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

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

Understand the market you are in...

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

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

https://www.usa.philips.com/healthcare/resources/feature-detail/ultrasound-heartmode.html
Support the human experience through need-driven innovation...

**Human-centered design**
Addressing the unmet needs of patients, health consumers and healthcare professionals

**Seamless workflow integration**
Intuitive solutions integrated into clinical workflows and people’s daily health routines

**Training and education**
Helping healthcare professionals get the most out of AI

... and drive digital health at scale through collaborative ecosystems

**Long-term strategic partnerships**
Innovate with leading medical centers to advance digital health solutions around the globe

**Integrating third-party offerings**
Integrate validated third-party applications into solutions for seamless workflow support

**Digital marketplaces**
Enable healthcare providers to easily implement various apps into their workflows via a common cloud-based platform

---

Top barriers to effective use of data & AI in Healthcare

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

**Data Principles**
- Security
- Privacy
- Benefit customers, patients, and society

**AI Principles**
- Health and well-being
- Human oversight
- Robustness
- Fairness to avoid bias and discrimination
- Transparency

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

[Links to Philips Data Principles and AI Principles](https://www.philips.com/a-w/about/philips-data-principles.html; https://www.philips.com/a-w/about/artificial-intelligence/philips-ai-principles)