

Empowering people to take charge of their *health and well-being*

How technology enables individual health management

An expert panel gathered at the recently launched Philips APAC Center for Channel NewsAsia's Perspectives program to discuss the changing face of personal healthcare in an age where disruptive technology has prompted greater health consciousness among consumers.

Dr Carolyn Lam, Professor, Program in Cardiovascular & Metabolic Disorders, Duke-NUS Medical School, kicked off the discussion by sharing her views as a healthcare practitioner, on the importance of individuals taking a more active role in managing their health in a world where knowledge is power.

"It begins with awareness and I will give an example. I have this patient who suffers from high blood pressure. I asked him to exercise but he said he was very active. I stuck a fitness tracker on him and it took that to make him realize that he was not as active as he should have been. This is a case where simple information and data really does help to motivate," she said.

"A lot of heart disease is preventable – it's a lifestyle disease."
Dr Carolyn Lam

Mr Srikanth Nott, General Manager, Personal Health, Philips ASEAN Pacific, shared Dr Lam's sentiments. "Technology keeps us informed. But in a world where ageing, sedentary lifestyles and the rise in chronic diseases are posing major healthcare challenges, we are still the masters of our own health," he said.

Empowering individuals to fight chronic diseases

Mr Patrick Teow, Chief Executive Officer, AIA Singapore, also talked about their recently launched vitality program that incentivizes people to exercise. "Just by looking at physical activity and eating right, these two alone can eradicate the norm of chronic diseases," he said.

"The illnesses affecting us now are no longer infectious diseases but chronic ones like high blood pressure, diabetes and high cholesterol," shared Dr Lam. "A lot of heart disease is preventable – it's a lifestyle disease."

"The center of gravity is moving towards the individual where finding a balance between professional and personal care to effectively manage one's health is critical."
Mr Srikanth Nott

Studies show that cardiovascular diseases, such as heart disease and stroke, are major killers worldwide and to a great extent are due to imbalanced diets and physical inactivity. Every day, 16 people die from cardiovascular diseases (heart disease and stroke) in Singapore, and cardiovascular disease accounted for 29.6% of all deaths in 2015¹.

A change in mindset is needed. Mr Nott pointed out that "a large number of diseases nowadays are chronic. It is something you have to live with, and that is where the onus comes back onto the individual."



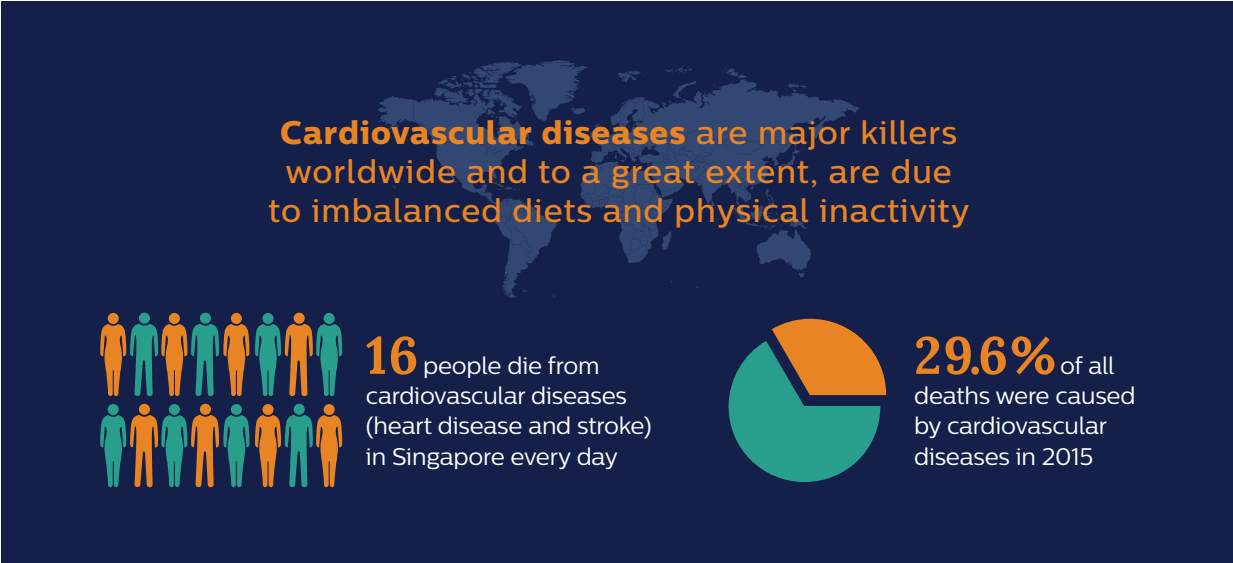
Assoc Prof Lim Wee Shiong,
Snr Consultant, Dept of Geriatric Medicine, Institute of Geriatrics & Active Aging, Tan Tock Seng Hospital

Mr Patrick Teow,
Chief Executive Officer, AIA Singapore

Mr Srikanth Nott,
General Manager, Personal Health Philips ASEAN Pacific

Dr Carolyn Lam,
Professor, Program in Cardiovascular & Metabolic Disorders, Duke-NUS Medical School

Teymoor Nabili,
Moderator, Channel NewsAsia Perspectives



Source: Singapore Heart Foundation

Associate Professor Lim Wee Shiong, Senior Consultant, Department of Geriatric Medicine, Institute of Geriatrics & Active Aging, Tan Tock Seng Hospital, shared how the region is seeing a mindset shift away from just treating illnesses towards preventive healthcare.

Singaporeans are living longer than before and consumers are becoming increasingly engaged in their own health as they recognize the value of living not just a long but also, quality life. Product innovations that make it convenient and sustainable for people to stay empowered in their personal health journey are rising in demand.

The high-tech future of personal care

Technological advancements in healthcare have prompted product propositions such as wearable technology, which make it more accessible for consumers to keep track of their health. These platforms give people access to information and data that enable them to monitor progress, leverage insights and motivate themselves.

"The center of gravity is moving towards the individual, where finding a balance between professional and personal care to effectively manage one's health is critical," said Mr Nott.

Advancement in technology coupled with production innovations offer consumers the flexibility to choose a solution that best suits their needs – for example the Airfryer, a convenient way to prepare healthy food at home. Telehealth and remote monitoring solutions have also changed the way we look at healthcare by enabling patients to better care for themselves at home.

"We need to start engaging the individual to educate and empower them to be active as part of their lifestyle," said Professor Lim. Mr Nott added, "The key is to educate and instill good habits for healthy living from a young age."

Different lifestyles and needs make it hard to find a one-size-fits-all approach to the healthcare challenges we face today. Educating, engaging and empowering the individual thus forms the cornerstone for the future of healthcare, where technology serves to enhance and enable individual health management, rather than replace healthcare practitioners.

Philips is proud to partner with Channel NewsAsia to present the channel's flagship panel discussion TV program Perspectives, where a panel of experts from the industry, government and academic sectors discuss their views on the issues and trends shaping the current healthcare landscape.

Watch the full series online at www.philips.com.sg/futureofhealthcare

¹Source: Singapore Heart Foundation