Building a bridge between hospital and home through technology

4th Nikkei-Philips Symposium
Independent Living and Home Healthcare
The Philips Healthcare difference
Empowering patients through technology

People focused
We start with the needs of patients and their care providers because understanding their experiences ensures we create solutions that best meet their needs.

Care cycle driven
We focus on their specific medical needs throughout the care cycle …

And we apply our technology to help improve healthcare quality and reduce cost because meaningful innovations create value for patients and care providers.

Care anywhere
...wherever that care occurs.
The Healthcare puzzle

- Shortages of care providers
- Increased aging population
- Rising Healthcare costs
We’re getting older and sicker
By 2050, 50% of the developed world is projected to be chronically ill.
People are eating and living differently

Obesity, heart disease and cancer are global health issues that are worsened by the way we live.
Family structures are changing
Traditional structures are breaking down.
Women live longer than men

In 2007, women not only constituted the majority of the world’s population but outnumber men by 70 million.
Japan’s aging challenge
Aging in developing countries takes off around 2015

Percentage of Population Age 65 and Older

Japan’s Healthcare system

14 visits per year
The average Japanese sees a physician almost 14 times a year. That’s three times the number of patient visits seen in most developed countries.

2/3 days longer
Japan has twice as many hospitals & three times as many hospital beds than other developed nations while the average length of a hospital stay in Japan is two to three times longer.

Cost of the National Health Insurance plan triples by 2035
In 2005, the cost of the National Health Insurance plan was 33 trillion yen, 6.6 percent of Japan’s GDP. Economists have predicted that by 2020 that number could reach 62 trillion yen and by 2035, 93 trillion yen or 13.5 percent of GDP.
McKinsey 4 X 4 innovation matrix

Innovation type (proposition is...)
Changing healthcare needs of the elderly
Building a bridge between hospital and home
Healthcare change
Can lead to an emotional response
Empowering patients to believe in themselves
Education is key
The physician's role
The family's role
Empowering family and physicians
Embracing the home care paradigm

Healthcare systems of the future must focus on prevention, screening, and diagnosis.
Empowering policy makers

Today

Invest in Home Healthcare

Tomorrow

A more cost-effective, patient-centered healthcare system
Building the bridge through innovation

Technology: the application of knowledge for practical purposes
Over 35 years of experience responding to the needs of seniors.

Responds to over 30,000 calls daily, with more than 720,000 subscribers using the Lifeline service in North America.
Building the bridge: TeleHealth

Enables remote monitoring of vital signs and patient health status via short daily surveys.

Can reduce readmissions through early clinical interventions.

Caregiver insights are driven by virtual check-ups – all from within the comforts of home.

Footnote: SPAN-CHF II study conducted by Tufts-New England Medical Center, presented at the AHA, 2005.
Building the bridge through innovation
Japan can lead the way
Japan: an innovation pioneer
Building a Healthcare bridge to the future

21st Century Healthcare