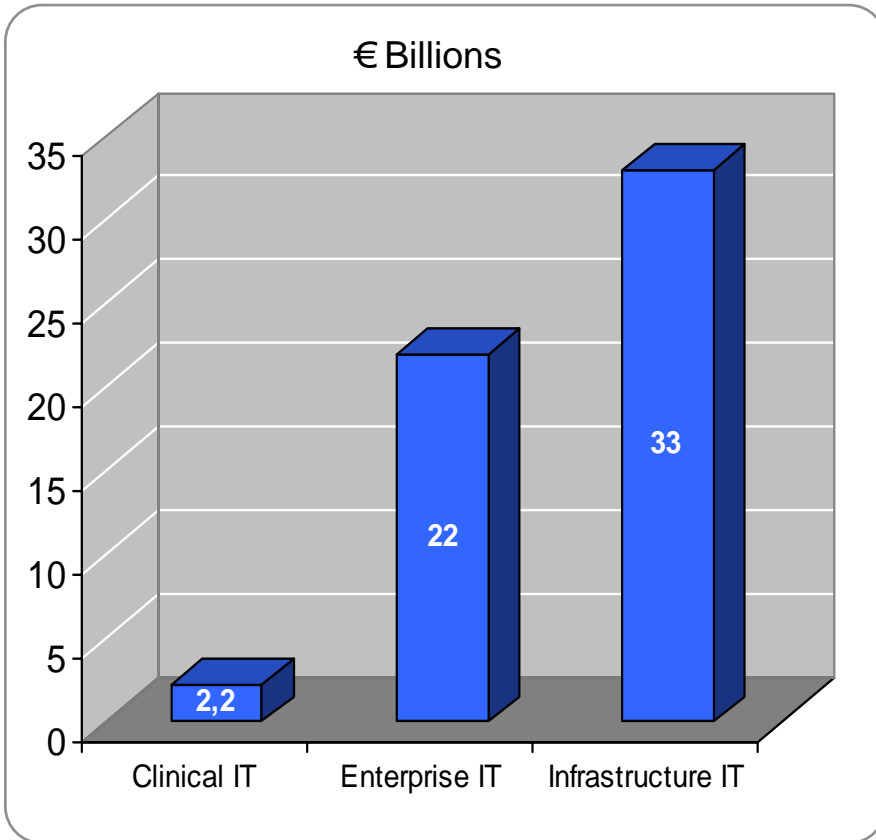
Oran Muduroglu
CEO of Healthcare Informatics

Agenda

- Healthcare Informatics
- Enterprise Informatics
- Radiology Informatics
- Cardiology Informatics
- Clinical Applications



Healthcare IT Market



IT in Healthcare = Infrastructure IT + Healthcare IT
Healthcare IT = Enterprise IT + Clinical IT

Healthcare IT is:

- very fragmented (1200+ companies)
- ~ €24 Bln market (USA 70%)
- average growth 11%/year 2004-2006
- 2006 – 2011 ~7% growth estimate

Clinical IT: PACS, Workstations, Clinical Applications, Decision Support, Monitoring related IT products:
Many Philips Medical Systems products

Enterprise IT: Clinical Data Repository, CPOE, EMR and Departmental IT: RIS, CVIS, etc.: Philips Xtenity powered by Epic

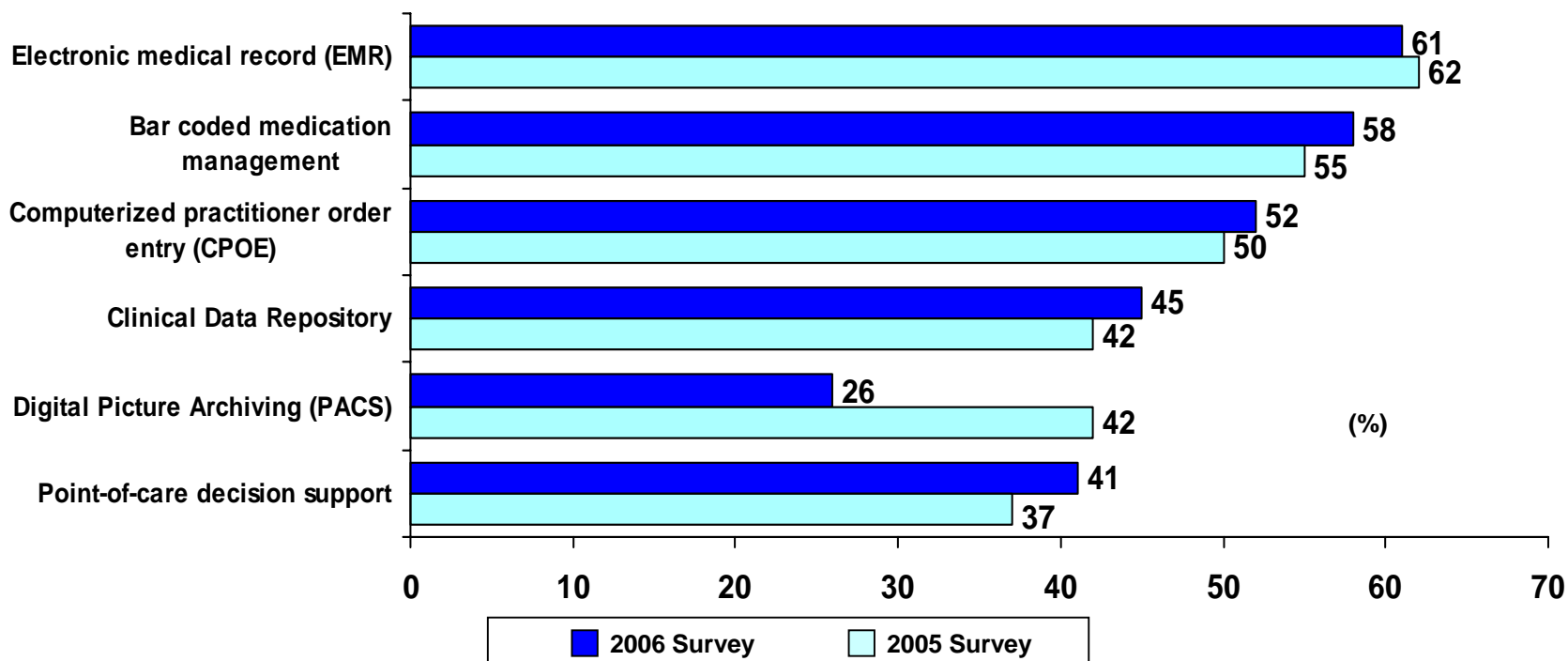
Infrastructure IT: IT Hardware, Op. Systems, Networks, Office Desktop. Outsourced infrastructure: Reseller agreements

Source: CapGemini U.S., DeLoitte, Gartner

Total IT in Healthcare ~ €58 Bln (USA 50%) in 2005

IT Priorities Around Patient Safety, Cost Reduction and Quality

CIO Survey: Most important applications in next two years



Key Enterprise IT Integrated Solution Vendors

Epic + **PHILIPS**

SIEMENS



Key PACS Vendors

PHILIPS + iSite PACS

SIEMENS



Key Clinical Application Vendors

PHILIPS

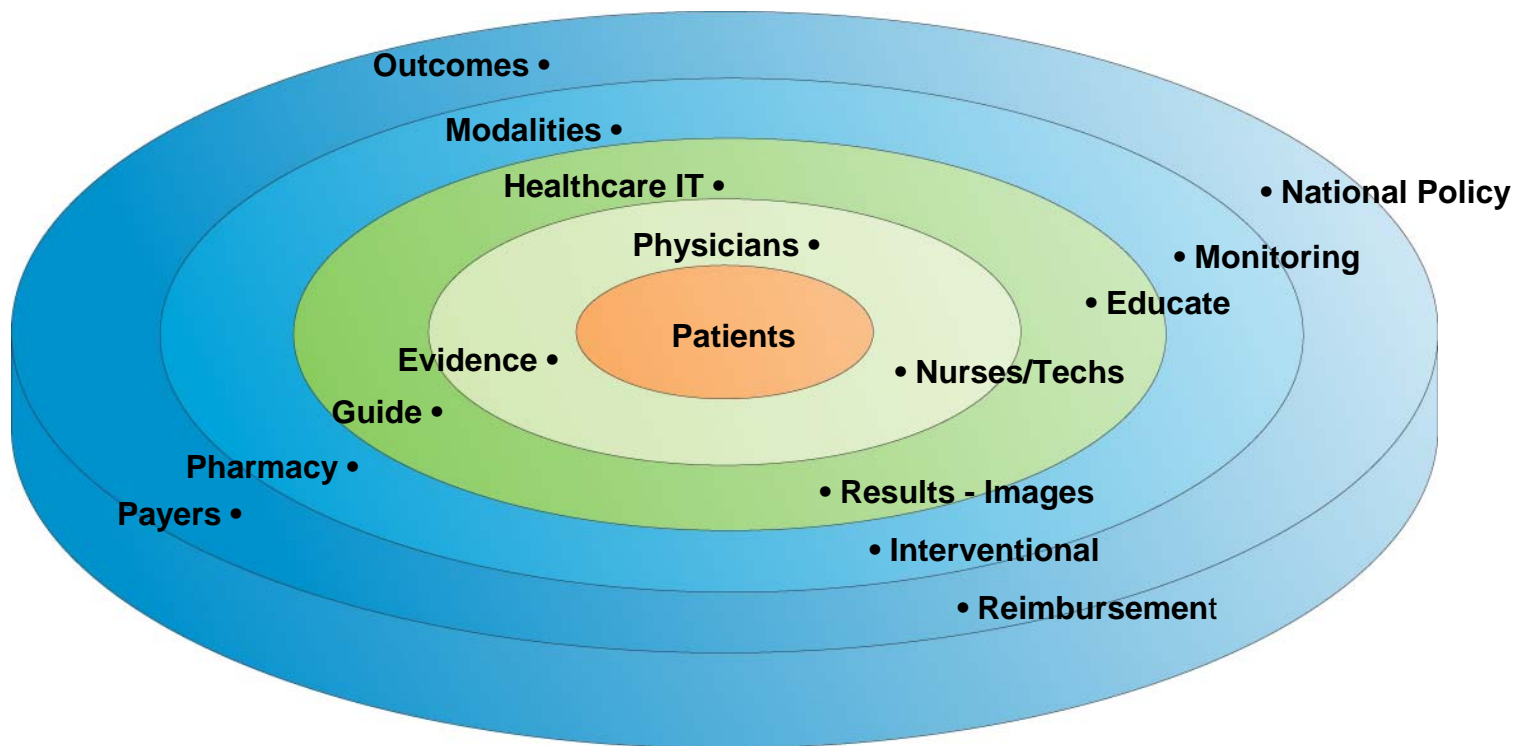
SIEMENS



Philips Healthcare Informatics Vision

Key Goals

- Improve outcomes
- Increase access and lower cost of delivering care



Taking the complexity out of healthcare

The evolution of Philips Healthcare Informatics

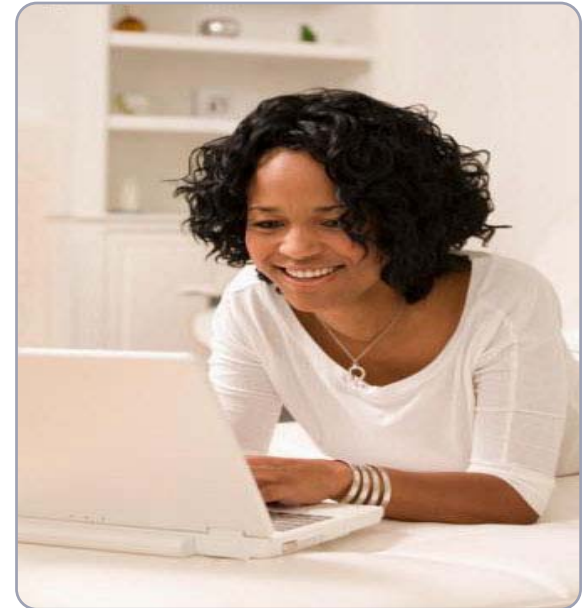
Demonstrate clear differentiation in the market

- Improved outcomes
- Better asset utilization
- Improved operational efficiency

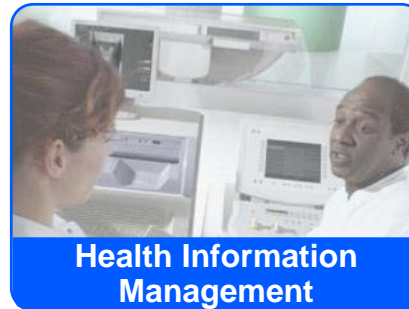
Provide the common IT infrastructure for our modalities

- Extended workflow
- Back-up, preferences, database
- User infrastructure
- Support infrastructure

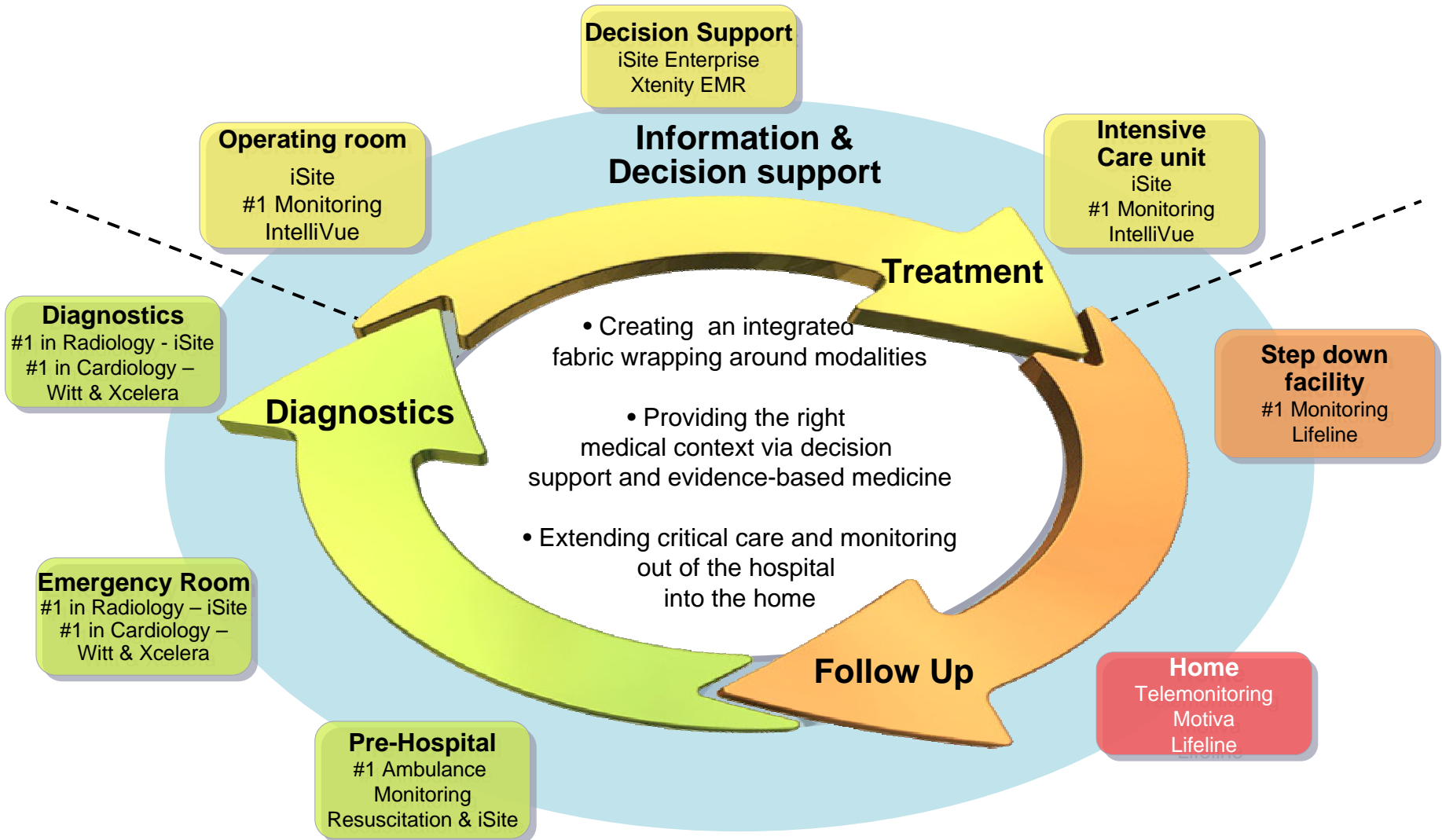
Become a leading business in PMS



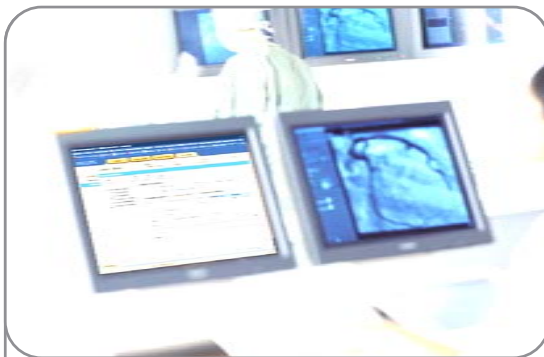
Healthcare IT is becoming more complex



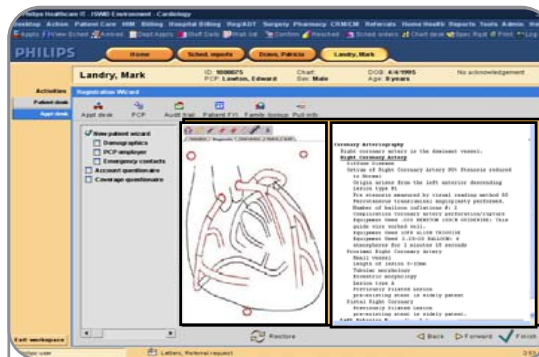
Philips Informatics is taking the complexity out of healthcare



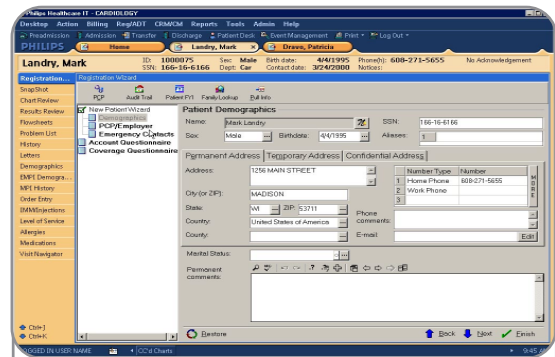
Philips offers a consistent and integrated experience



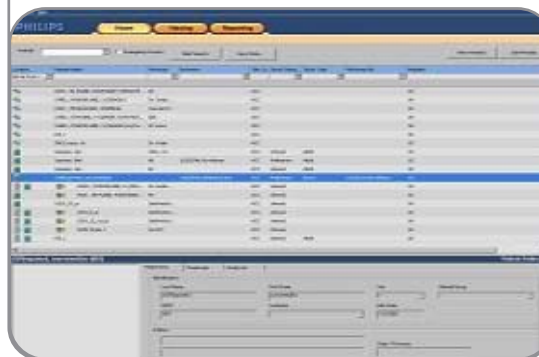
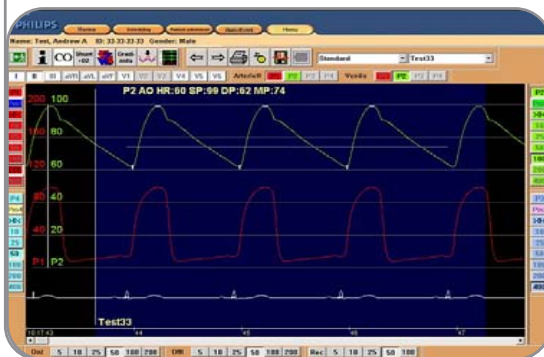
Imaging Modalities & Monitoring



Clinical Specialty Solutions



Enterprise Solutions



Strengths of current organization

Best in KLAS products and services

- Radiology (iSite)
- Cardiology (Xcelera/Witt)
- Enterprise (Xtenity/Epic)

Philips culture

- Commitment to do the right thing for the customer

Technical leadership

- Leading edge
- Partnered with strong modalities



Enterprise Informatics



**Pharmacy/Medication
Safety**



Physician Clinical Practice



Clinical Documentation



Departmental



Core Information Management



Enterprise Patient Access



Care Management



Clinical Decision Support



**Health Information
Management**

Philips Xtenity Enterprise Informatics

A #1 in KLAS comprehensive Healthcare Information System supported by a world-class implementation and training organization

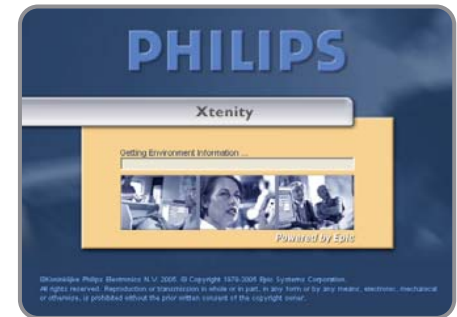
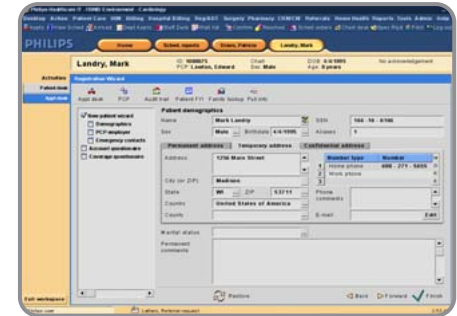
Patient Care Cycle demonstrated at HIMSS 2006

- Tight integration with iSite PACS, iSite Enterprise

Metro Health Grand Rapids implementation in progress

Sales Force certification and training

Qualified Philips implementation team



Comprehensive, Integrated and proven!

Radiology



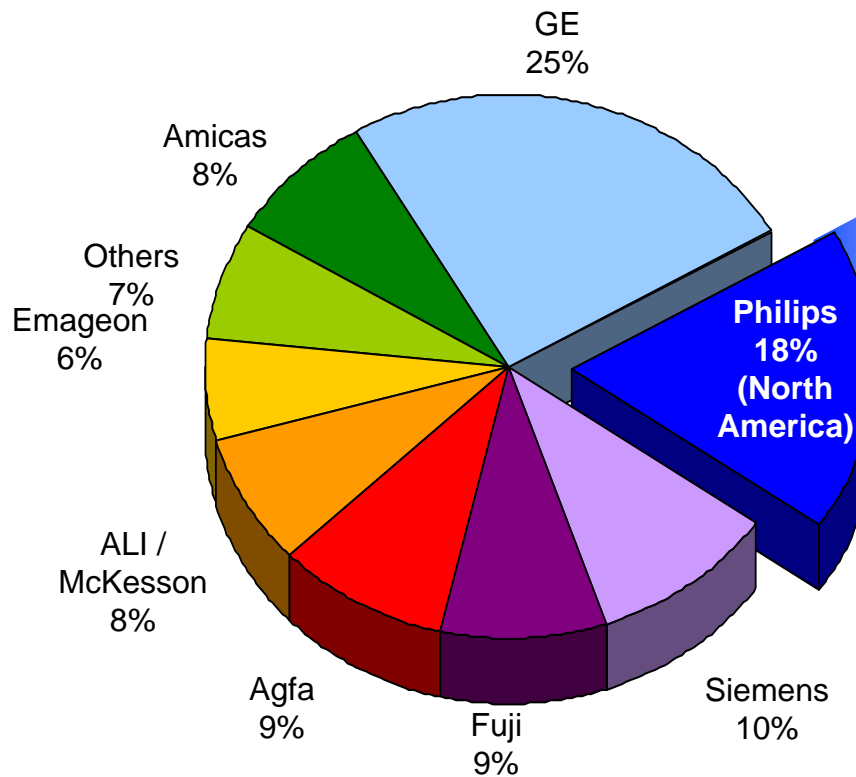
August 2005: Philips announced acquisition of #1 Rated PACS vendor, Stentor, Inc.

Stentor History:

- Founded in 1998
- Based in Brisbane, CA, US
- 160 Employees
- #1 ranking in KLAS last three years in a row
- #2 in NA order intake in 2005
- Growth approximately 50% per year
- Unique Service Delivery Model
- Over 500 customers

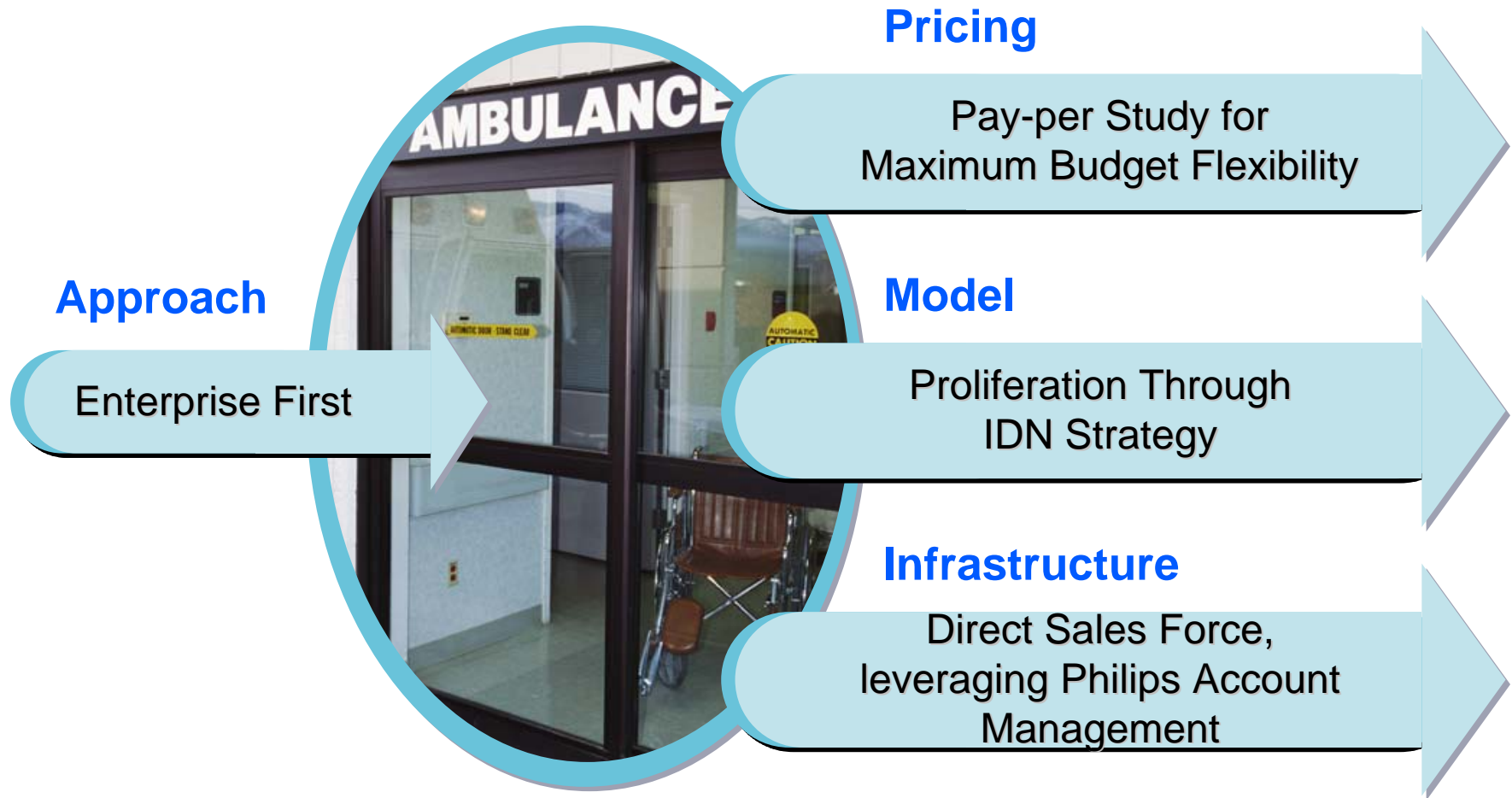


Philips PACS Market Share

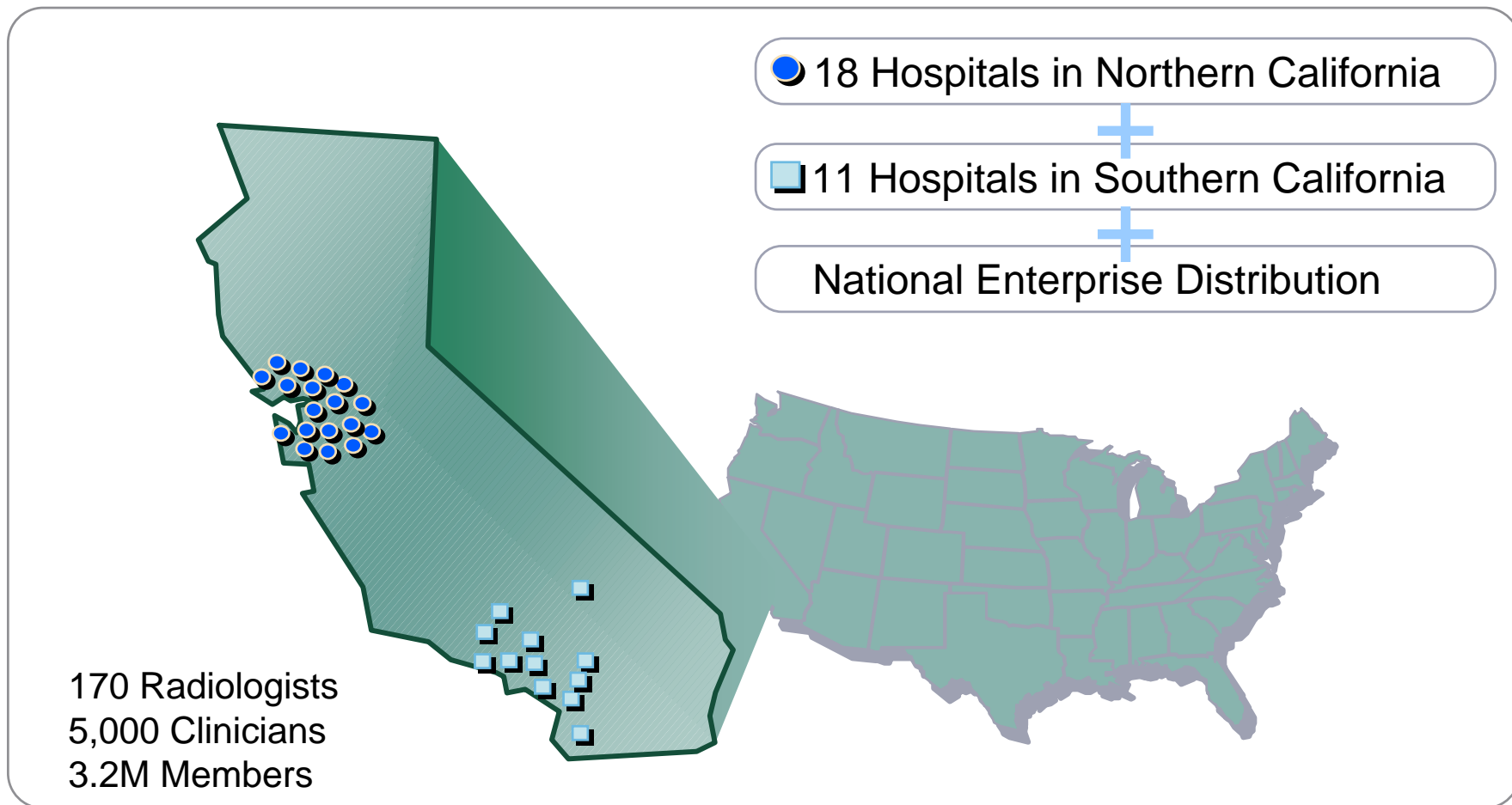


- 2003, 2004, 2005 Best in KLAS PACS
- # 2 in MD Buyline
- Microsoft MS HUG Technology Leadership Award HIMSS 2006

iSite Efficient Sales Cycle



iSite PACS proliferates across a national Integrated Delivery Network

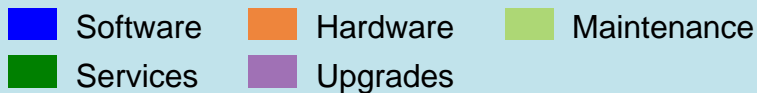


Predictable, Growth Oriented Model

Traditional Software *Lumpy, Front-End Loaded*

Growth Driven by New Deal Flow

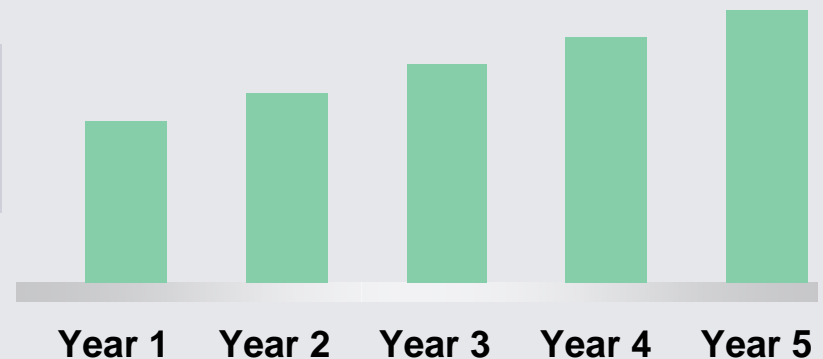
\$ Millions



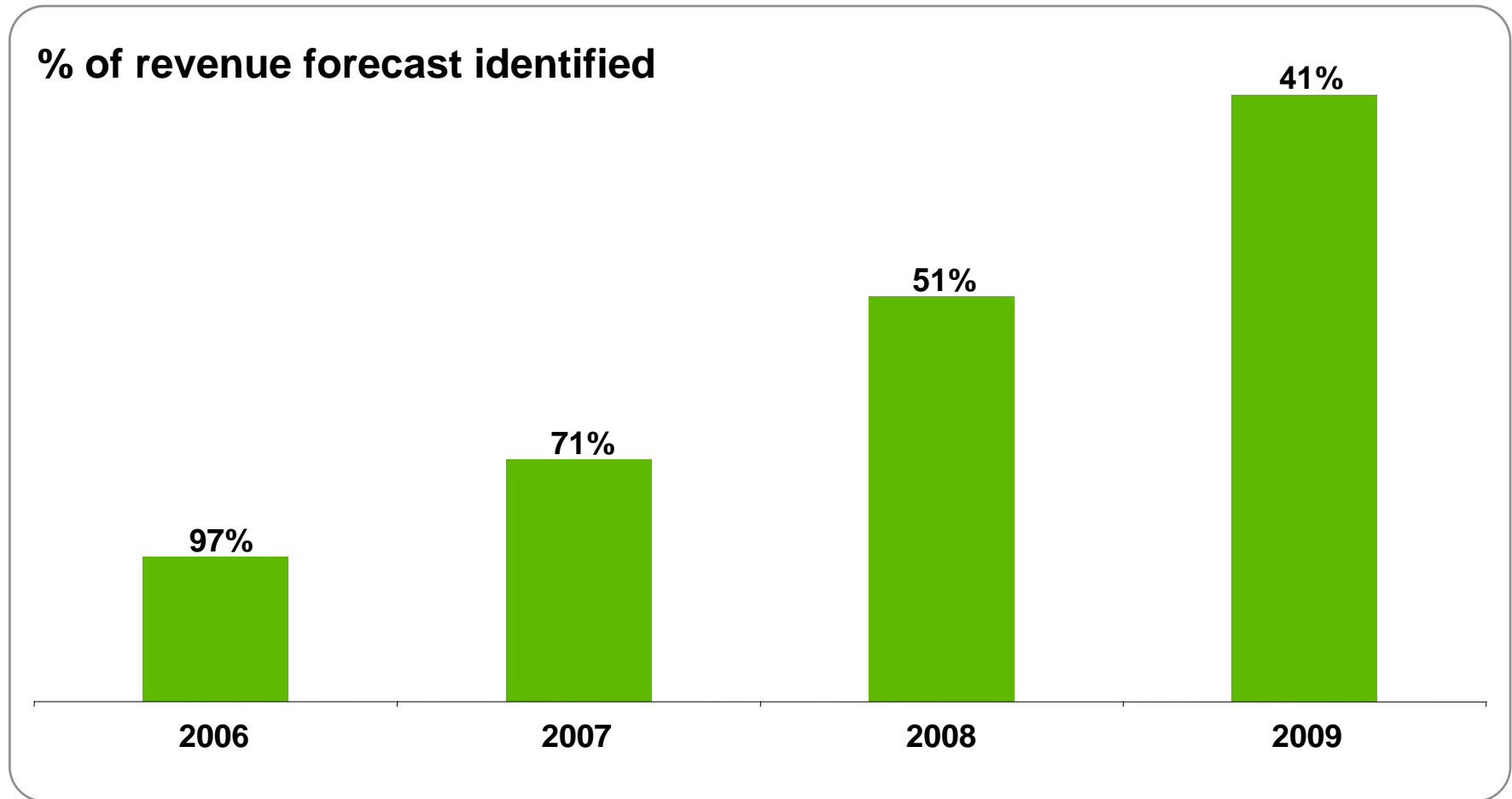
iSite Fee per Study *Predictable Volume and Revenue*

Growth Driven by Volume Increases

\$ Millions



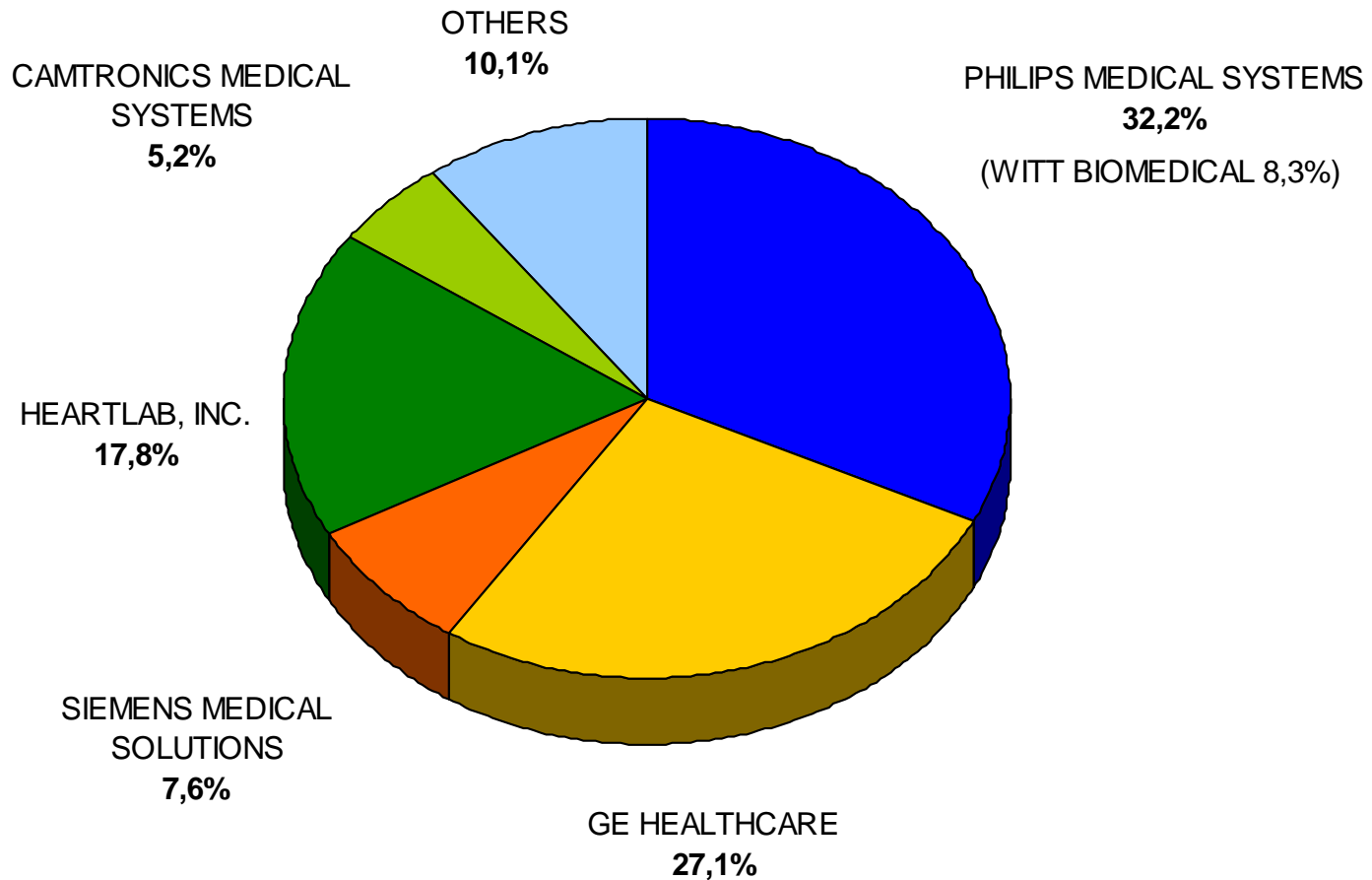
iSite Service Contracts in Place vs. Revenue Forecast



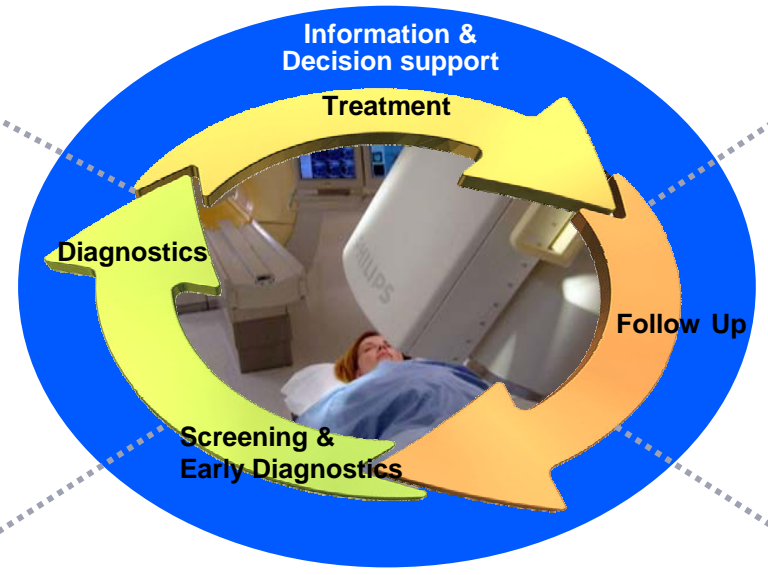
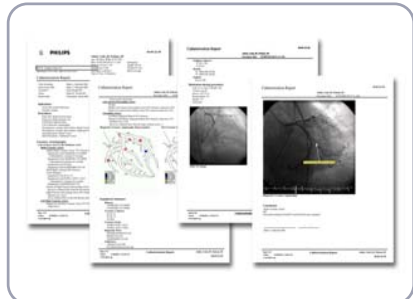
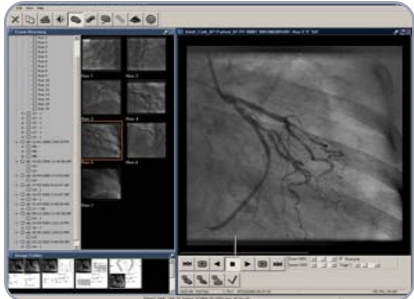
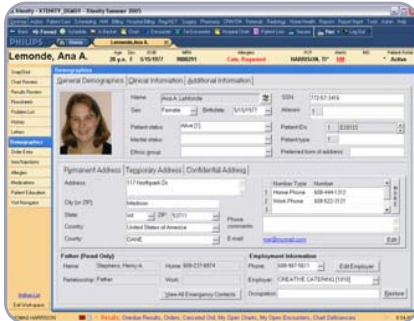
Cardiology



U.S. Market Share of Major Cardiology PACS Providers



Cardiovascular Care Cycle *Healthcare Informatics*

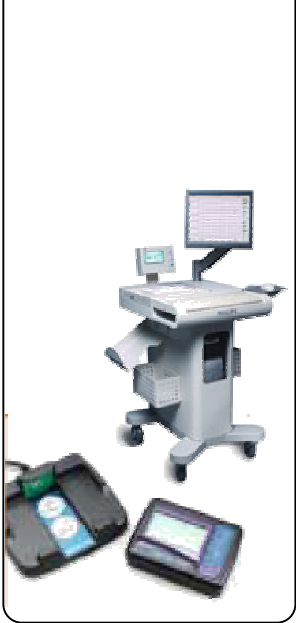


Informatics is the thread that ties everything together

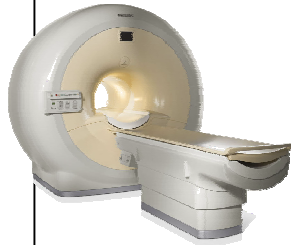
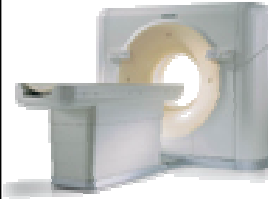
Complex Workflow in Cardiac Care

Healthcare Informatics

Early Diagnosis and monitoring



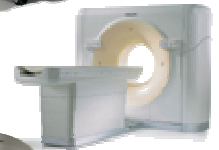
Pre-Procedure Planning



Interventional Procedure



Follow-up and monitoring



Clinical Applications



**Pharmacy/Medication
Safety**



Physician Clinical Practice



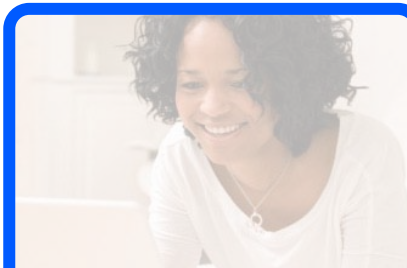
Clinical Documentation



Departmental



Core Information Management



Enterprise Patient Access



Care Management



Clinical Decision Support

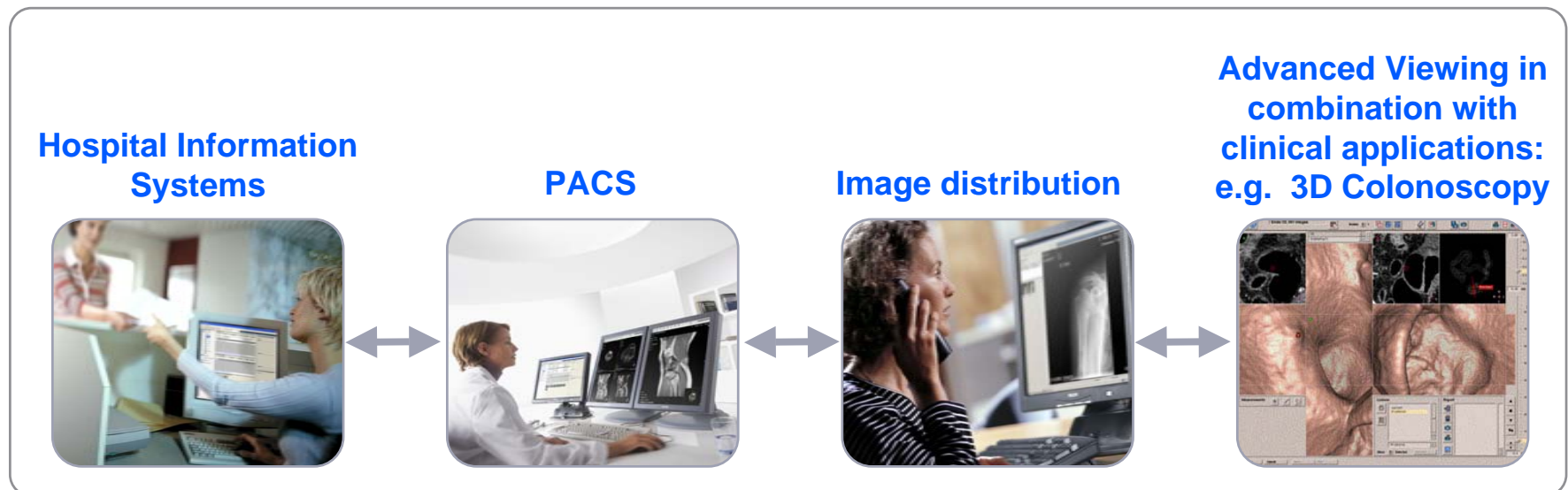


**Health Information
Management**

Workstations and Clinical Applications

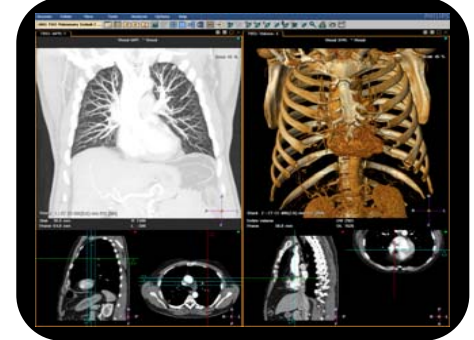
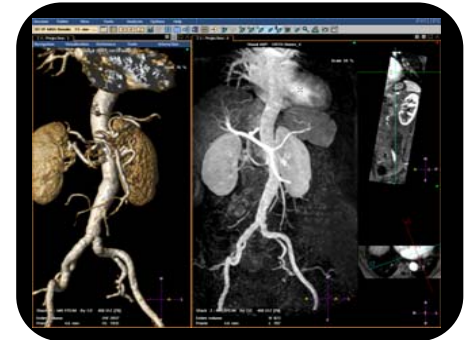
Clinical Applications in the workflow

- Market trend towards advanced and seamless integration of Hospital Information Systems with PACS and advanced (3D/4D) viewing and clinical applications
- Clinical advanced use of data requires portability from modality to PACS to workstation: Philips Medical Systems can provide the whole image acquisition, distribution and advanced applications chain



Philips ViewForum Clinical Workstations

- Truly integrated 3D capabilities in support of the reading process
- Wide range of clinical applications to help investigate and quantify pathology
- Speeds-up the reading process for large and complex CT and MR cases, helping to manage the data explosion
- Unique 2D / 3D volume inspection integration capability
- Supporting decision support and CAD



Philips Healthcare Informatics:

Taking the complexity out of healthcare

Thank you

