



1

Differences between Healthcare and other industries

- Healthcare is very strictly regulated
- The human is at the center, and (almost) always in the loop
- Decision making is influenced by different stakeholders
- Providing health care is an ecosystem play
- Collecting data from patients has its challenges & limitations

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2

Understand the market you are in...



The COVID-19 pandemic has radically accelerated adoption of digital health technology



The future of digital health

- Personalized**
Care pathways and digital health solutions tailored to the individual
- Connected**
Healthcare delivered “anytime, anywhere” through a distributed, highly accessible network
- Integrated**
Care teams can make better informed decisions through 360-degree, longitudinal patient views

Telehealth has skyrocketed, changing patient expectations of how care is delivered

Virtual collaboration has extended the reach of specialist care

Data sharing and collaboration across locations has proven to be more vital than ever before

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3

Help your customers address their challenges ...



Better health outcomes



Improved patient experience



Improved staff experience



Lower cost of care

... and make sure to support your claims with evidence

HeartModel^{LA} gives you critical information in seconds

Time to complete LV and LA measurement in seconds

Measurement	2D ILM with minor edits	3D ILM with minor edits	3D ILM
Acquisition	148	98	37
Analysis	64	20	20
Total	212	118 (63% decrease)	57 (82% decrease)

This study compared quantification between 2D and Live 3D HeartModel^{LA} and demonstrated a 82% time savings for HeartModel^{LA} when using the automated capability, and 63% time savings when minor edits were required. University of Chicago

<https://www.usa.philips.com/healthcare/resources/feature-detail/ultrasound-heartmodel.html>




4

Support the human experience through need-driven innovation...



<p>Human-centered design</p> <p>Addressing the unmet needs of patients, health consumers and healthcare professionals</p>	<p>Seamless workflow integration</p> <p>Intuitive solutions integrated into clinical workflows and people's daily health routines</p>	<p>Training and education</p> <p>Helping healthcare professionals get the most out of AI</p>
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... and drive digital health at scale through collaborative ecosystems

<p>Long-term strategic partnerships</p> <p>Innovate with leading medical centers to advance digital health solutions around the globe</p>	<p>Integrating third-party offerings</p> <p>Integrate validated third-party applications into solutions for seamless workflow support</p>	<p>Digital marketplaces</p> <p>Enable healthcare providers to easily implement various apps into their workflows via a common cloud-based platform</p>
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5

Top barriers to effective use of data & AI in Healthcare



Understand the technology and its barriers

- 1 Data Access**
Small and non-diverse datasets lead to bias in AI
- 2 Trust**
Concerns related to data privacy/security
- 3 How to scale AI?**
People / Technology / Trust & Governance / Partnerships

Promote safe, secure, and responsible use of data and AI

Data Principles	AI Principles
Security	Health and well-being
Privacy	Fairness to avoid bias and discrimination
Benefit customers, patients, and society	Human oversight
	Transparency
	Robustness

<https://www.philips.com/a-w/about/philips-data-principles.html>; <https://www.philips.com/a-w/about/artificial-intelligence/philips-ai-principles>

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