

# PHILIPS

sense and simplicity

## Patient Care and Clinical Informatics

Deborah DiSanzo

EVP and GM Patient Care and Clinical Informatics

## Patient Care and Clinical Informatics



Drive monitoring everywhere.



Lead in clinical decision support applications.



Accelerate mobility and seamless interoperability.



Be the first choice in emerging markets.  
Delight customers through effective solutions delivery.

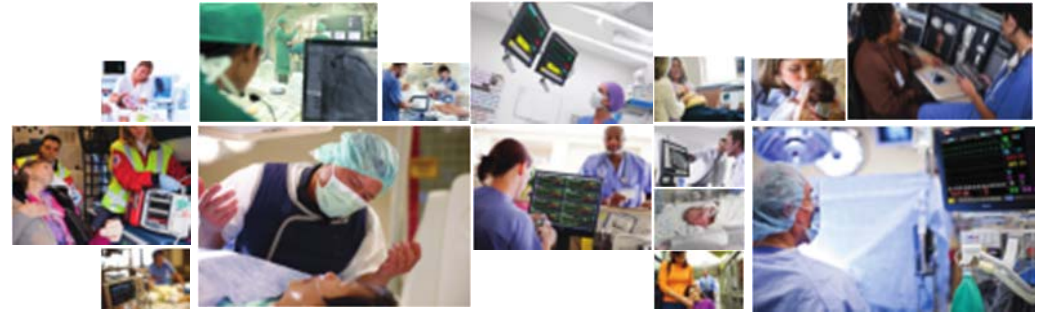


**Acquire. Analyze. Interpret. Present.**

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

## Growth and recognition

*Patient Care and Clinical Informatics market*



2010	Patient monitoring	Clinical informatics	Therapeutic care
Market size	€2.5B	€2.5B	€3.0B
Market growth	3 - 4%	5 - 6%	6 - 7%
	<ul style="list-style-type: none"> <li>• #1 leadership position</li> <li>• 46% represents twice market share of closest competitor</li> </ul>	<ul style="list-style-type: none"> <li>• Gaining share</li> <li>• #1 in Cardiology PACS and Critical Care Informatics</li> <li>• #7 globally among health care informatics solutions providers</li> </ul>	<ul style="list-style-type: none"> <li>• Gaining share in non-invasive ventilation</li> <li>• Acquired Dameca, anesthesia solutions</li> <li>• Successfully integrated Respironics Hospital</li> </ul>

Nov 2010	Synergies understood: Millennium Research	Jan 2011	Customer satisfaction kudos: MD Buyline	Dec 2010	Best in KLAS rank rising: Overall software vendor
	<p>Unlike most competitors, Philips has been able to succeed in the critical care informatics market due to its strong foothold in patient monitoring devices. <b>Selling both monitors and information systems creates strong synergies</b> for sales of both product lines, especially because patient monitors are a core business for the company.</p>	<p>#1 Hemodynamic and Physiologic Monitoring</p> <p>#1 Radiology PACS</p> <p>#1 Cardiology PACS</p>	<ol style="list-style-type: none"> <li>1 EPIC</li> <li>2 PICIS</li> <li>3 Philips</li> <li>4 3M</li> <li>5 Care Fusion</li> <li>6 Sunquest</li> <li>7 Merge Healthcare</li> <li>8 McKesson</li> <li>9 Cerner</li> <li>10 Siemens</li> </ol>		

## New game-changing patient monitoring solutions



### **Mobility:** Innovation in wireless solutions and mobile applications

Helping improve care on general floors, contributing to patient safety, and improved clinician workflow

#### *New*

- Cable-less monitoring
- Mobile applications

### **Clinical Decision Support:** Innovation in predictive algorithms

Tremendous commercial success and high market acceptance

#### *New*

- MX800 with embedded PC
- MP5 spot check with early warning scoring

### **Interoperability:** Innovation in systems design and information exchange

Systems integration enables intelligent information presentation when, where, and how it's needed within customers' environment

#### *New*

- Philips Information Center

## New game-changing clinical informatics

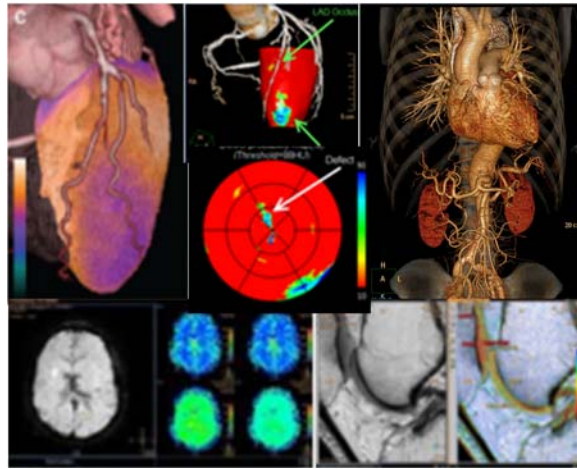


### Mobility and collaboration

Among imaging specialists and referring physicians

*New*

- IntelliSpace PACS peer review
- IntelliSpace Perinatal
- IntelliSpace Critical Care



### Advanced clinical decision support

Leadership in the fields of advanced visualization and image analytics

*New*

- IntelliSpace PACS multi-modality 3D
- Digital pathology, first installs
- IntelliSpace Integral Breast

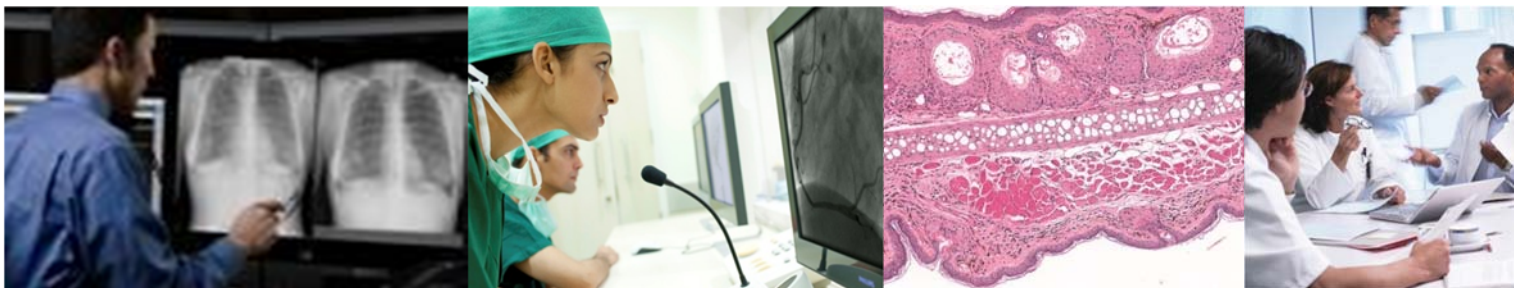


### Clinical workflow and interoperability

Advances in systems integration and cross-ology applications -- oncology, women's health, and radiology

*New*

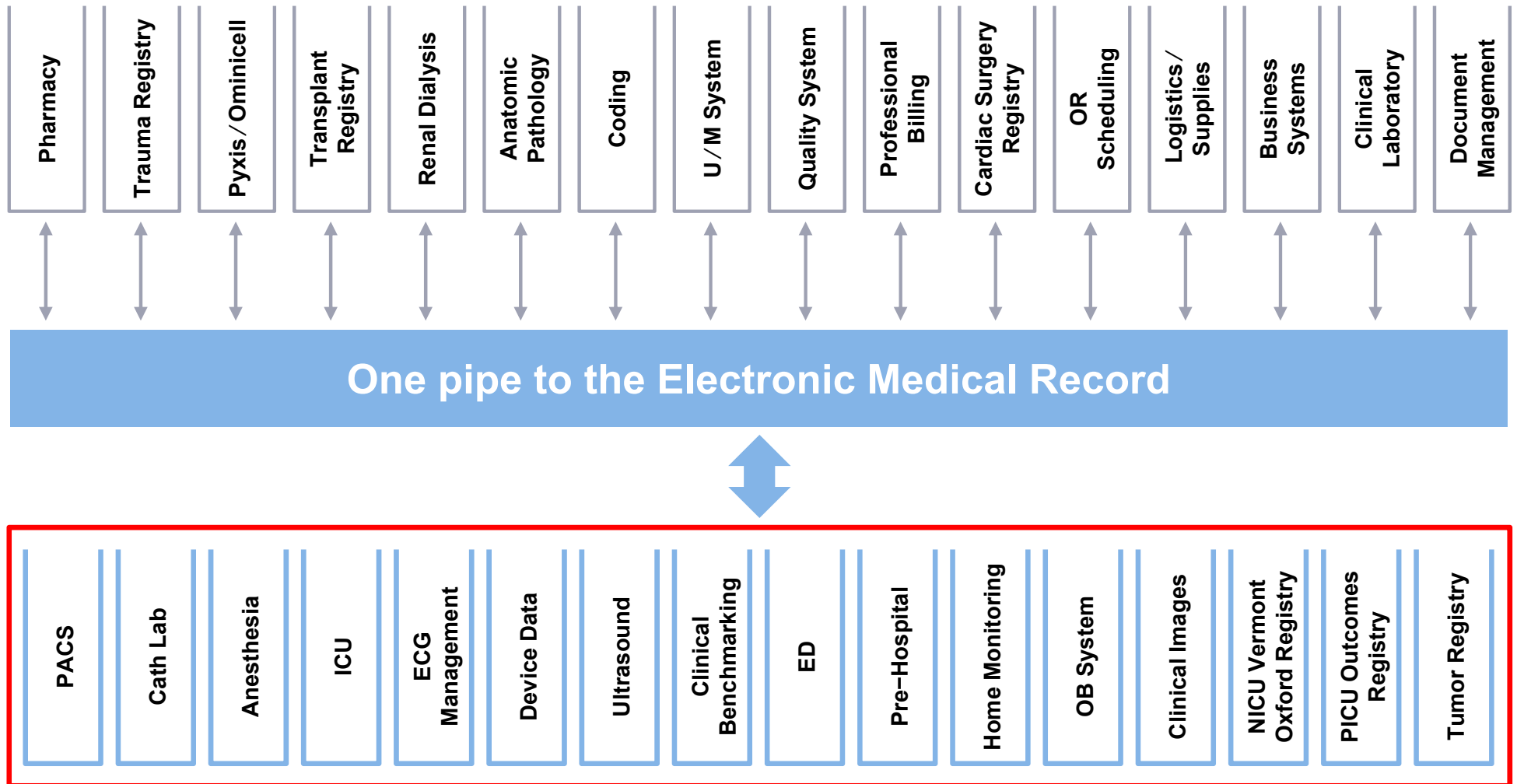
- IntelliSpace PACS workflow layer – iSite
- IntelliSpace PACS communication tools – iSite
- IntelliSpace PACS virtualization – iSite



Radiology,  
cardiology,  
pathology,  
...any-ology

# Leading in interoperability and standards

*Eliminating disparate connections to clinical systems within our customers' environments, to and from the EHR. Demonstrated leadership with over 20 chair and co-chair positions on industry standards committees.*



## Leading in telehealth

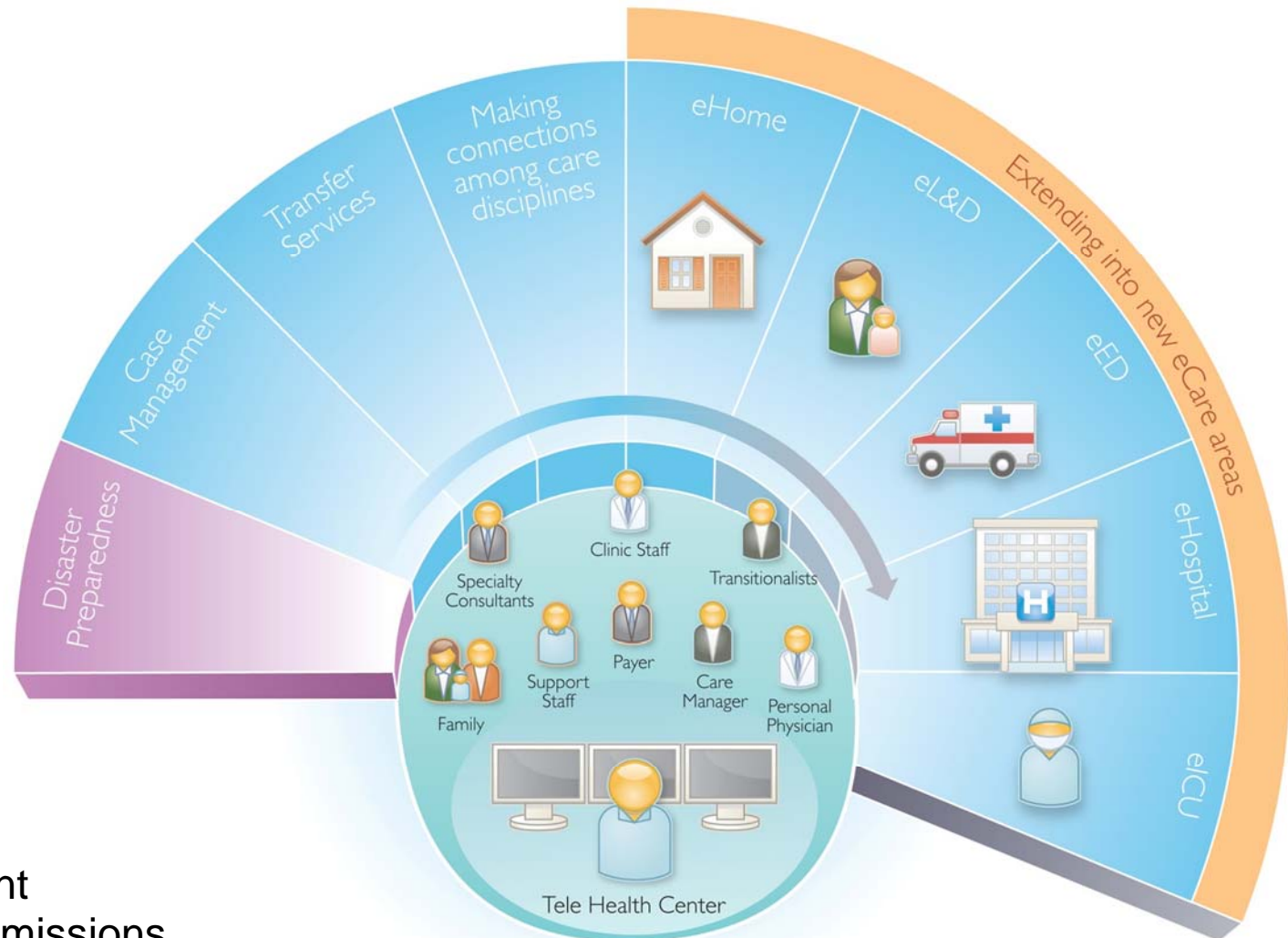
*Coordinating care, helping to reduce length of stay and hospital readmissions*

Leverage scarce clinician resources to care for more patients across all care areas

Use clinical decision support applications for proactive patient and population management

Enable information exchange with EHRs and customers' informatics environment

Extend hospital to home helping to coordinate patient discharge and reduce readmissions



# Innovation in telehealth with IntelliSpace eICU

## Telestroke

**IntelliSpace eICU - Stroke Patient Dashboard**

**General Data:**  
 ED Physician: Smith, John (5848)  
 Consultant: Wilson, Sam (403-555-8989)  
 Code Status: Full Therapy  
 Allergies: MOBAN

**Cardiovascular:**  
 Blood Pressure and Heart Rate (4 hours) graph showing trends for SBP, DBP, and HR.

**Condition and Treatment:**  
 NHSS Scores: 10 (12/02/09 15:17), 8 (12/02/09 15:05)  
 Radiology: Ischemic  
 Dysphagia Screen: Fail, NPO  
 LOC: comatose  
 Patient Symptoms: Headache, nausea, vomiting  
 Treatments: Eligible for tPA: YES, Admin tPA: YES  
 tPA (IV) Dose: 7 mg Bolus, 63 mg Drip  
 Consultant Recommendations/Orders

**Laboratory:**  
 HGB, PLT, PT, INR, PTT (secs), Cr, BUN, GLU, P/a, P/s

**Care Guidelines - Stroke:**  
 ED Assessment, Diagnostics, Consultant Review, Treatment, Disposition

**IntelliSpace eICU - Stroke Patient Dashboard (with Video)**

**Video Assessment:**  
 Live video feed of the patient in the ICU. Controls for zoom, pan, and volume are visible.

**Send Message Dialog:**  
 Recipient: 2] Conrad, Emma J. (Gender: Female) DOB: 03/09/1954 (55y)  
 PID: 1221543, Acct#: 78454 VISICU Health : General Hospital : West Unit  
 Send alert message to bedside care provider:  
 eICU Urine Output Alert - see eCareManager for details  
 Recipient Must Call: [Enter callback number]  
 Append additional text: [Enter Text / Enter More Text]

**IntelliSpace eICU - Stroke Patient Dashboard (with CT Scan)**

**Condition and Treatment:**  
 NHSS Scores: Pre-CT: 10, Post-CT: 18  
 Radiology: Ischemic (initial), Ischemic (consultant eval)  
 Dysphagia Screen: Fail, NPO (15:15 12/02/09)  
 LOC: 2 - Not Alert  
 Patient Symptoms: Headache, nausea, vomiting (15:10 12/02/09)  
 Treatments: Eligible for tPA: YES, Admin tPA: YES  
 tPA (IV) Dose: 7 mg Bolus, 63 mg Drip  
 Notes: Consultant Note (15:06 12/02/09), Other Note (15:12 12/02/09)

**Disposition:**  
 Disposition: Patient Care Report

**IntelliSpace eICU - Stroke Patient Dashboard (with Alerts)**

**Alerts Table:**

Alert	Date	Trigger Value	Trigger Condition	Additional Information
DVT Prophylaxis	05/19/2010 03:00		Patient admitted > 24 hours and no DVT Prophylaxis in Care Plan	
Creat CI Data Missing	05/07/2010 11:31		Height is Missing, Date Of Birth is Missing, Gender is Missing	
Very High HCO3	05/07/2010 11:31	HCO3 (4444.4)	HCO3 > 44	
Lowery Low Hemoglobin	09/07/2010 11:31	2 g/dL	Hemoglobin lab result < 12	
Severe Hyperkalemia	05/07/2010 11:31	2222.2	Serum potassium lab result > 6.5	

**Send Message to Bedside Care Provider Dialog:**  
 Recipient Must Call: [Enter callback number]  
 Append additional text: [Enter Text / Enter More Text]





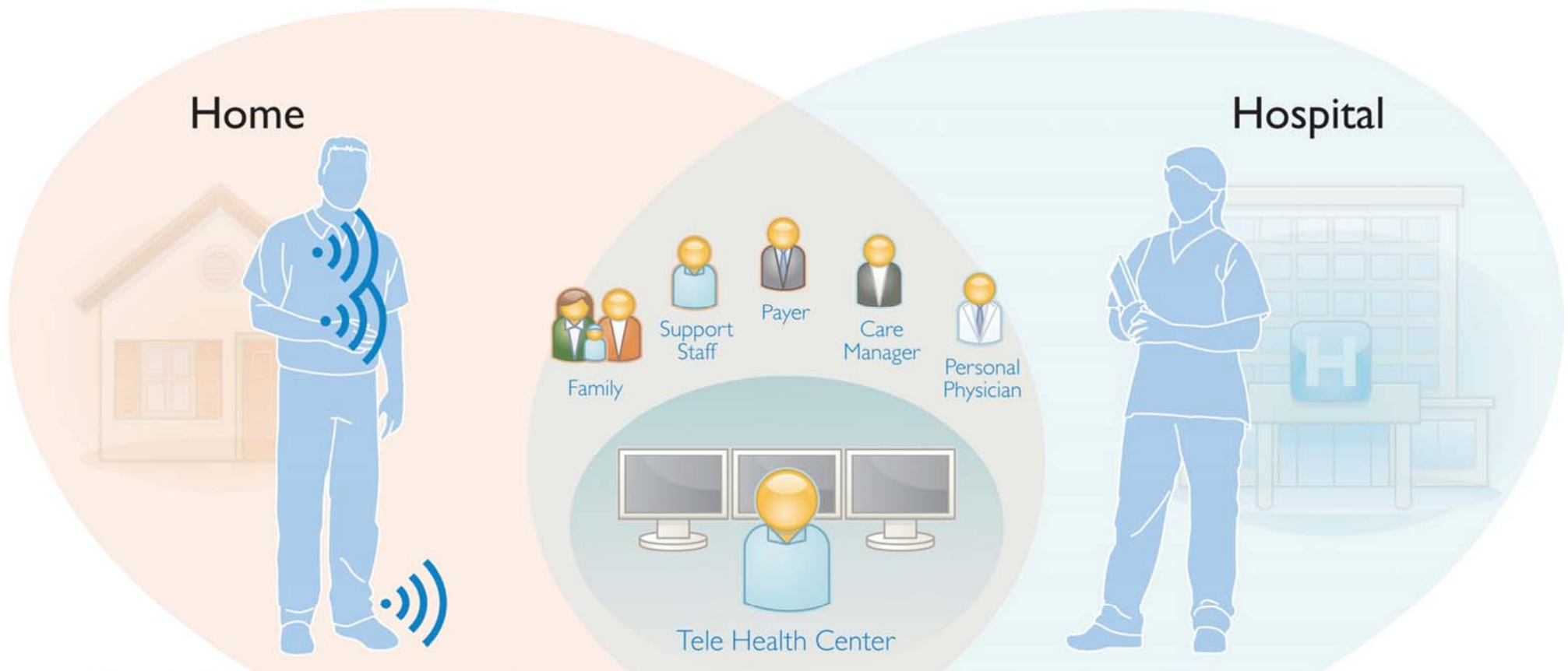
# Gaining share and leadership in key businesses and markets



	China	India	Brazil	North America
Patient Monitoring	<ul style="list-style-type: none"> <li>• #1 in critical care in level III hospitals</li> <li>• #1 in women’s health colposcopy</li> <li>• Grew 40% in 2010, significantly outpacing key competitors</li> </ul>	<ul style="list-style-type: none"> <li>• #1 in patient monitoring</li> <li>• Grew 33% in value segment</li> <li>• Grew 17% overall in 2010</li> </ul>	<ul style="list-style-type: none"> <li>• #1 in patient monitoring</li> <li>• Outgrew the market and gained two share points in 2010</li> </ul>	<ul style="list-style-type: none"> <li>• #1 in patient monitoring</li> <li>• All patient monitoring solutions now integrated into HIS and EMR</li> <li>• Expanding eICU concept to eHospital and into hospital-to-home</li> </ul>
Clinical Informatics	<ul style="list-style-type: none"> <li>• Organic development in EMR, radiology, and cardiology</li> <li>• Winning deals in level 3 hospitals with CDP PACS and critical care informatics</li> </ul>	<ul style="list-style-type: none"> <li>• Organic development in EMR, radiology, cardiology, mobility, and interoperability</li> </ul>	<ul style="list-style-type: none"> <li>• Broadest clinical informatics portfolio and 340 installations</li> <li>• Acquisition of Tecso Informática</li> <li>• Acquisition of Wheb Sistemas</li> </ul>	<ul style="list-style-type: none"> <li>• Veterans Administration Veterans Integrated Service Network (VISN) 10</li> <li>• VA VISN 23 eICU</li> <li>• Steward Health Care</li> <li>• Genesys Health System</li> <li>• BJC HealthCare</li> <li>• Lurie Children’s Hospital of Chicago</li> </ul>
Resourcing to win	<ul style="list-style-type: none"> <li>• Hiring 165+ in sales, service, and R&amp;D</li> </ul>	<ul style="list-style-type: none"> <li>• Hiring 100+ R&amp;D engineers</li> </ul>	<ul style="list-style-type: none"> <li>• Hiring 100+ in sales, service, and R&amp;D</li> </ul>	<ul style="list-style-type: none"> <li>• Expanding clinical transformation services and CDS consulting</li> </ul>

## Hospital to home

### Strategy



#### Chronically ill patients and their families

We empower patients and their families with personalized information and tools to help them understand their hospital discharge and adhere to ongoing care.

#### All members of the care team

We help caregivers treat a growing number of patients by providing the information and tools they need to confidently and efficiently deliver high-quality humanistic care across the continuum.

## Key takeaways

### Accomplishments to date

- We have established ourselves as a leading patient care and clinical informatics solutions provider
- We are leading in interoperability, mobility, and clinical decision support
- We are building leadership in patient care and clinical informatics in growth geographies

### Now taking it to the next level

- Philips will lead with holistic, connected, innovative solutions – from hospital to home



