



Smart Healthcare Delivery *IT Enabling the Health Continuum*

Healthy Living Prevention Diagnosis Treatment Recovery Home Care

Hans Hofstraat

Philips Research

MIT-NSF Workshop: Smarter Service Systems
November 20th, 2014

PHILIPS

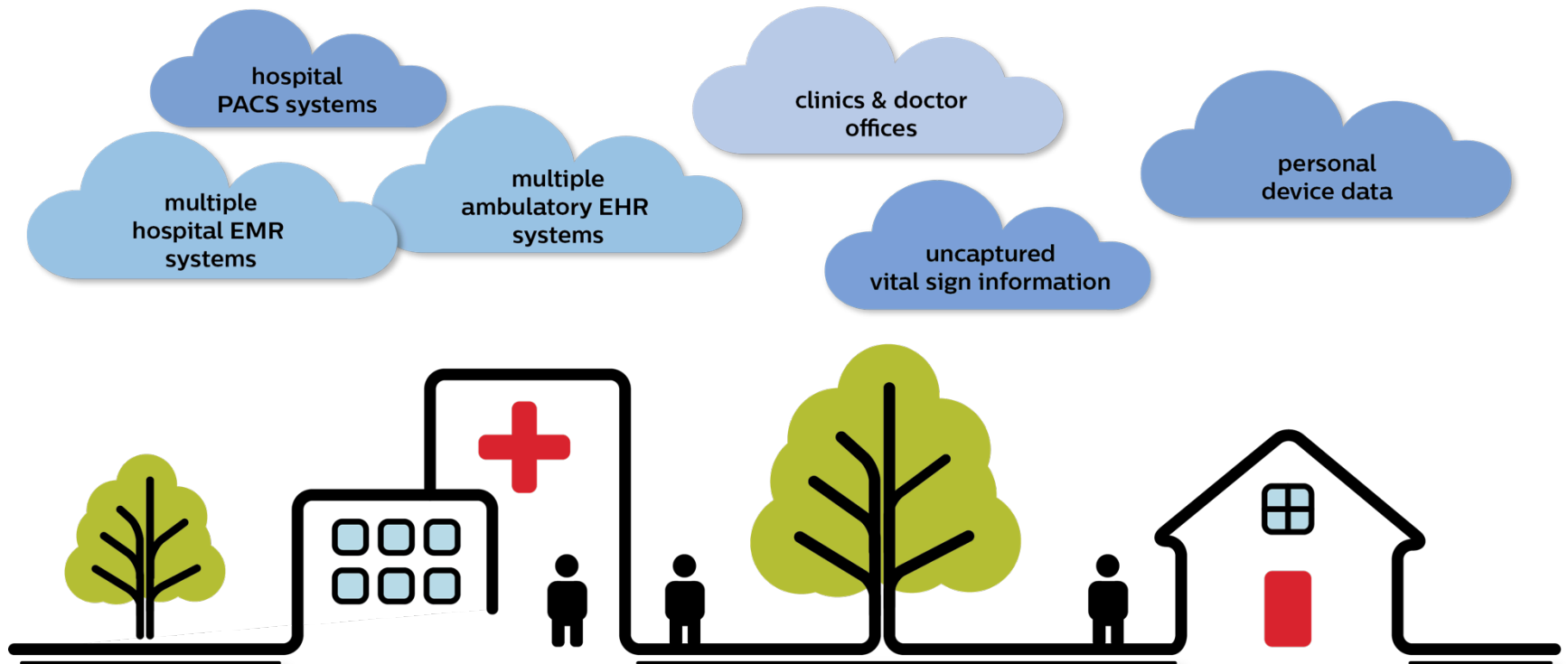
The changing global healthcare landscape requires a fundamentally different approach: key role for IT



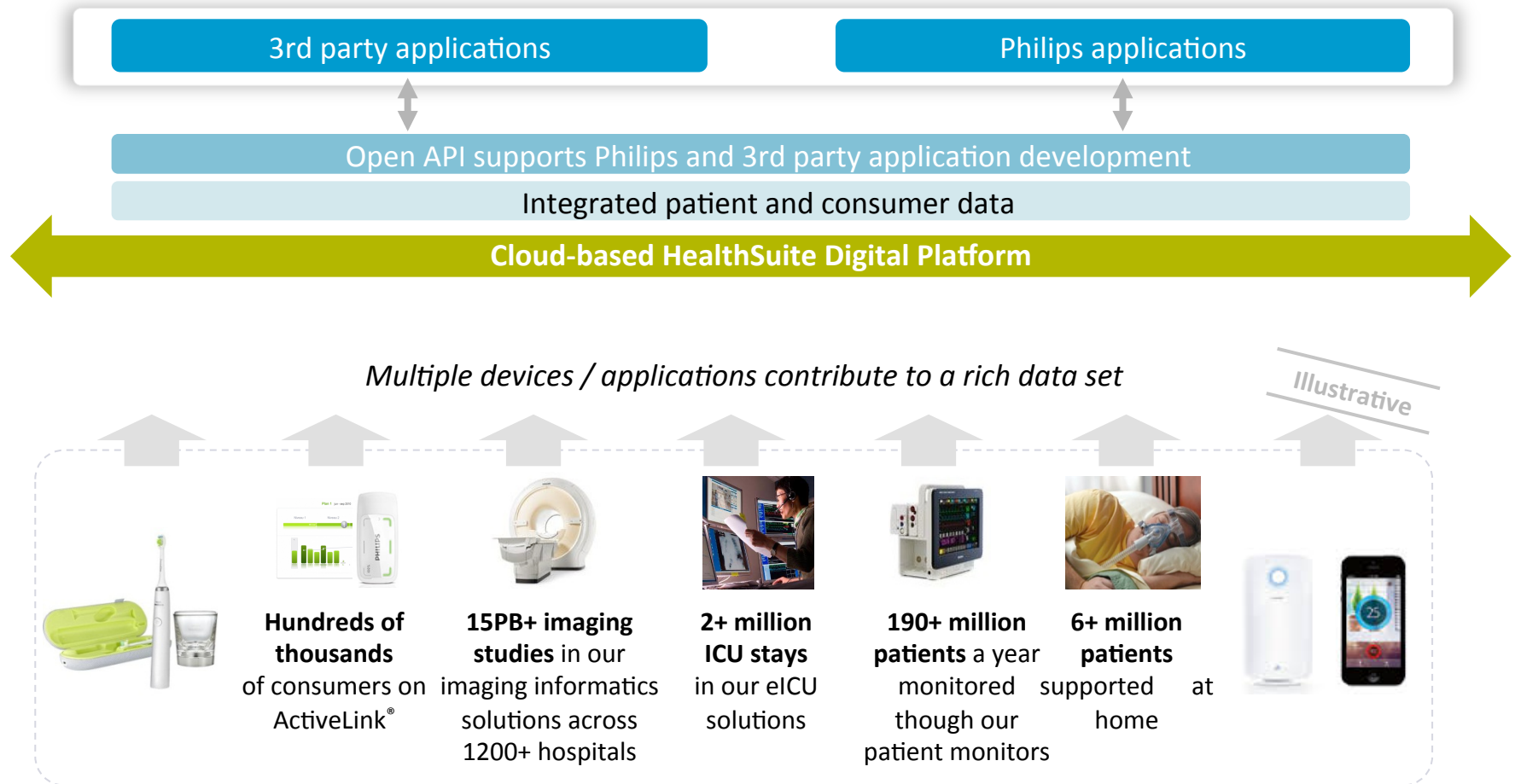
- Enabling **population health management, including Healthy Living and Prevention**
- **Patient centric solutions**, with built in **collaboration** models across the health continuum
- **Integrating data from disparate point solutions** across hospitals, physician practices, insurance, consumer homes
- Provide **actionable and context sensitive information** to clinicians, patients and care givers

Data are available – how to effectively use them?

“From the waiting room to the living room”

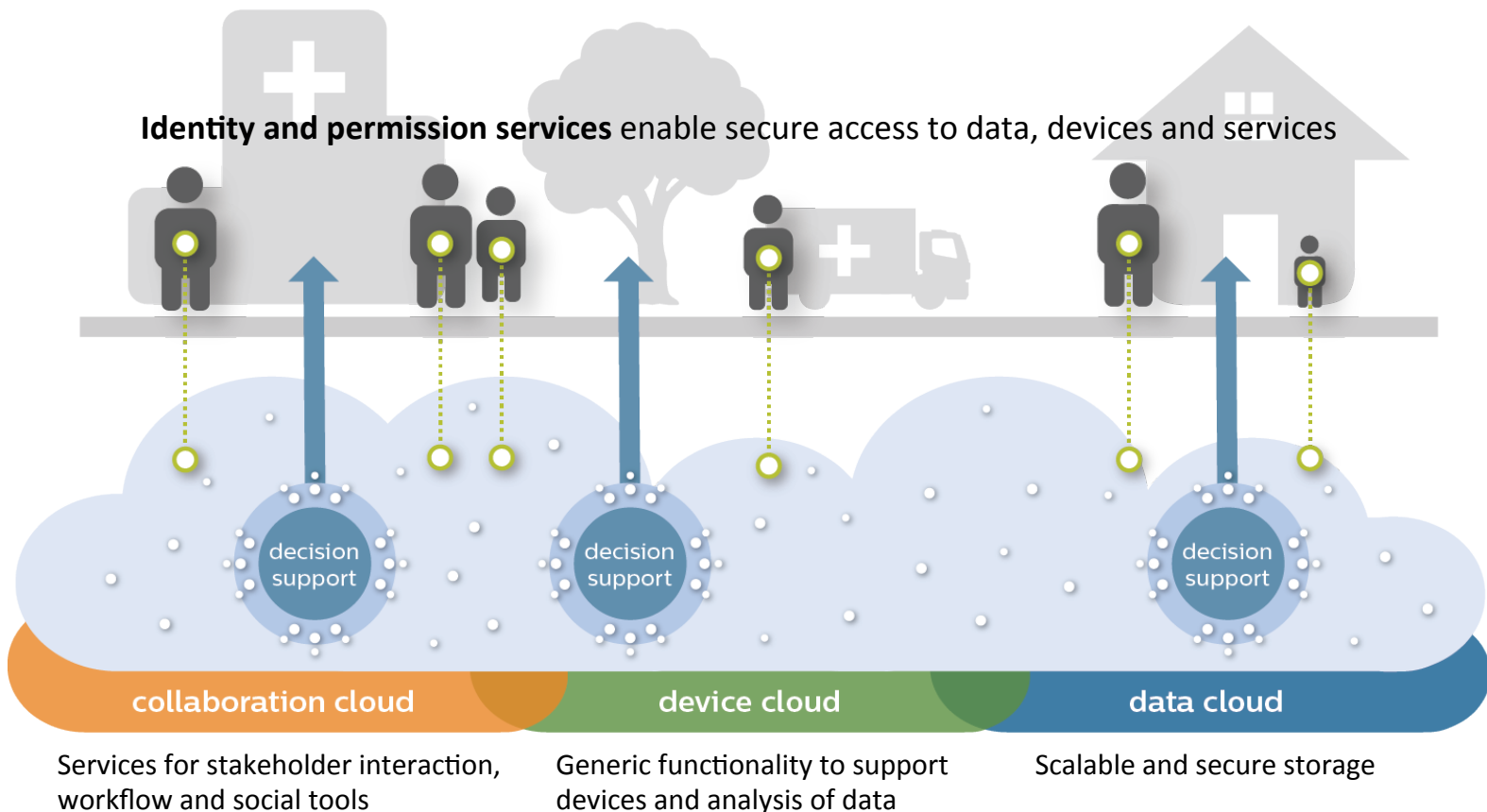


Philips **HealthSuite** Digital Platform designed to support the Health Continuum



Cloud-based **HealthSuite** Digital Platform will enable scalable and cost effective solutions

To empower and drive a real impact on the most pressing challenges facing healthcare today



Interfaces tailored to the user

How do we create a healthcare experience that is as intuitive and effective as online banking or shopping?

For administrators

How do we support and excel in an outcomes-driven business model?

How can we leverage skilled resources across entire populations?

For providers

How can I access meaningful information at the point of decision?

How do I effectively and efficiently manage someone's care remotely?

For consumers

How can I manage my care without becoming consumed by it?

How do I know I'm receiving value? What do I look for?



Changing Digital Landscape

Bridging hospital and home



Clinical breadth and
depth of experience and
portfolio

Actionable information
from data in the hospital
to the home

Consulting, services, and
new business models

Partnerships and
co-creation

PHILIPS



Banner Health

Hospital-to-Home care delivery

Teaming up with Banner Health





Care coordination and remote patient monitoring for improved outcomes

Applications on the HealthSuite Digital Platform...

...enabling programs to achieve relevant financial and clinical improvements¹

eCareCoordinator for clinicians

- Population health management and care coordination
- Remotely monitor patients' vital signs and health status
- Monitors hundreds of patients simultaneously and prioritizes need of care through data analytics



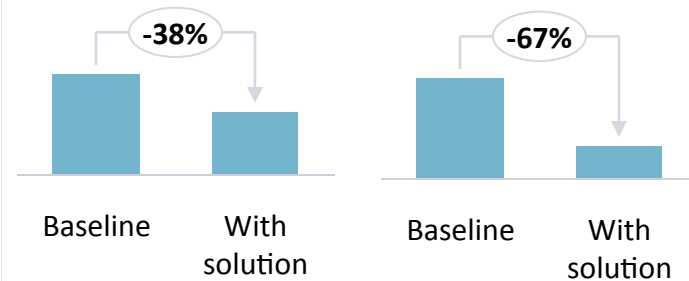
eCareCompanion for patients

- Enables real-time communication with care team
- Health coach to patients with chronic conditions like heart disease, diabetes, COPD, cancer



Hospital visits

ED² visits

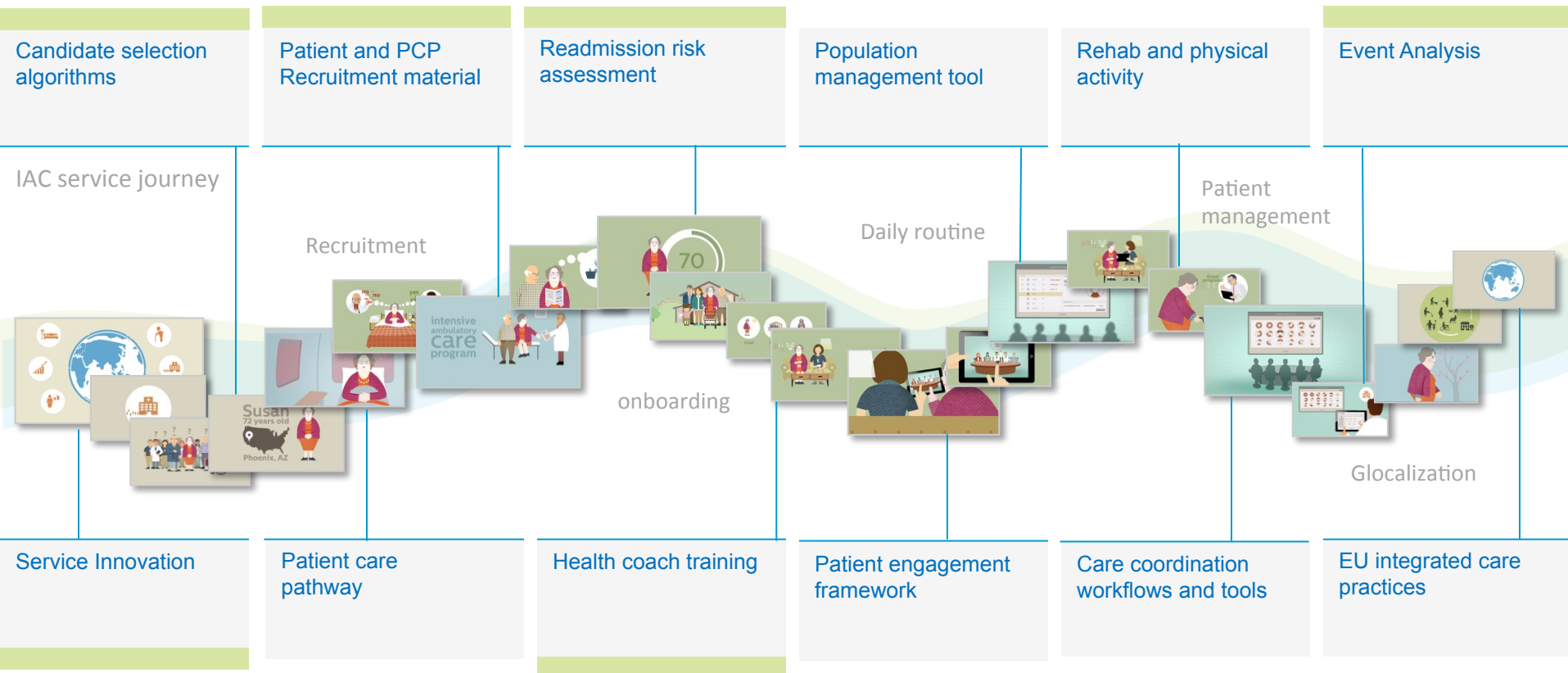


Less days in a hospital
10.2/patient/year



Total cost reduction
\$27k/patient/year

Integral offering for ambulatory care



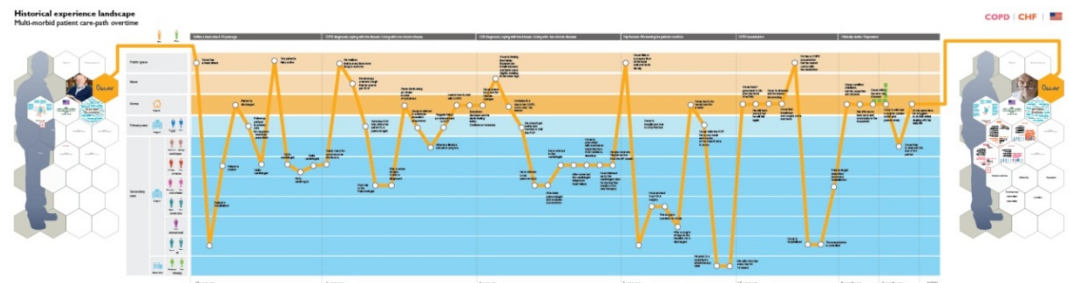
SERVICE INNOVATION



Our research focus is to:

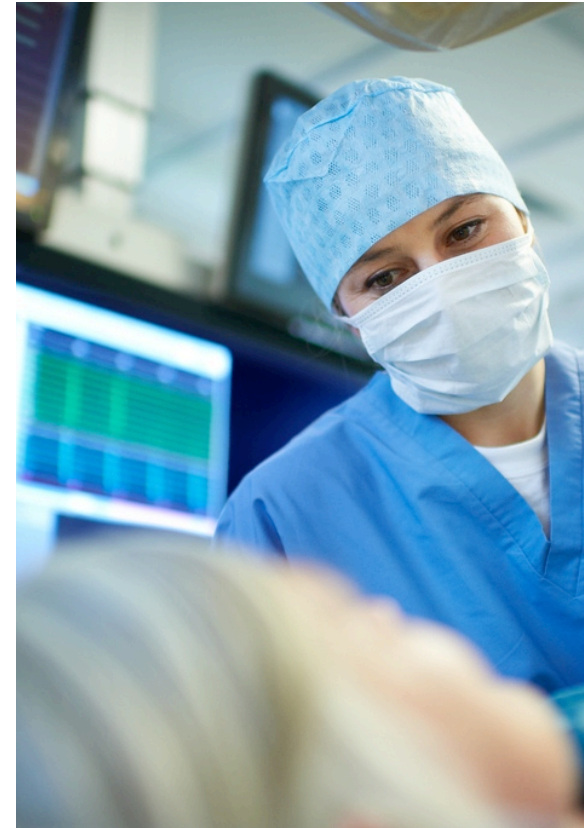
- (Co)create methods and tools to identify local needs, and to support service design, adapted to local context and users
- Develop service experience flows and engagement strategies
- Implement approaches, and objectively validate the outcomes

...so that solutions are designed and implemented that target local healthcare needs and deliver on local performance indicators



Key takeaways

- New solutions for **population health and support of the Health Continuum**, grounded in big data, social and mobile technologies
- The cloud based **HealthSuite Digital Platform** is the foundation for all connected health devices and informatics products
- It is the foundation for an **open ecosystem** that will **drive rapid innovation** to deal with the challenges along the Health Continuum
- **Engage with you** so together we can create the future of healthcare





We are open to external ideas and technologies

Radboudumc and Philips support COPD patient with smart solution

Radboudumc and Philips will support COPD patients with a new digital solution, providing continuous monitoring.

Jointly developed prototype runs on the cloud platform, developed by Philips and salesforce.com.

Patients and their care providers have always and everywhere insight in the health status.

