

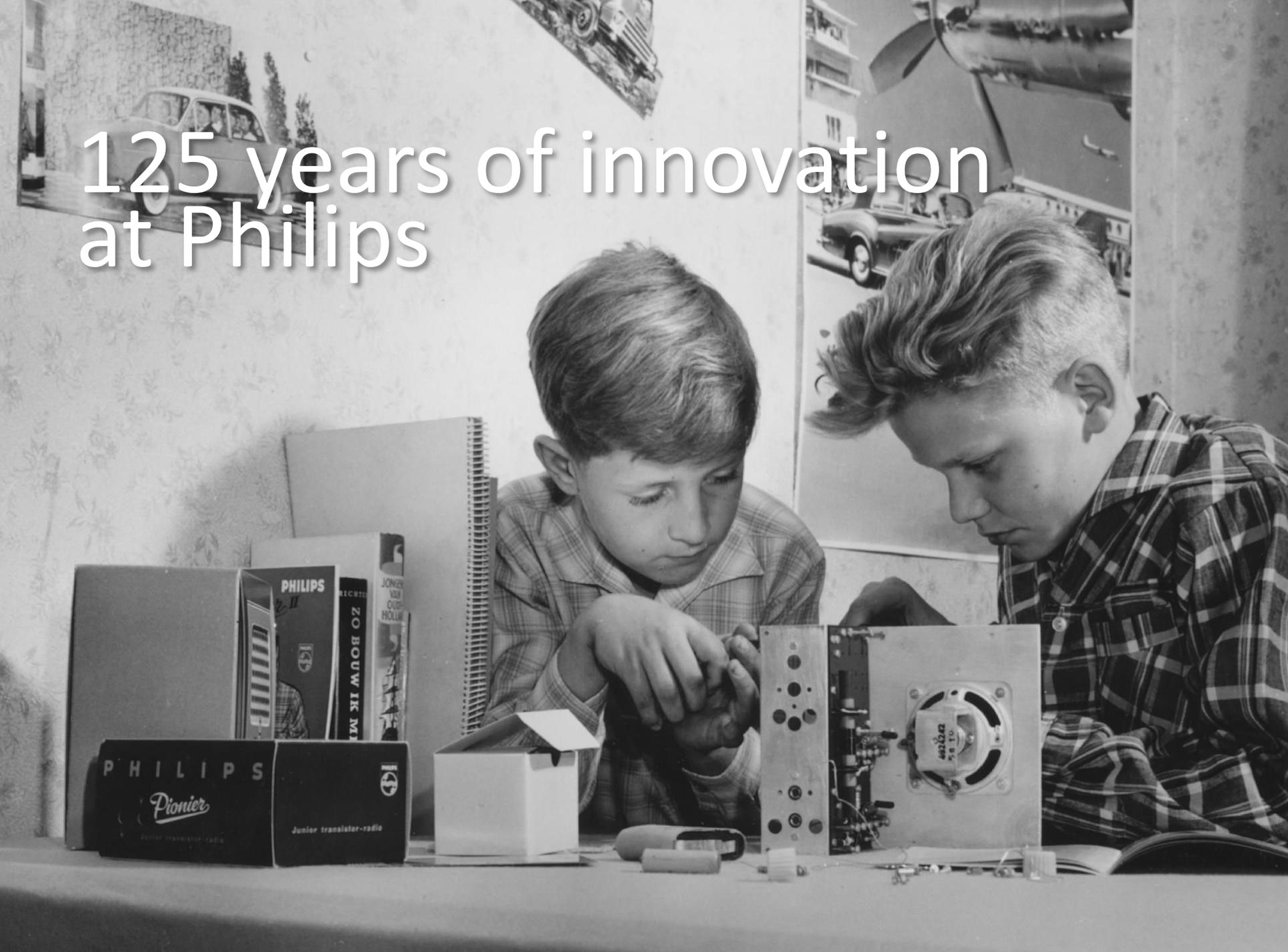
# A company's transformation - from lightbulbs into digital health solutions

**Richard Kemkers**

Philips Research

June 2016

# 125 years of innovation at Philips



# Philips, founding fathers



Philips' founding fathers: Frederik, Gerard and Anton Philips

VOORUITBETAALD ANTWOORD.

BEWIS VOOR KOSTELOOZE OVERBRENGING.

Geldig voor zes weken bij alle Nederlandsche telegraafkantoren.

Kantoor te

Tegen afgifte van dit bewijs wordt een telegram ter  
oversending aangenomen, waarvan de kosten niet meer bedragen

dan

welke som door den afzender van het telegram N<sup>o</sup>.

uit is gestort.

Afgegeven, den 188



Indien het telegram niet bij een  
rijkstelegraafkantoor is aange-  
nomen, wordt, nevens het woord  
„Aangenomen”, eens der bo-  
venstaande verkortingen gesteld,  
tot nadere aanduiding van het  
kantoor van afzending.

TELEGRAM N<sup>o</sup>.

Aangenomen te , den 183 , ten u. m. des middags.

Ontvangen te , den 188 , ten u. m. des middags.

(De tijdsopgaven zijn gerekend naar den middelbaren tijd van het hoofkantoor in elken Staat.)

VERKORTINGEN

voor

bijzondere aanwijzingen in  
de telegrammen.

- RP. (Réponse payée) = Antwoord betaald.
- TC (Télégramme collationné) = Collationneering betaald.
- OR. (Accusé de réception) = Ontvangbewijs betaald.
- D. = Dringend telegram.
- FS. (Faire suivre) = Nascinen.
- RO. (Remise ouverte) = Open bestellen.
- XP. (Express payé) = Bode betaald.
- XD. (Express déposé) = Bode borggesteld.
- PP. (Poste payée) = Post betaald.
- EP. (Estafette payée) = Estafette betaald.
- ED. (Estafette déposée) = Estafette borggesteld.
- DP. (Remise à domicile payée) = Bestelgeld betaald.

N.B. Zijn de kosten van het antwoord vooruitbetaald, dan geldt het aan het hoofd van dit blad gedrukt bewijs, dat daartoe van het blad moet worden geschieden, als betaalmiddel voor een telegram.

*G. Philips, Philips & Co.  
Eindhoven*

*Fifty thousand, fünfzig Tausend,  
Cinquante mille*

*Anton*

1898 – Russia order of  
50,000 lamps

“

*Always ask oneself:*

***Couldn't this be different?***

***Couldn't this be better?***

*I have found fantasy to be one  
of the key factors of success*

“

*in a person's life.*

Anton Philips



# Meaningful innovations since 1914



**1915**

Arga-lamp



**1925**

Metalix- X-ray tube



**1926**

Pentode



**1931**

Philora sodium lamp



**1939**

Philishave rotary shaver



**1948**

First live TV broadcast in NL



**1963**

Compact Cassette



**1979**

Compact Disc



**1980**

Compact fluorescent lamp



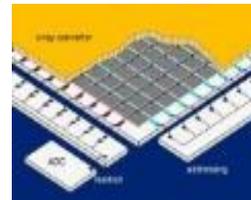
**1996**

Ultra-High-Performance (UHP) lamp



**1998**

3D rotational X-ray



**1999**

Flat-panel X-ray detector



**2004**

Ambilight TV



**2007**

Brilliance iCT



**2010**

Lifeline AutoAlert



**2011**

HeartNavigator



**2011**

AirFloss



**2012**

Hue



**2013**

AlluraClarity



**2014**

IntelliVue CL Respiration Pod



**2015**

Health Watch

# Trends and opportunities in HealthTech



Consumers increasingly engaged in their health



Shift to **value-based healthcare** will reduce waste, increase access and improve outcomes



Care shifting to **lower cost settings** and homes



**Connectivity and digital** shifting value from devices to **software and services**



# Trends and opportunities in HealthTech



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We see two major ways **Philips can contribute**:

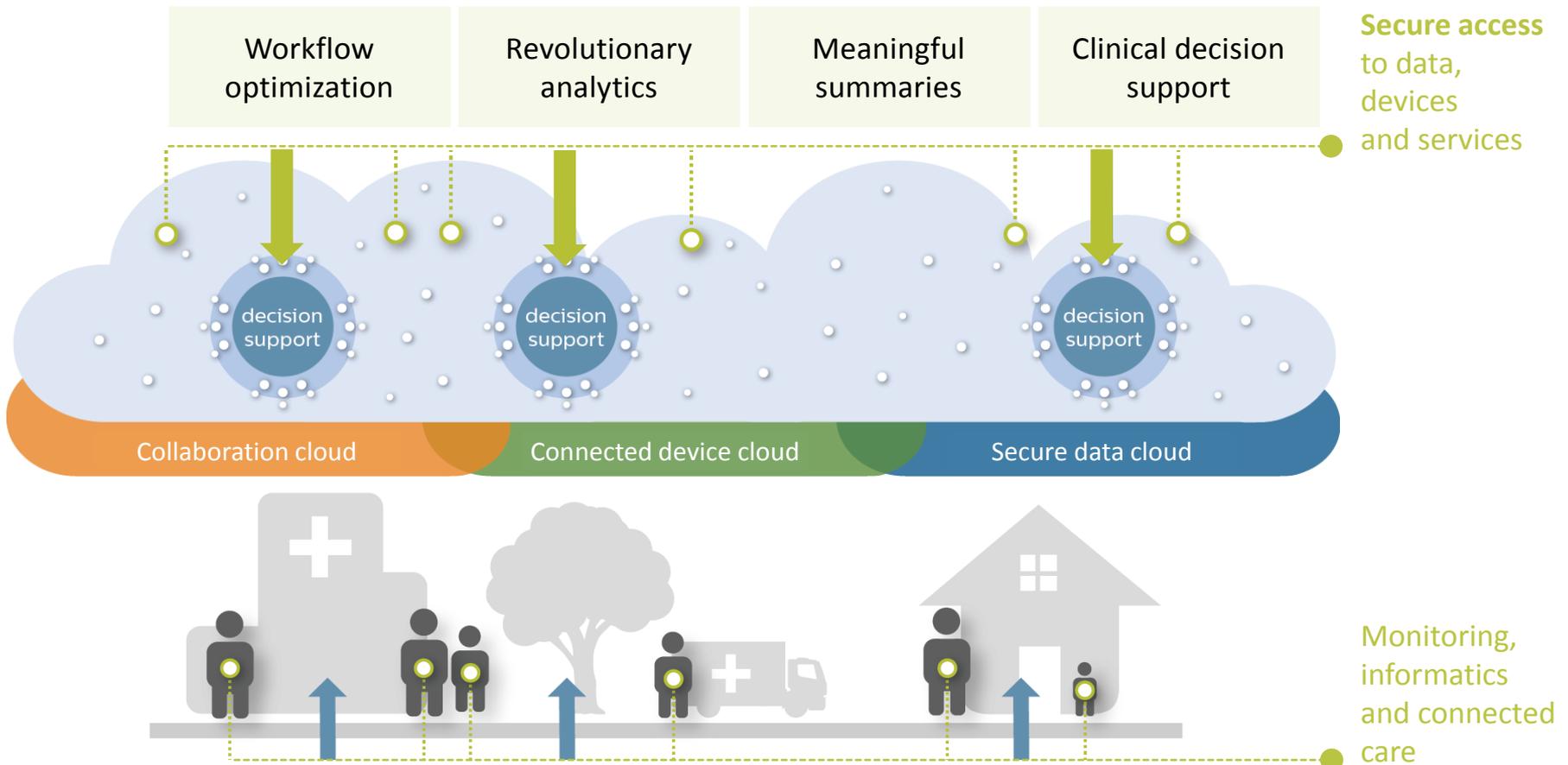
## **'Industrialization' of care**

Enabling providers to deliver lower-cost care and better outcomes.

## **Personalization of care**

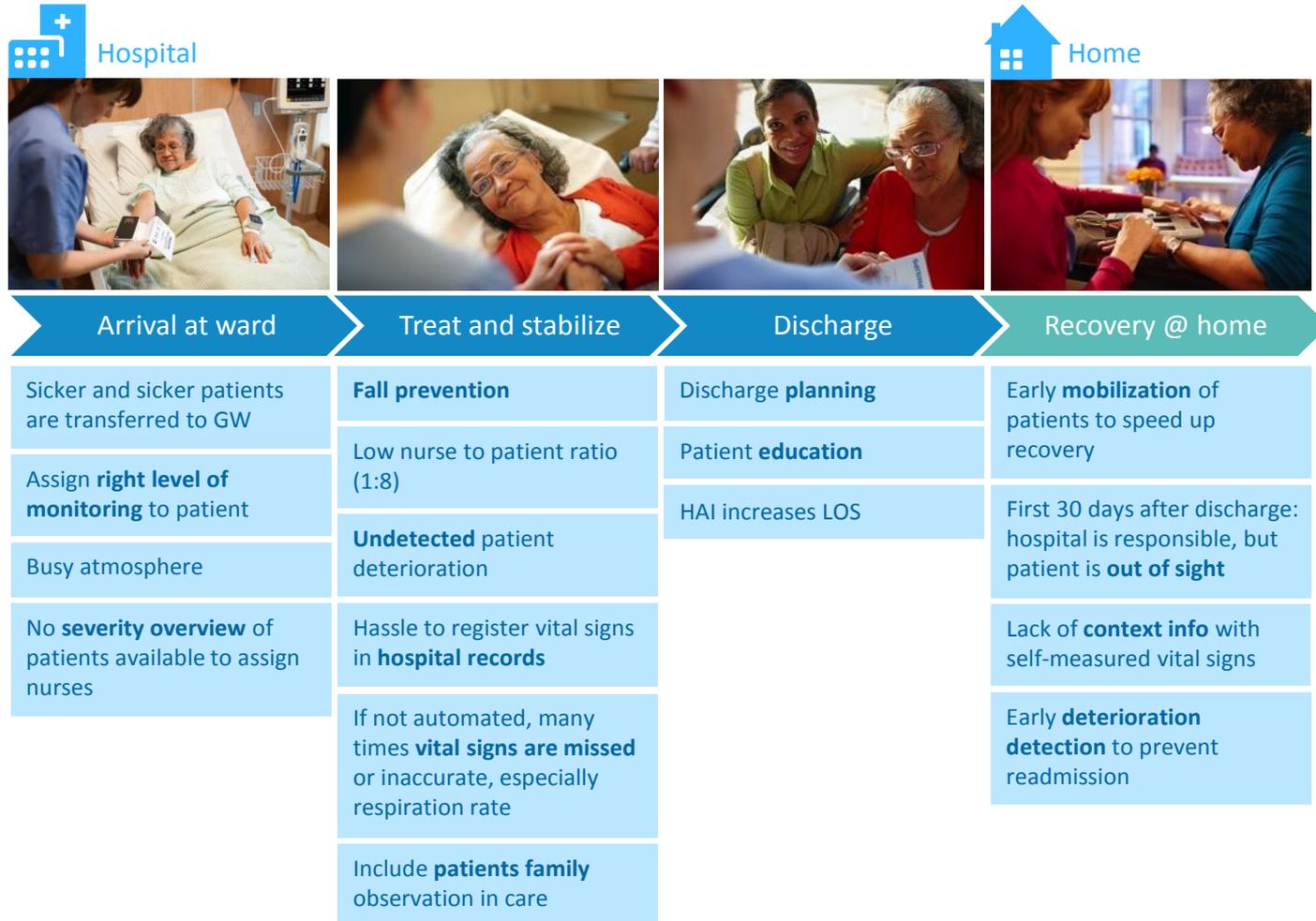
Driving convergence of professional healthcare and consumer health.

# Connecting healthcare IT solutions: cloud-based HealthSuite Digital Platform



# Patient monitoring use case

# Today: Patient monitoring in the General Ward



Moving from devices to  
solutions

# Key challenges: moving from products to solutions on a common platform

Our journey

Seamless  
User  
Experience

Hardware

Software

Services

HSDP

Partner  
components

Value migration to more software, services and solutions; from Philips and partners.

HSDP is not the solution, it is the platform for interoperable solutions.

# Partnering for new business models

## Shared accountability model

Joint focus on partnership goals with shared risk and performance incentives



Joint commitment to quality, efficiency,  
and cost metrics =

**Value for patients**

# Creating a leading and highly specialized center of healthcare excellence

Karolinska University Hospital and Stockholm County Council, Sweden



Stockholm is growing rapidly which poses challenges on the healthcare system.

Karolinska University Hospital will take the role as the “engine” to make the 2025 Life Science ambition become real.

We innovate with our partners in an open innovation ecosystem



We strive to make the world healthier and more sustainable through innovation

We're aiming to improve the lives of

**three billion  
people**

a year by 2025

