The hospital is dead, long live the hospital

Agile innovation in a new reality

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ATA 2020
A new reality.....in only six months time

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<td>Consumer needs and behaviour have changed overnight</td>
<td>Virtual care has experienced a huge surge in adoption</td>
<td>Real-time feedback loops to instantly share critical knowledge</td>
<td>Crisis is a strong driver for creativity and innovation</td>
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People look for convenience and safe experiences

Security, quality and accessibility have evolved

Learning and knowledge-sharing directly into the hands of health workers

Quick action, creative solutions and cooperation

86% of people are delaying appointments for existing conditions*

* Healthgrades COVID-19 Patient Confidence Study
How Philips responded

Ramping up creating & production of critical health technology products in response to COVID-19 pandemic

Teaming up with customers around the globe. Agile innovation responsive to urgent health care needs

The Philips Foundation has been delivering pro bono support throughout the world to enable access to critical care by leveraging Philips' expertise, innovative products and solutions
Our strategy stands stronger than ever

Enabling the Quadruple Aim

- Better health outcomes
- Improved patient experience
- Improved staff experience
- Lower cost of care
Mapping solutions to the Patient Journey
Digital is enabling the healthcare transformation

Cloud  Internet of Things  Artificial Intelligence  Sensors
Conversational interfaces  5G  Robotics  Autonomous systems  Computer Vision  AR/VR  Blockchain

Continuous health tracking  Population health  Advanced visualization  Context-aware patient monitoring  Real-time care
Augmented Reality  Image-guided therapy  Computational pathology  Quantification  Genomics  Adaptive interfaces

Agility and a platform approach are helping us to adapt, to scale and to innovate at speed
We need to rethink our hospitals and healthcare systems
Population Health Management

Large-scale clinical, behavioral and operational data analysis to stratify patients and target at-risk population segments for intervention at the right time and place.
Diagnostics at the point of care

Connecting care providers to enhance point of care diagnostics, enabling clinical collaboration, remote consultation, training and AI-supported access to care
Smart sensory and AI-powered technologies are enabling first-time-right imaging.

Applying advanced analytics on images, pathology and genomics supports precision diagnosis and personalized treatment.

Precision diagnosis
Clinical & Operations Center

Expanding access to critical care
Remote monitoring aims to allow 24/7 quality care in a more efficient model
Tapping into world class knowledge

Integrating up-to-the-minute data about a disease with the patient’s personal medical history to optimize treatment pathways in real-time
Sharing patient data between hospitals at the ‘touch of a button’ is vitally important to optimizing the use of healthcare resources.
Virtual, connected 24/7 care networks

- 24/7 Clinical Operations Center
- Lab
- Pharma
- Payers
- Research
- Consumer
- Primary care
- Home care
- Hospital
- Retail outlet
- Diagnostic center
- Secure, open health data infrastructure
Key takeaways

COVID-19 is accelerating digital innovation

Experiencing virtual care, data sharing and AI first-hand will shape the debate about their future role in healthcare

- Actionable insights in health and disease drivers
- Precise, personal, predictive, pro-active
- 24/7, holistic and coordinated
- Efficient allocation of scarce resources