



# Driving profitable growth in Diagnostic Imaging

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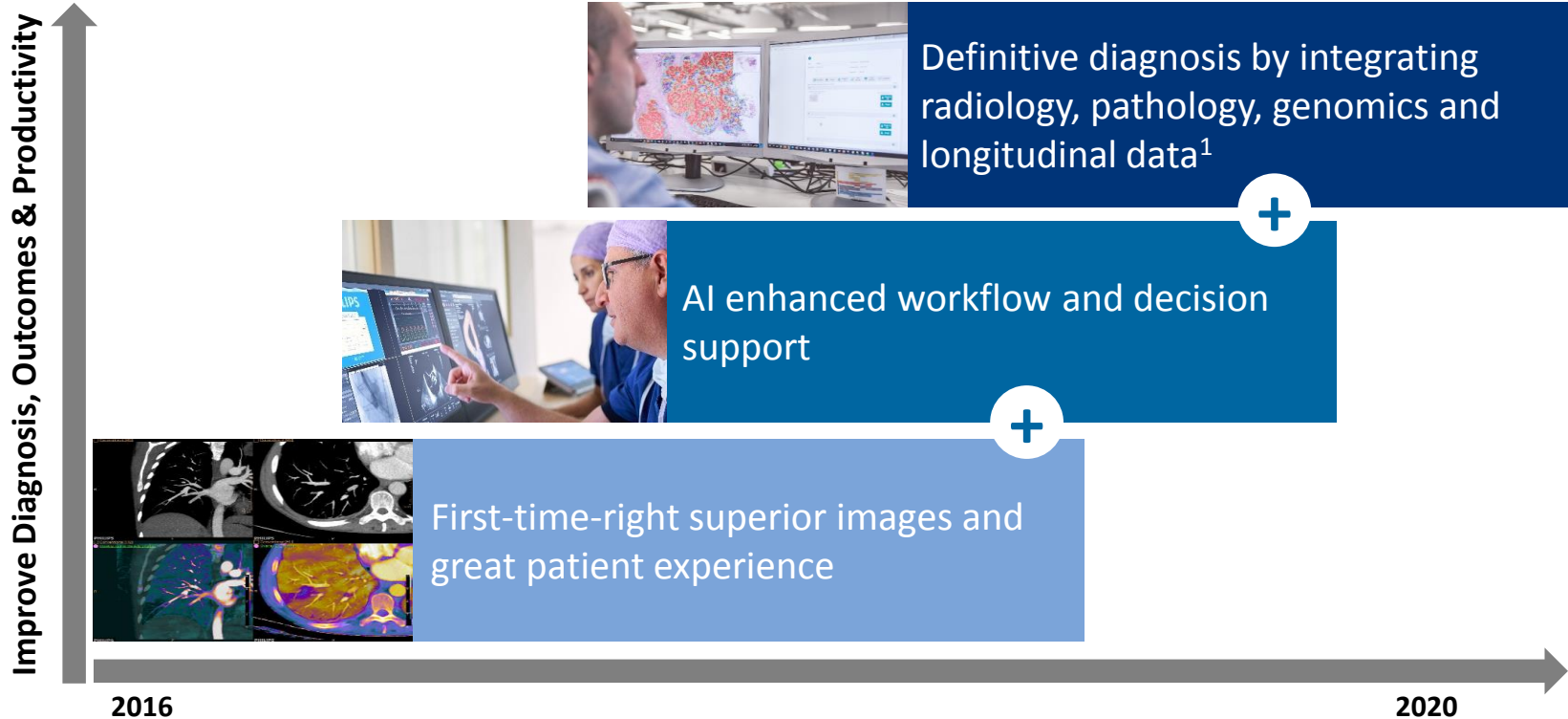


## Key takeaways

- **Diagnostic Imaging is at the heart of our HealthTech strategy**, enabling definitive diagnosis
- Our strategy focuses on **innovation, growth and productivity**:
  - **Exciting lineup of new innovations** with customer-centric solutions
  - Further growth enabled by services and informatics business, and **strengthened go-to-market**
  - **Acceleration of productivity programs** to expand margins
- We target to **gain market share** while driving **profitability to double-digits** by 2020

# Growing to leadership in Diagnostic Imaging

At the heart of our HealthTech strategy enabling definitive diagnosis



# 70% portfolio new<sup>1</sup> to drive growth: exciting lineup of innovations

Modalities with world-class applications and solutions



Diagnostic X-Ray



Computed Tomography



Advanced Molecular Imaging



Magnetic Resonance Imaging



Services to drive socket retention



- ✓ Maintenance services
- ✓ Lifecycle services
- ✓ Multi vendor services

Intelligent applications with Healthcare Informatics



Clinical insights and decision support



Workflow improvement



Operational performance solutions



World-class components  
(Generators, Tubes, Detectors, Magnets and Coils)

# Growth enabled through customer-centric solutions

## Our customer promise: First-time-right diagnosis



Simplify data & insight gathering



Enhance patient & staff experience



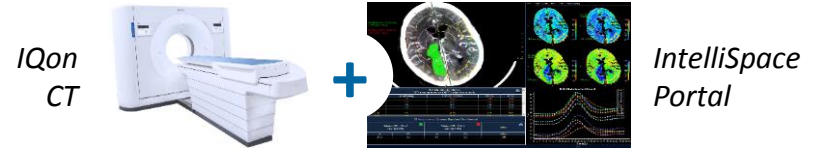
Drive imaging appropriateness



Reduce costs

## Differentiated, integrated solutions

### Clinical insights and decision support



### Workflow improvement



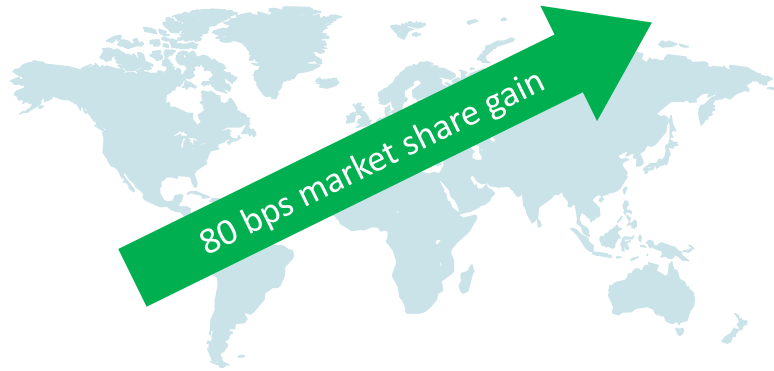
### Operational performance solutions



# Regaining market share through strengthened go-to-market

## 80 bps market share gain in H1 2017

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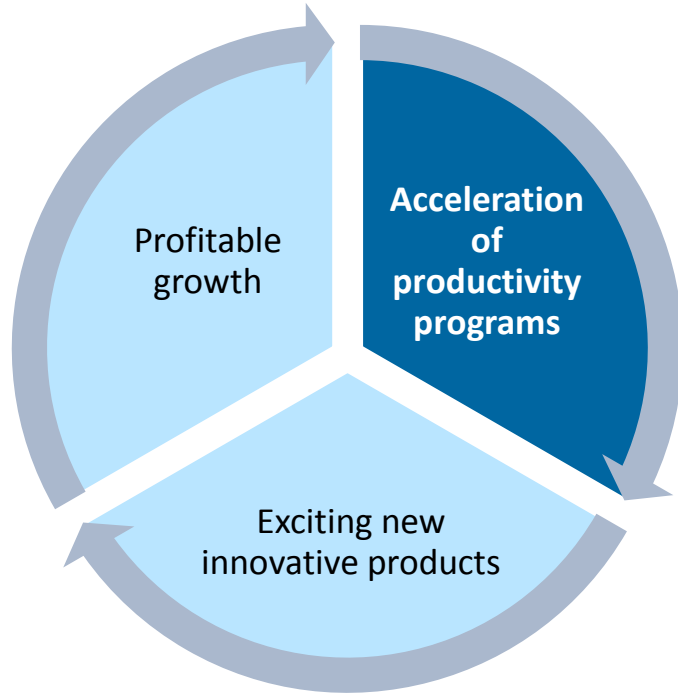
- Across all modalities strong momentum globally
- Turnaround in North America progressing well
- High growth in China, and great momentum in other growth geographies

## Strengthened go-to-market

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- ✓ Solution selling
- ✓ Segmented offering
- ✓ Sales force effectiveness
- ✓ Training and capability building
- ✓ Branding and positioning

# Acceleration of productivity programs to expand margins



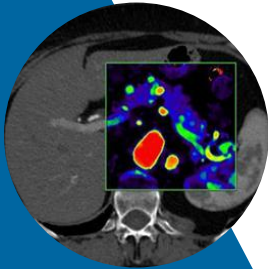
## Deliver double-digit profitability by 2020

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- ✓ New product introductions
- ✓ Quality and reliability improvement
- ✓ Manufacturing and footprint optimization
- ✓ Bill of Material and procurement savings
- ✓ R&D efficiency
- ✓ Overhead cost reduction

# Demonstrating leading, world-class customer-centric solutions

## Our solutions



### **Breakthrough clinical insights and improved workflow**

IQon spectral CT: First-time-right superior images, simplifying workflow, improving patient experience and enabling more definitive diagnosis



### **Operational performance solutions**

A suite of data-driven continuous improvement services to optimize: Assets, Uptime, Utilization, Practice, Compliance, Staff





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