

# PHILIPS

sense **and** simplicity

Building a bridge between hospital and home through technology

4th Nikkei-Philips Symposium  
Independent Living and Home Healthcare



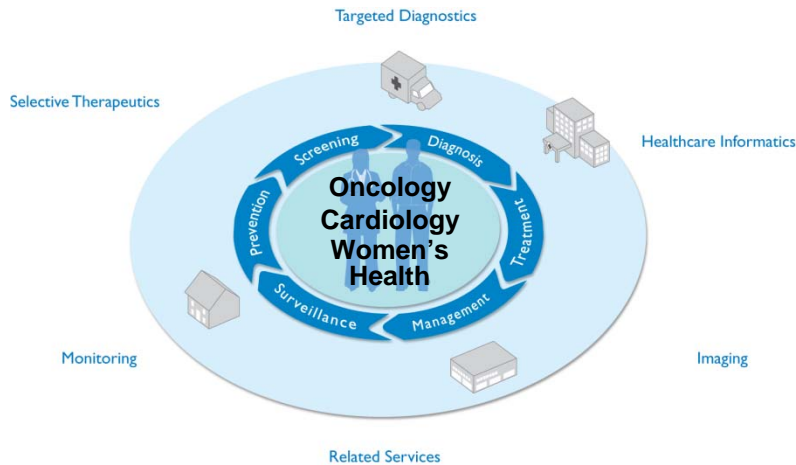
# The Philips Healthcare difference

Empowering patients through technology

## People focused



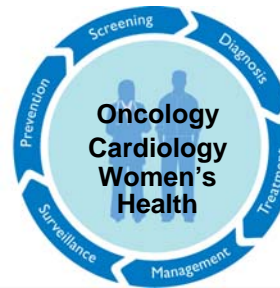
We start with the needs of patients and their care providers because understanding their experiences ensures we create solutions that best meet their needs.



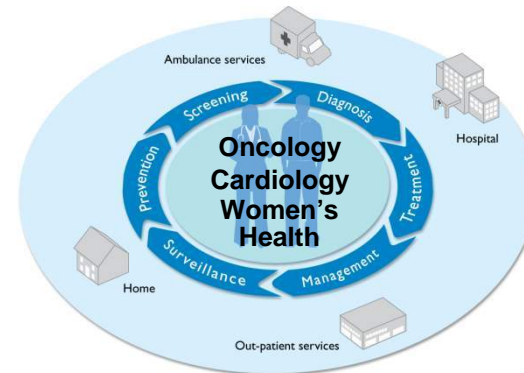
And we apply our technology to help improve healthcare quality and reduce cost because meaningful innovations create value for patients and care providers.

## Meaningful innovation

## Care cycle driven



We focus on their specific medical needs throughout the care cycle ...



...wherever that care occurs.

## Care anywhere

# The Healthcare puzzle

Shortages of  
care providers



Rising  
Healthcare  
costs



Increased  
aging  
population



# 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.



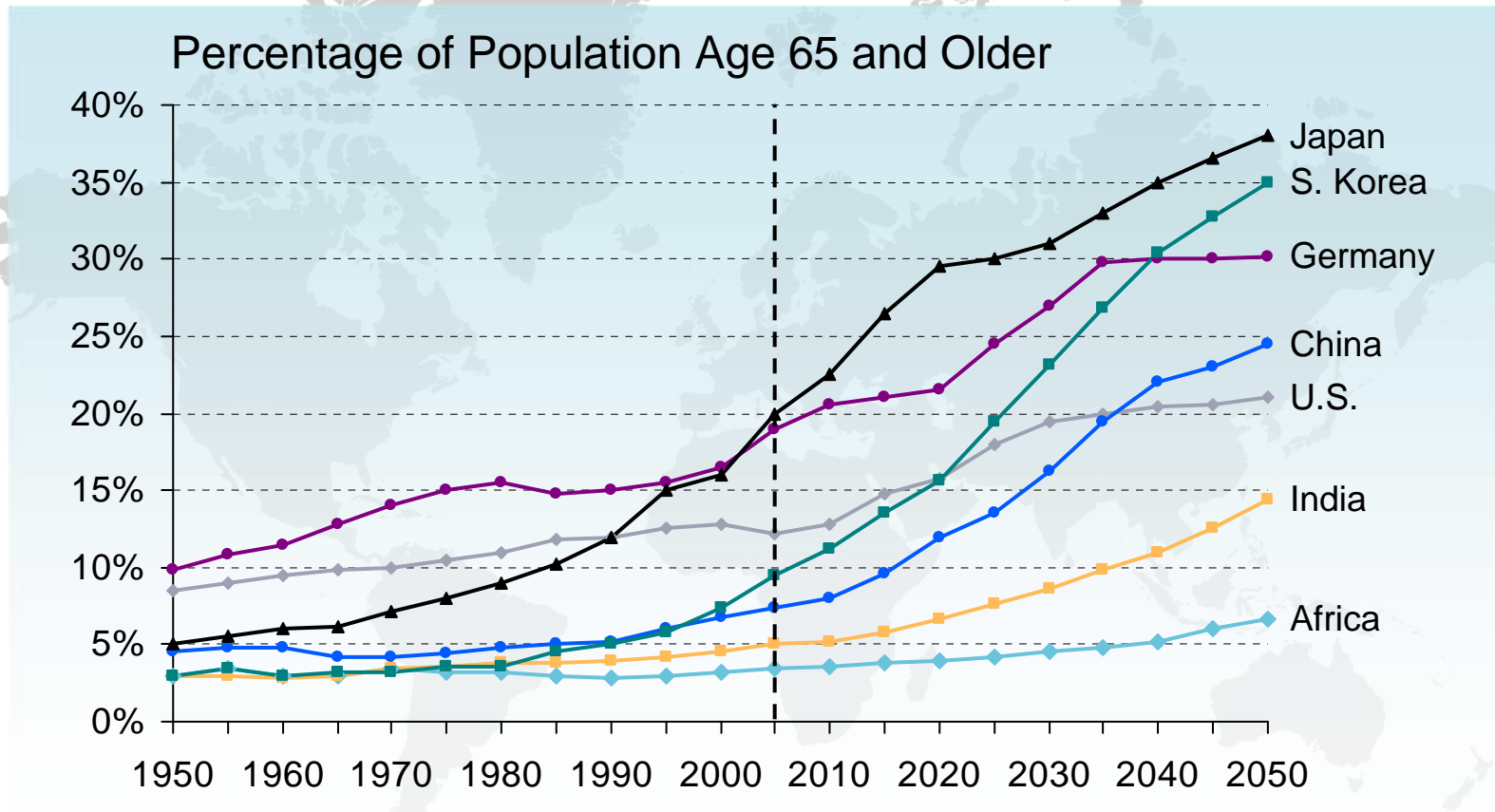
# Women live longer than men

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





# 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

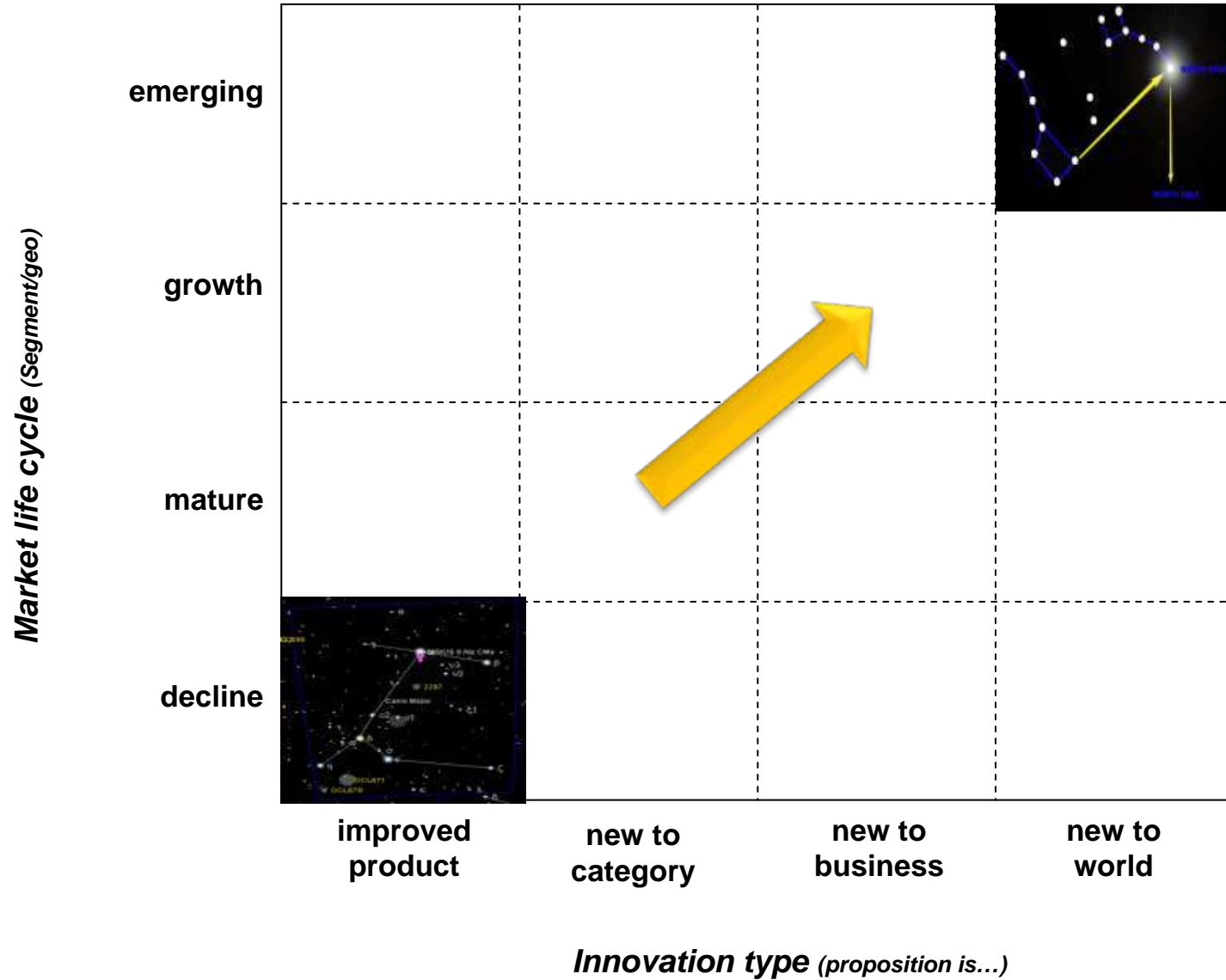
Japan has twice as many hospitals & three times as many hospital beds than other developed nations while the average length of a hospital stay in Japan is two to three times longer.

## 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.



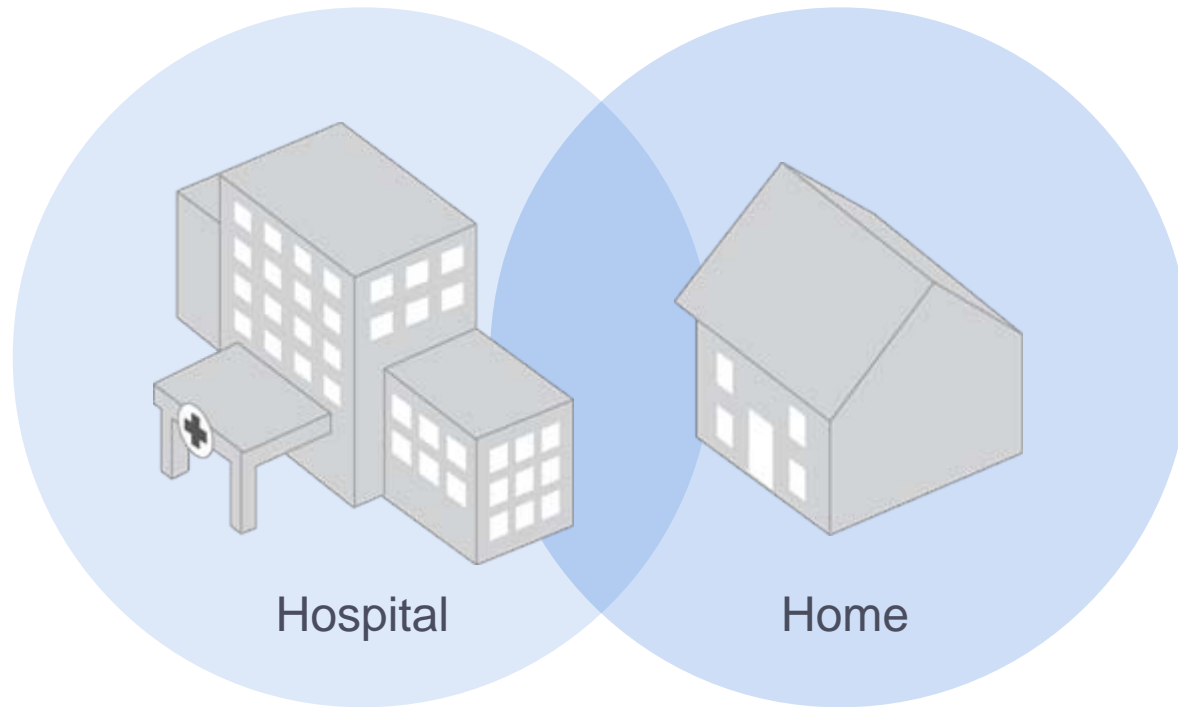
# McKinsey 4 X 4 innovation matrix



# Changing healthcare needs of the elderly



# Building a bridge between hospital and home





# Healthcare change

Can lead to an emotional response



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Empowering patients to believe in themselves



# Education is key



# The physician's role





# The family's role



# Empowering family and physicians



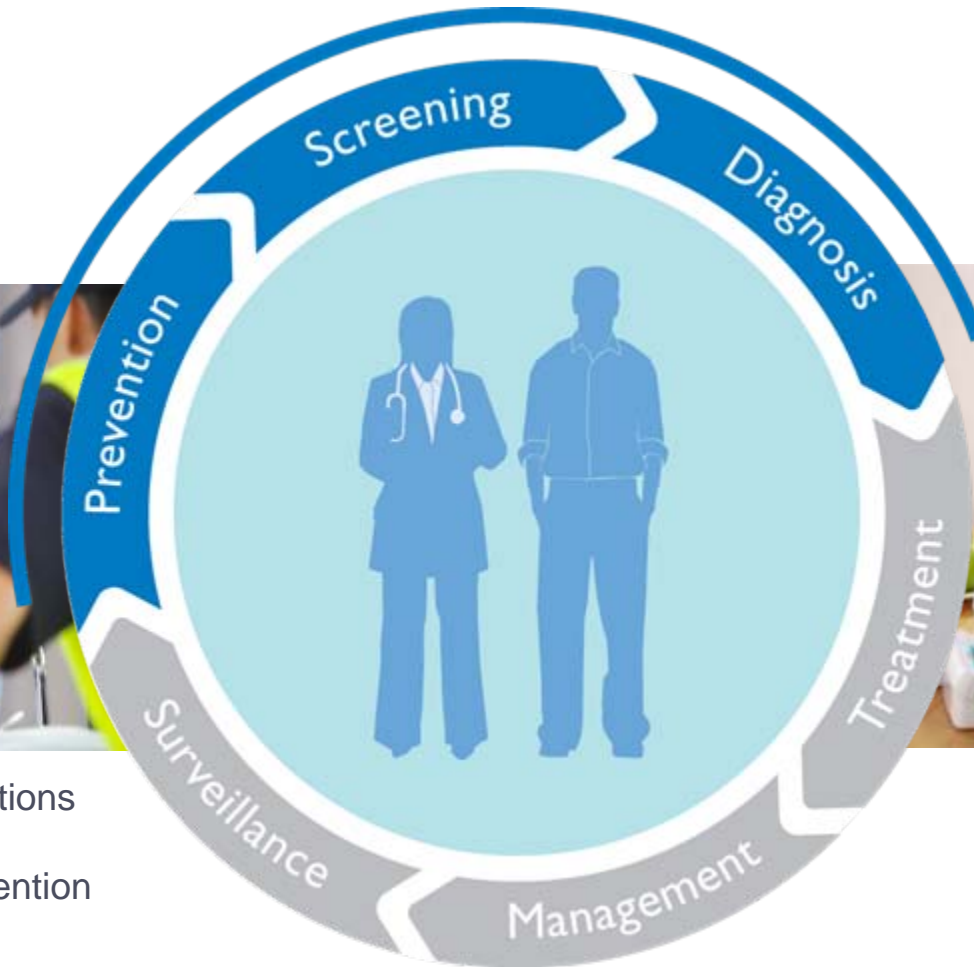
# Embracing the home care paradigm

Healthcare systems of the future must focus on prevention, screening, and diagnosis

Hospital



Serious clinical situations that require medical diagnosis and intervention



Home



Routine medical care

# Empowering policy makers

Today

Invest in  
Home  
Healthcare



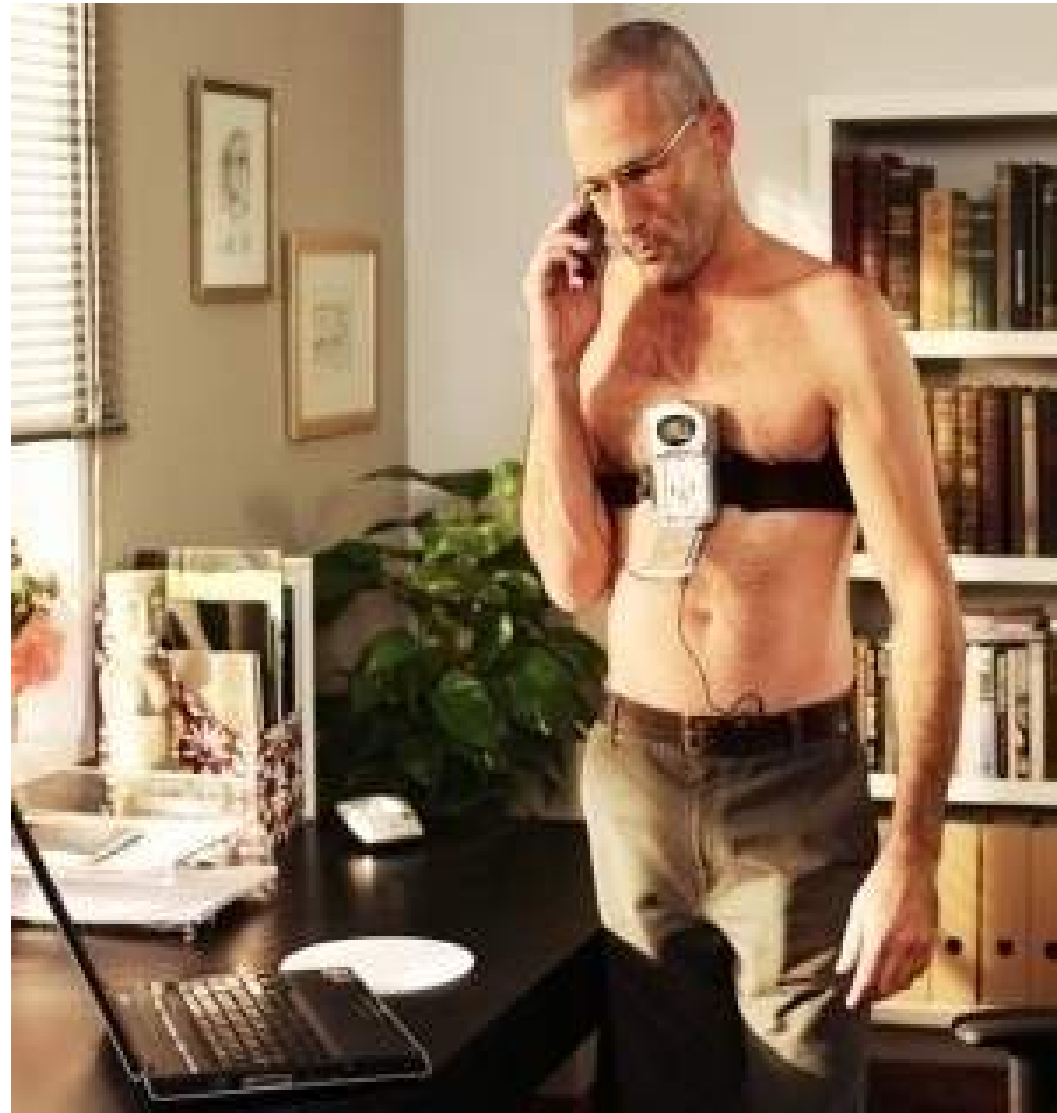
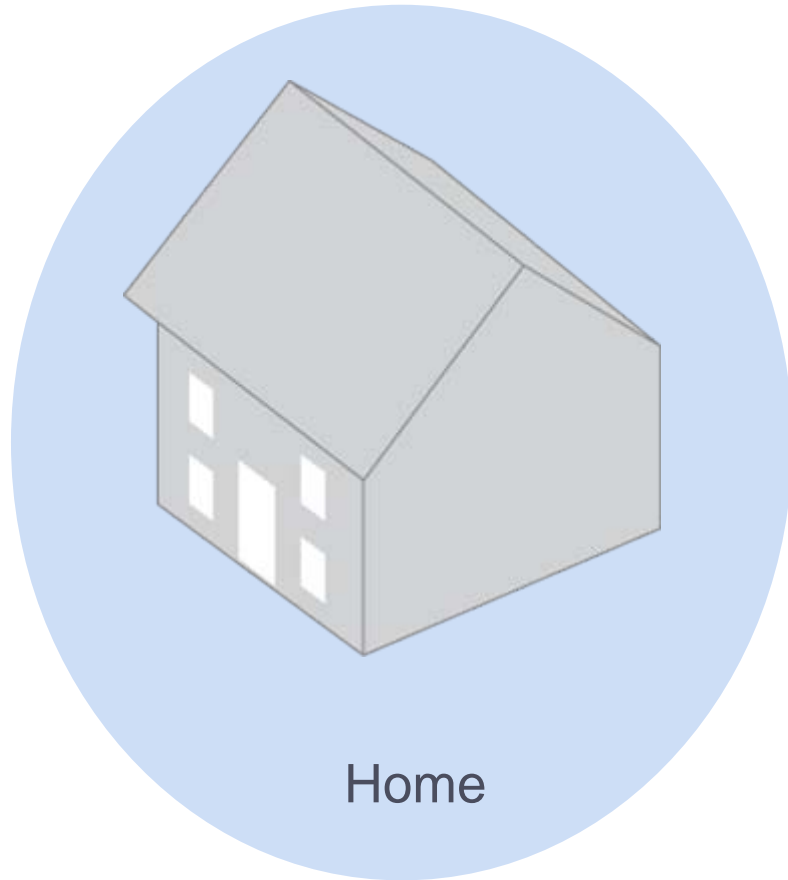
Tomorrow

A more cost-  
effective, patient-  
centered healthcare  
system



# Building the bridge through innovation

Technology: the application of knowledge for practical purposes



# Building the bridge: Lifeline



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.

# Building the bridge through innovation



**PHILIPS**

Japan can lead the way





# Japan: an innovation pioneer



# Building a Healthcare bridge to the future

