

PHILIPS

Success in Patient Monitoring

Steve Rusckowski

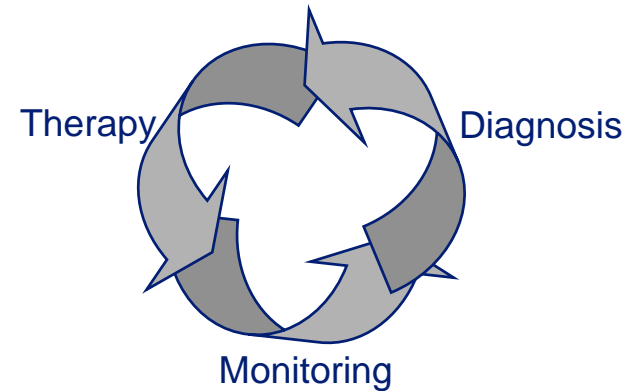
Executive Vice President Philips Medical Systems

CEO Cardiac and Monitoring Systems

Cardiac & Monitoring Systems

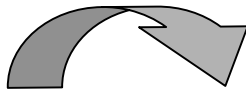
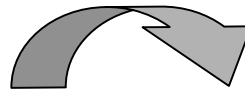
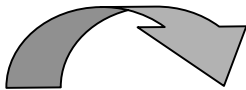
Mission

To apply innovative technologies to the process of managing care and saving lives.



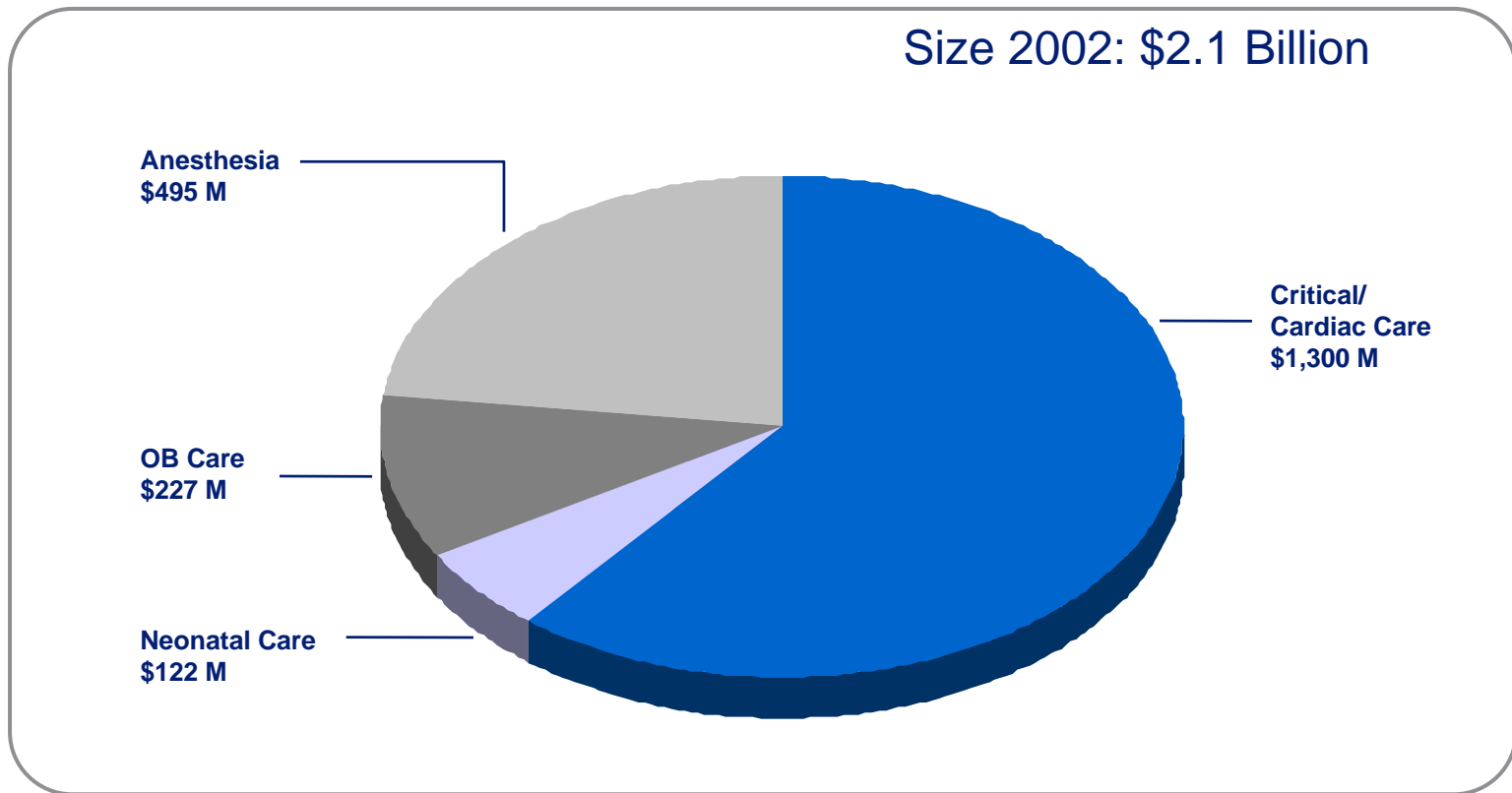
Cms vision

To be the most pervasive cardiology & monitoring solutions company in the world.

 <p><u>Pervasive:</u> -Wherever needed -In & out of the hospital -In the hands of providers -In the hands of consumers -Around the world</p>	 <p><u>Cardiology:</u> -Diagnosis -Monitoring -Resuscitation -Information Mgmt</p>	 <p><u>Monitoring:</u> -Anesthesia Care -Cardiac Care -Critical Care -Emergency Care -Home Health -Perinatal Care -Sub-acute Care</p>
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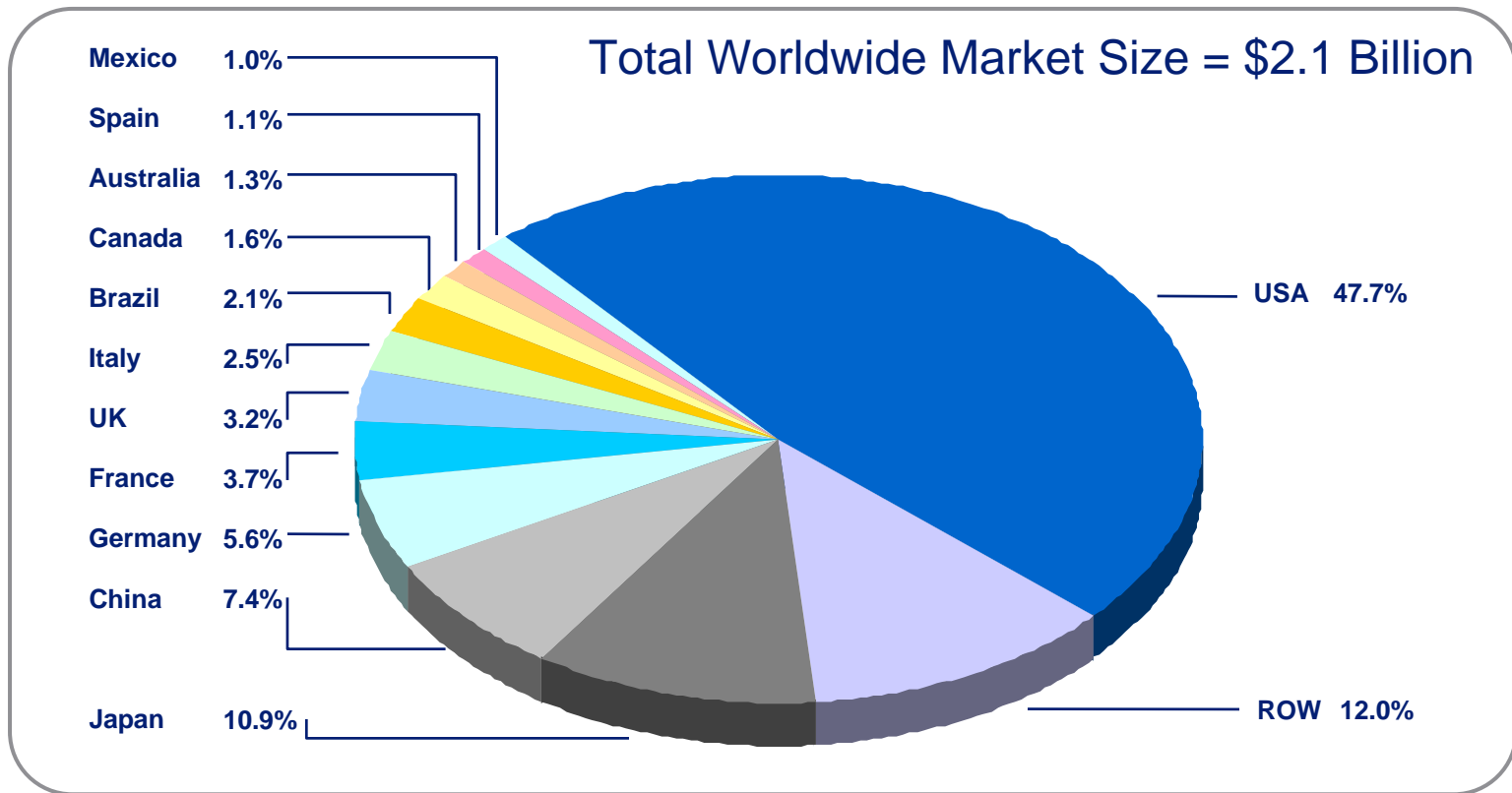
Patient Monitoring

Total Worldwide Market

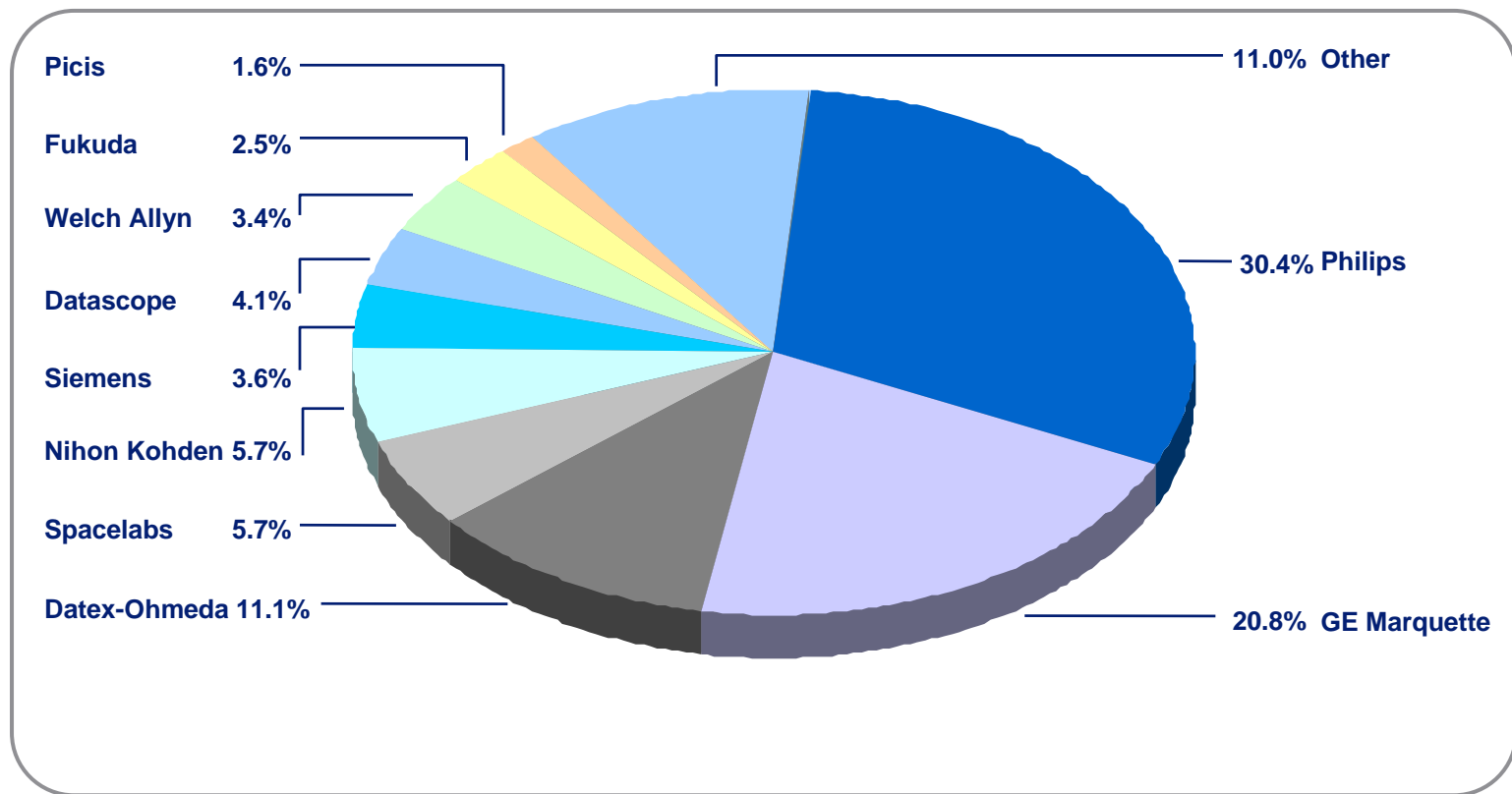


Source: Frost & Sullivan PM Market Update Study 2002

Patient Monitors, Clinical Measurements, Clinical Information Systems, Surveillance and Networking *by Country*



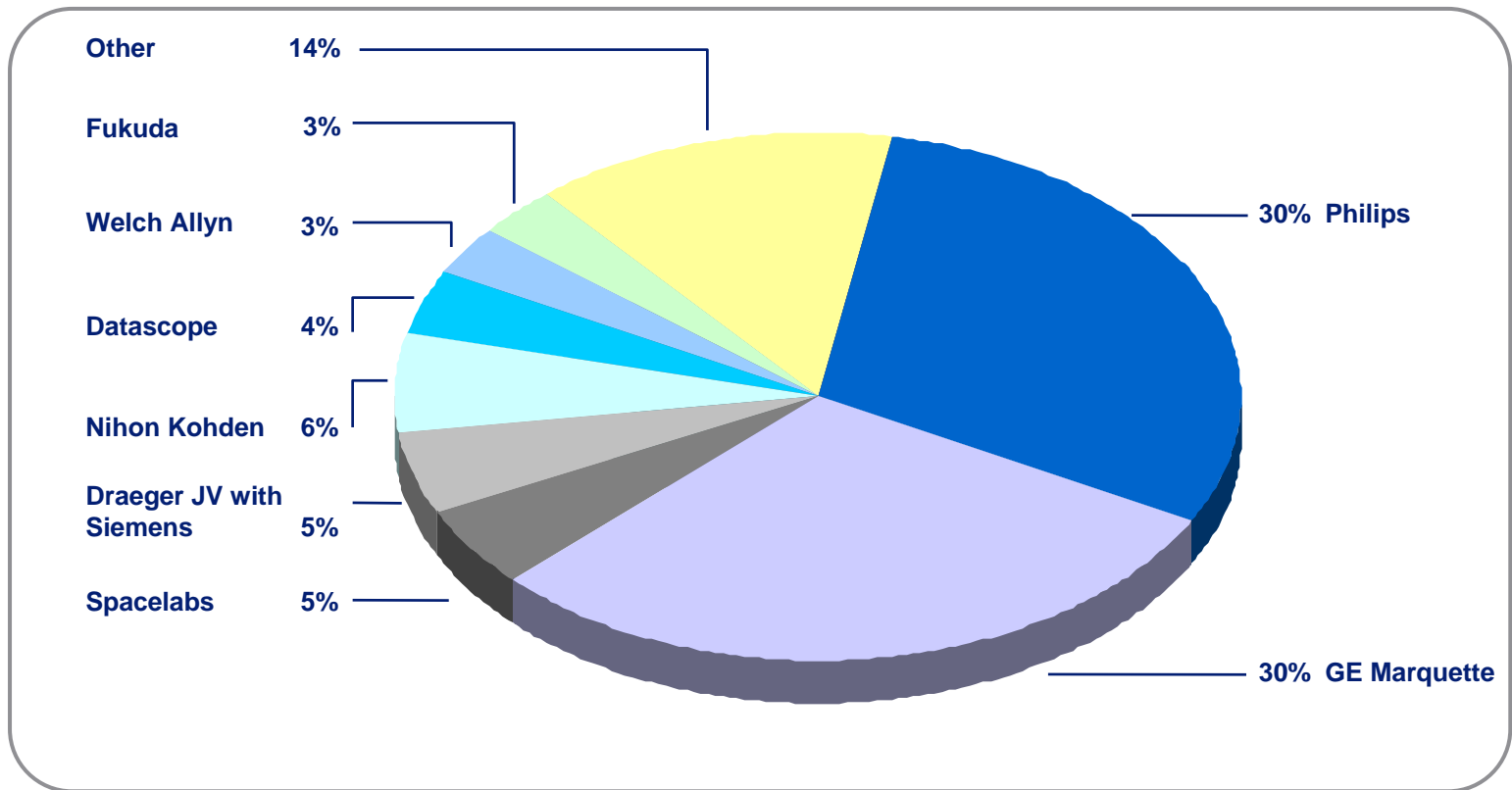
Market Players and Their Share



* Selected countries worldwide (NA:Canada,US-Europe:F,G,I,E,UK-AP:Aus,C,J -LA:B,M)
 Source: F&S "PM 2002 – Market Update Study" February 2003

The New Market Landscape

2002 restated

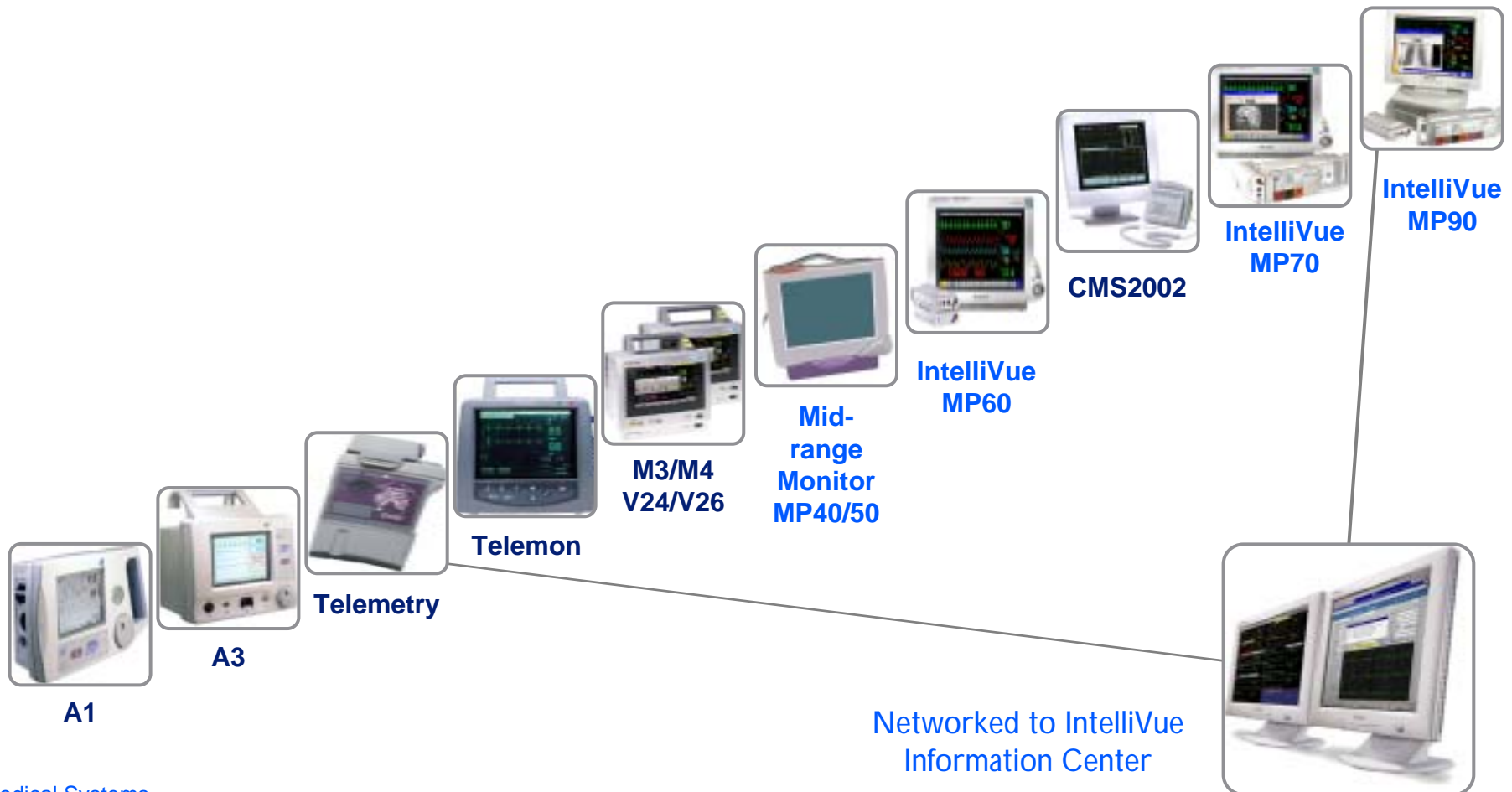


The Philips Answer

The Philips IntelliVue Patient Monitoring System with portal technology allows clinicians to bring relevant information from many areas of the hospital directly onto the monitoring screen.



New members of the world's best-selling Patient Monitoring Line



Philips Patient Monitoring 2002 IMV Survey Results

**Customers rank Philips #1
In 23 of 25 categories**

From satisfaction with the manufacturer
to quality of its products, parts, and people.

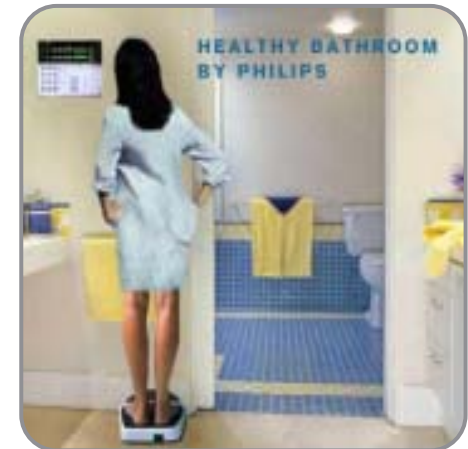
Best Heart and Heart Surgery Hospitals 2003 US News and World Report

Rank	Hospital	CCU	ER	ICU	Other
1	Harvard Clinic	Philips	Philips	Philips	Philips
2	Harvard Medical School	Philips	Philips	Philips	Philips
3	Johns Hopkins Hospital, Baltimore	Philips	Philips	Philips	Philips
4	Duke University Medical Center, Durham, N.C.	Philips	Philips	Philips	Philips
5	Mayo Clinic, Rochester, Minn.	Philips	Philips	Philips	Philips
6	Massachusetts General Hospital, Boston	Philips	Philips	Philips	Philips
7	Ohio State University, Columbus	Philips	Philips	Philips	Philips
8	Stanford University, Stanford, Calif.	Philips	Philips	Philips	Philips
9	University of California, San Francisco	Philips	Philips	Philips	Philips
10	University of Michigan Medical Center, Ann Arbor	Philips	Philips	Philips	Philips
11	University of Washington Medical Center, Seattle	Philips	Philips	Philips	Philips
12	University of Texas Medical Branch, Galveston	Philips	Philips	Philips	Philips
13	University of Wisconsin Medical Center, Madison	Philips	Philips	Philips	Philips
14	University of Colorado Health Sciences Center, Denver	Philips	Philips	Philips	Philips
15	University of Illinois at Chicago, Chicago	Philips	Philips	Philips	Philips
16	University of Iowa, Iowa City	Philips	Philips	Philips	Philips
17	University of Maryland Medical Center, Baltimore	Philips	Philips	Philips	Philips
18	University of Minnesota Medical Center, Minneapolis	Philips	Philips	Philips	Philips
19	University of North Carolina, Chapel Hill	Philips	Philips	Philips	Philips
20	University of Pennsylvania, Philadelphia	Philips	Philips	Philips	Philips
21	University of Pittsburgh Medical Center, Pittsburgh	Philips	Philips	Philips	Philips
22	University of Texas at Dallas, Dallas	Philips	Philips	Philips	Philips
23	University of Virginia, Charlottesville	Philips	Philips	Philips	Philips
24	University of Wisconsin-Madison, Madison	Philips	Philips	Philips	Philips
25	University of Wisconsin-Milwaukee, Milwaukee	Philips	Philips	Philips	Philips
26	University of Wisconsin-Stevens Point, Stevens Point	Philips	Philips	Philips	Philips
27	University of Wisconsin-La Crosse, La Crosse	Philips	Philips	Philips	Philips
28	University of Wisconsin-Oshkosh, Oshkosh	Philips	Philips	Philips	Philips
29	University of Wisconsin-River Falls, River Falls	Philips	Philips	Philips	Philips
30	University of Wisconsin-Stout, Stout	Philips	Philips	Philips	Philips
31	University of Wisconsin-Superior, Superior	Philips	Philips	Philips	Philips
32	University of Wisconsin-Wausau, Wausau	Philips	Philips	Philips	Philips
33	University of Wisconsin-Yeshewa, Marquette	Philips	Philips	Philips	Philips
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99	University of Wisconsin-River Falls, River Falls	Philips	Philips	Philips	Philips
100	University of Wisconsin-Stout, Stout	Philips	Philips	Philips	Philips

Personal Healthcare

Our mission

We design, develop, and deliver revolutionary monitoring, early detection, and communication systems — endorsed by clinicians — to enable effective therapy at the right time and place.



Personal Healthcare Solutions

Monitoring and Early Detection

Devices



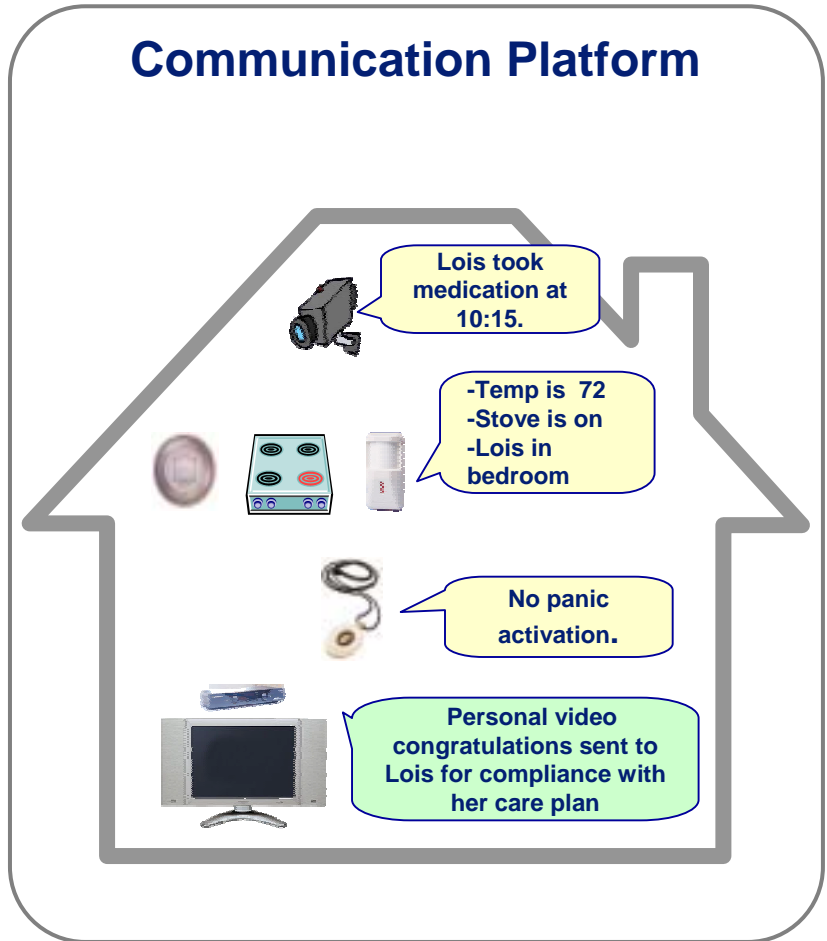
Biochemical



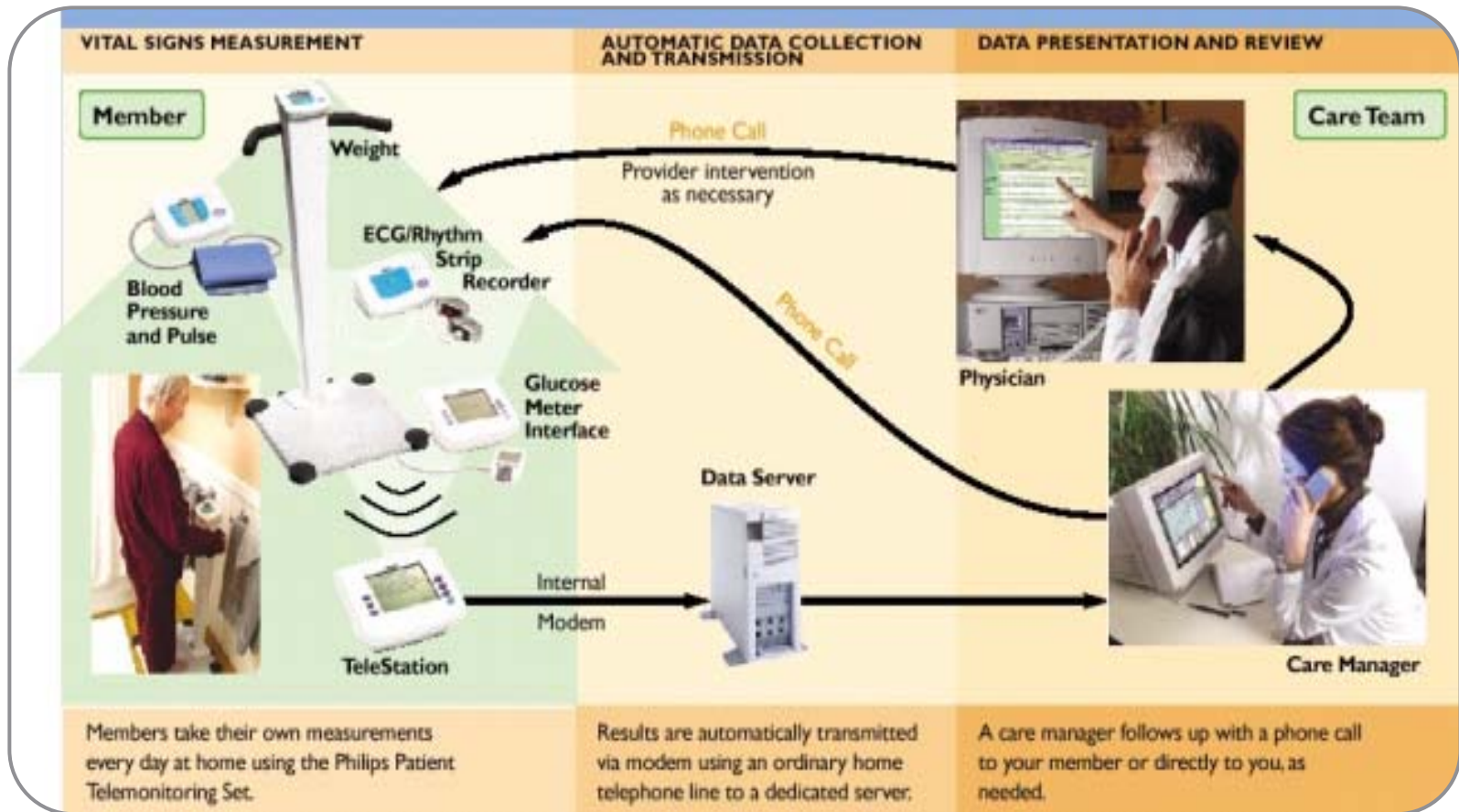
Wearable Sensors



Communication Platform

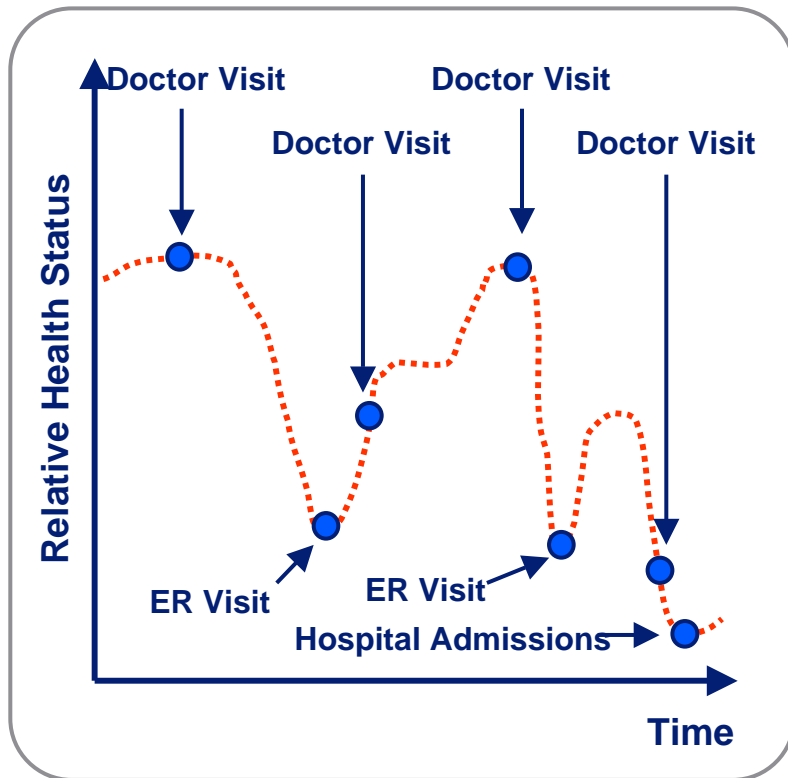


Philips Telemonitoring Services (PTS) The Solution Framework

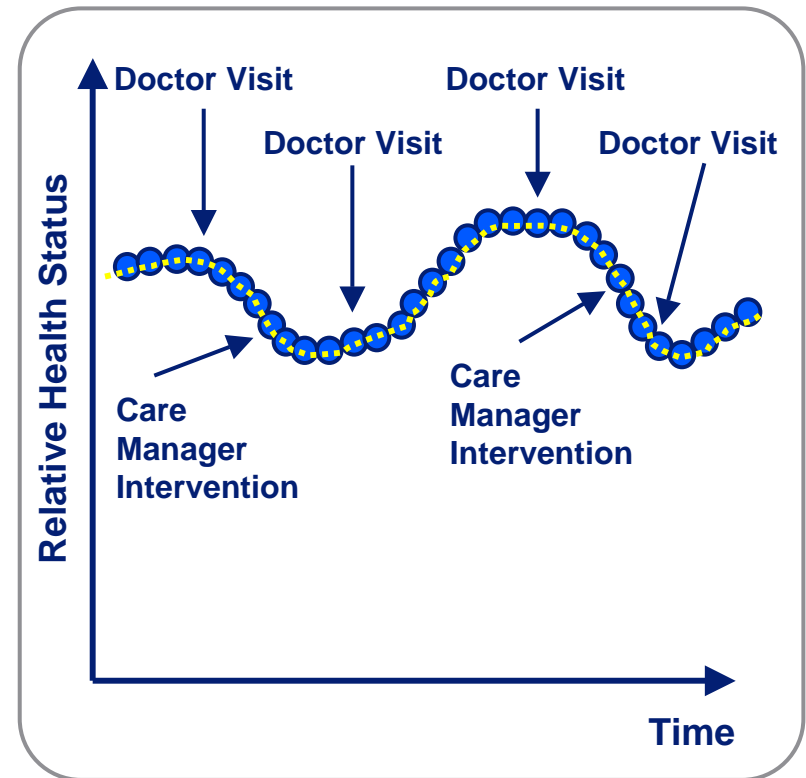


Comparison of Models of Care

Traditional Model



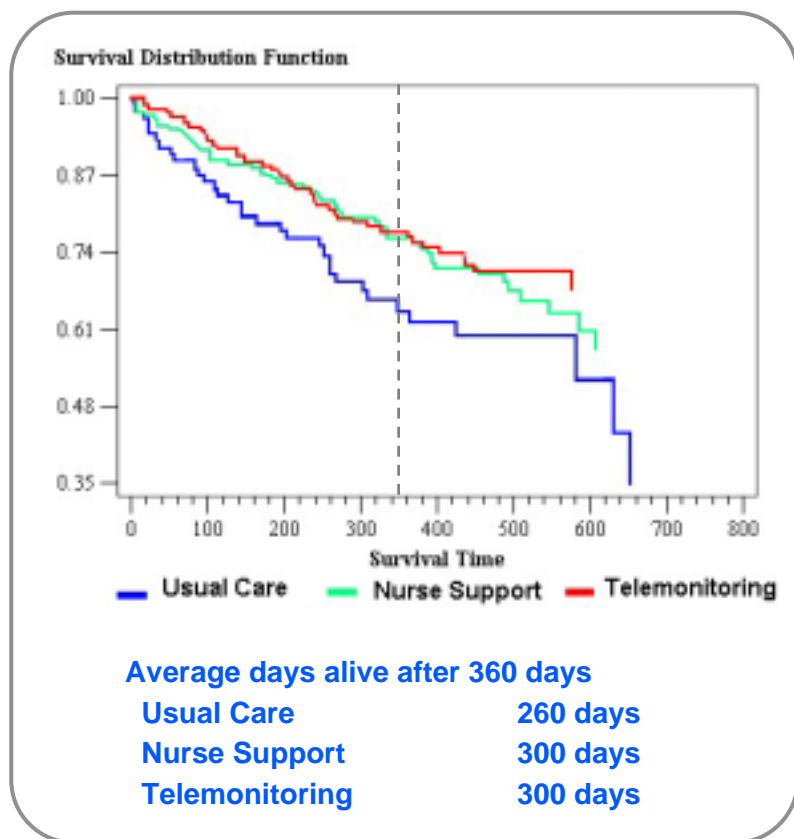
PTS Model



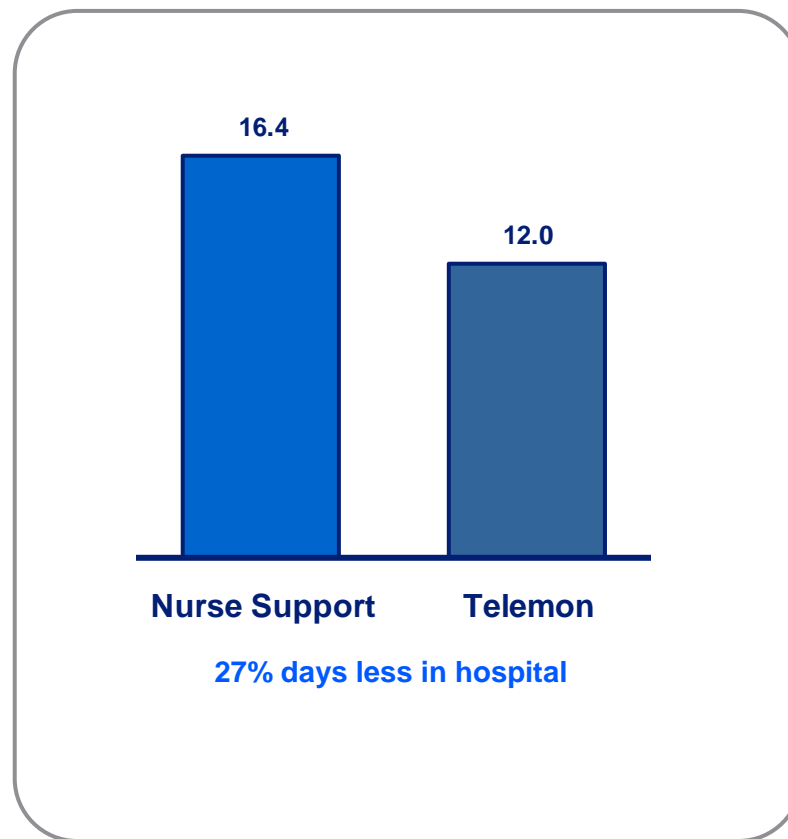
● Health Status Data Collected

Key TEN–HMS Results – Telemonitoring *Saves Lives and Reduces Hospital Days*

Significant mortality reduction



Reduction of hospital days
(Hospital Days / Admission)



Summary

- Philips has a strong market position
- Strong presence in cardiac and monitoring systems complements Philips' Imaging and IT position
- Personal Healthcare a natural extension of Philips' monitoring strengths

