



## PHILIPS

### Data, technology, and a new vision

Hospitals and clinicians envision a world where they drive healthcare breakthroughs by capturing and sharing data more quickly and intelligently. As a player in advanced healthcare technologies, Philips is positioned to help providers realize their vision. So Philips turned to HPE to pair its healthcare solutions with IT functionality and expertise. The result: a growing portfolio of next-generation solutions to improve patient care and patient experience.

# A global leader—dedicated to our health

Philips leverages advanced technology and deep expertise in clinical processes to deliver solutions that drive better patient outcomes across the continuum of care.

Royal Philips is a global health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment, and home care. Based in the Netherlands, Philips' innovative solutions span diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Across its Diagnosis & Treatment, Connected Care & Health Informatics, and Personal Health segments, the Philips HealthTech business unlocks insights for better care at lower cost.

# €24.5B

In 2016 sales\*

# 104K

Employees worldwide

# > 100

Countries served

\*Based on full year consolidated results, including Lighting



## The vision is there, but the obstacles are daunting

For next-generation, patient-centric healthcare to become a reality, hospitals need help.

Healthcare providers—driven by changing demographics, government-mandated efficiency improvements, staff shortages, and the push to improve patient outcomes—are under pressure to deliver better, faster, and more personalized care at less cost.

Hospitals know the answer is to adopt data- and technology-driven healthcare innovation. But they must first overcome significant obstacles. They must bridge institutional and process silos. They need to implement connected and insight-driven care such as telemedicine, Internet of Things (IoT) at-home monitoring, and proactive ambulatory and home care. And they must find ways to leverage and integrate advanced imaging modalities, clinical decision support, artificial intelligence, and practice management software.

Hospitals can't do this alone—and as a leading healthcare solutions partner, Philips is positioned to guide providers and help them overcome the obstacles to healthcare innovation.



Only 2%

Of 165,000 medical apps sync to provider's system

> \$47T

Global impact of chronic diseases by 2030

**“Increasingly, hospitals are reimbursed on total outcomes—how patients recover. This means that more analytics need to be performed across different elements of the process chain before reimbursement will take place.”**

Martijn Heemskerk, Healthcare Informatics Ecosystem Director for Philips

# It cannot happen without IT

Philips must combine its health technology expertise with IT advances to deliver industry-transforming solutions.

The delivery of next-generation patient care depends on the convergence of clinical solutions and information technology. It depends on solutions that allow hospitals to gather, aggregate, and share data; share information quickly and seamlessly; engage patients; and drive continuous improvement in the patient experience and outcomes.

Philips must therefore acquire IT capabilities. It must pair its core technologies—solutions that support diagnostic imaging, image-guided therapy, patient monitoring, and consumer home care—with IT systems that deliver complementary functionality such as data management and digital communications. These IT systems must deliver high performance and availability, interoperability, resource efficiency, and secure cloud capabilities.

**“At Philips, we are very strong at developing clinical solutions for our customers. But nowadays those solutions also require an IT infrastructure layer underneath to solve the total equation. As such, we are looking for partners in the ecosystem because we at Philips recognize that we cannot do everything alone. We need partners in the ecosystem that can help address the total solution—or the total value proposition—for our customers.**

Martijn Heemskerk, Healthcare Informatics Ecosystem Director for Philips

## Siloed

Electronic health record systems cause administrative inefficiencies and excessive costs



SOLUTION

# Innovation giants work together to transform healthcare

Philips software is bundled with high-performance HPE servers, storage, networking, and HPE Pointnext services.

Philips innovates not just healthcare technology solutions, but also managed services delivery models. These take the capital and management burdens off customers and replace them with full end-to-end solutions delivered in predictable and affordable pay-as-you-go increments.

One example is Philips Enterprise Imaging's IntelliSpace Picture Archiving and Communications System (PACs), which is delivered as a managed service.

For PACs customers who want scalability and performance alongside interoperability and universal image/data management, IntelliSpace Universal Data Management (UDM), currently available in the U.S., leverages HPE networking, services, and servers for management and storage of patient images and data in a standards-based environment.

Partnering with HPE endows Philips' solutions like the IntelliSpace PACs system with IT technologies and services. Secure, high-performance server, storage, and networking technologies from HPE equip highly available, resource-conserving data centers. HPE IT solutions also enable Philips to leverage IoT sensor input and analytics platforms to drive intelligent healthcare decisions. Expert HPE Pointnext services underlie the solution, configuration, and deployment, with ongoing operational services.

SOLUTION RECIPE

### High-performance platforms, expert services

Philips leverages HPE servers, storage, open source software, and IoT solutions, combined with HPE Pointnext services, as part of its innovation leadership in integrated solutions driving patient-centric transformation in the healthcare industry.

- HPE Hardware
- HPE Servers**
- HPE Storage
- HPE Networking
- Aruba Solutions
- HPE Hybrid Cloud Solutions

- HPE Pointnext services
- Factory Express Services**
- Foundation Care
- HPE Transformation Solution
- Infrastructure Consolidation and Virtualization**

**“We are looking at the problems that C-suite-level healthcare executives are facing. By jointly going to our customers with HPE, we can create better user experiences, better services, and optimized solutions.”**

Martijn Heemskerk, Healthcare Informatics Ecosystem Director for Philips

# Driving value-based, patient-centric care

Philips is creating the healthcare technologies—and turnkey services for delivering them—to realize the promise of better patient care at lower cost.

Philips' managed services model is transforming care at health systems worldwide. At one European hospital, for example, Philips has signed a multi-year contract to provide turnkey state-of-the-art imaging solutions and services for MRI, CT, ultra-sound, and interventional X-ray systems. Philips is also establishing a research and innovation hub bringing together researchers from the medical technology industry, hospitals, and academia to better integrate healthcare delivery and clinical research. The underlying IT infrastructure provides opportunities to link functions, processes, and patient flow as never before.

Value-based care is about delivering better patient outcomes at lower cost through patient-centric delivery models. Philips in collaboration with HPE is creating the healthcare technologies—and the turnkey service structures for delivering them—that enables healthcare providers to address their growth and cost challenges, while empowering caregivers to improve patient care.



# 2.1B

Lives improved in 2016

**“Our customers are looking for one-stop shopping, a complete value proposition, for the challenges that they are facing. That’s why we partner with HPE on a holistic level.”**

Martijn Heemskerk, Healthcare Informatics Ecosystem Director for Philips

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