



Driven to make a difference

People focused. Healthcare simplified.

PHILIPS
sense and simplicity



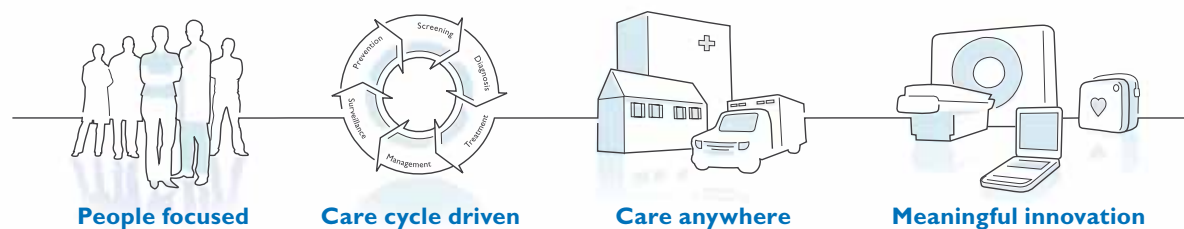
Giving people the best healthcare possible

Patients deserve the best possible care, but they also deserve the best possible experience. We help you give them both.

How? By making your work easier: removing the barriers that hold you back, providing you with advanced, effective and intuitive medical technology, and freeing up the time and energy you need to connect with your colleagues – and, most important of all, your patients.

And because each patient is an individual, we help you treat them as the unique person they are, from prevention or early diagnosis, right through to recovery, monitoring, or long-term disease management. Whether it's in the ambulance, the hospital, the office, or the home.

At the same time, we know you have to work within constraints: affordable, reliable, and sustainable are words we understand.



There when it matters most

It is simple, really. We want to help save lives.

Automated external defibrillators (AEDs) help emergency responders, both professionals and everyday people do just that. More than 10 years ago, Philips was a major catalyst behind the public access defibrillation movement. Now, more than 500,000 Philips defibrillators have been distributed to airports, schools, workplaces, and homes worldwide.





Virtually anyone can help save a life

Our latest generation AEDs combine auditory CPR coaching with technology that allows as little as 10 seconds between the end of CPR and the start of defibrillation, putting the power to save lives in the hands of more people in more places. Using clear, calm voice instructions, the AEDs coach responders through each step of CPR.

Changing perspective, making a difference

A new transesophageal echo is altering the course of heart surgery with real-time, 3D images of the heart in motion. Surgeons and anesthesiologists can see the complete valve from multiple perspectives, while it's beating, so they can create a comprehensive surgical plan before the first incision.

We're getting older and sicker

- The world population contains 3.1 billion adults aged 20-64, and 390 million over 65.¹ By 2050, 2 billion people may be over the age of sixty.²
- Chronic disease, such as heart disease, stroke, cancer, chronic respiratory diseases and diabetes, cause 60% of all deaths globally.³
- More than 15 million adults aged 20-64 die every year. Most of these deaths are premature and preventable.⁴





Focused on the human side of healthcare

Imagine breaking down the barriers that make visiting the hospital an intimidating experience for patients, while creating a more pleasant work environment for staff. Imagine harnessing technology to enhance patient comfort and understanding, while providing each patient a personalized experience that eases anxiety. We imagined, and the result was Ambient Experience.

Patients can personalize the exam environment

Based on years of clinical design research, Ambient Experience combines projection, lighting, music, and architectural elements to support the patient's physical and emotional comfort. Patients have the opportunity to personalize the exam environment, giving them a sense of control, helping to relieve apprehension. A more relaxed patient can make acquiring images easier, which can produce better results and often uses less sedation.



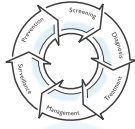
Ultrasounds as good for clinicians as they are for patients

Environmental factors affect clinicians, too. So we teamed with leading ergonomic consultants and equipment providers around the world to design ultrasound suites that diminish the work-related pain experienced by more than 80% of sonographers.

Our latest ultrasounds introduce maneuverable parts and adaptable workstation positioning, so sonographers can work in natural postures. Plus, the machines incorporate voice recognition technology to allow hands-free system control, significantly reducing keystrokes. These ergonomic innovations let clinicians bring more of their skills to the patient rather than the technology.

We expect better care choices

- The number of general practitioners in Spain, Germany, France, Italy and the UK remained virtually unchanged between 1994 and 2004. The number of specialists grew from 384,000 to 479,000 – a rise of almost 25%.⁵
- In 2007, an estimated 750,000 Americans traveled abroad for medical care, a number anticipated to increase to 6 million by 2010. Some Europeans, with long waits on elective procedures, head to Asia and the Caribbean.⁶
- U.S. women make up to 90% of the healthcare decisions in their families – from children to grandparents. They are savvy, discriminating customers.⁷



Simplicity across the continuum of care

We need more care and caregivers

- According to the World Health Organization, the world is short more than 4 million health workers.⁸
- Low and middle-income countries carry more than 90% of the world's disease burden but account for only 11% of health spending.⁹
- Developing nations spend \$500 million each year to educate healthworkers who leave to work in North America, Western Europe, and South Asia.¹⁰
- Africa has 24% of the world's disease, just 3% of the world's health workers, and less than 1% of the world healthcare budget.¹¹

Looking at the entire continuum of care

At Philips, healthcare is *human-care*. Every clinical innovation begins with the experiences of the people involved so we can improve the way patients receive care and support the clinicians who deliver it. We work hard to reach these goals, not just in diagnostic situations, not just in critical care settings, but throughout the entire continuum of care.

From prevention to screening to diagnosis, from treatment to management to surveillance, gaining a deeper understanding of diseases in all their stages can lead to real opportunities to respond with meaningful solutions for both patients and providers. Before a condition starts, and after it happens.

With you every step of the way

A 76-year-old woman is home alone when she begins to experience pain and pressure in her chest, so she presses the button on her Philips Lifeline pendant, connecting her to a trained response associate, who assesses the situation and sends help immediately.

Emergency responders save her valuable time with the Philips HeartStart MRx monitor/defibrillator, which allows the door-to-balloon process to begin before she arrives at the hospital. It relays her ECG wirelessly, so the hospital team can begin organizing its resources, dramatically reducing the time to treatment.

Or they could divert her to a specialized hospital so this frightened woman can bypass the emergency department and go straight to the cardiac catheterization lab for angioplasty. There, Philips' integrated approach has simplified workflow so clinicians can focus on the patient experience and clinical outcomes.

When she returns home, Philips' Telehealth solutions allow the patient's physician to remotely monitor her vital signs to make timely care decisions.

Breast cancer care as unique as the women it serves

Because breast cancer presents differently in different women, new studies and guidelines suggest a multimodality approach to support early detection, comprehensive diagnosis and better patient management throughout the breast cancer care cycle. Our advanced imaging solutions include mammography*, ultrasound, MR and PET/CT and enable efficient, cost-effective breast cancer screening, diagnosis, treatment and management.

A holistic approach to oncology

We're also focused on researching and developing programs in colorectal, liver and prostate cancers, including moving image guidance beyond the realm of diagnosis and giving physicians an extra pair of eyes in intervention and therapy, helping diminish the risks of healing while achieving better outcomes.

Effective cancer treatment coordinates a complex network of physicians, data, and caregivers. By integrating advanced imaging technology with the ability to streamline critical information, our products give healthcare providers the tools they need to support the whole person, not just the cancer.

*Not available in the U.S.







Care when and where it's needed

People are getting older and the healthcare system is overburdened and costs are unsustainable. Health systems cannot simply scale the current model of care to improve quality and meet the needs of an increasing number of patients. The only option is to redesign the way critical care is managed.

Bringing care out of hospitals and into the hands of patients and their support systems reduces costs and the pressure on clinical resources while improving patients' lives.





Live independently at home

- In the U.S., patients on a Coumadin regimen must be carefully monitored. Now, instead of going to the lab every 4-6 weeks, patients can use Philips weekly self-testing service from wherever they are.
- Philips' SleepEasy system improves CPAP compliance for patients with sleep apnea in a sleeker, more natural design.
- The Philips Medication Dispensing Service, complete with monitoring and alerts, may allow people to live more independently.

Care starts immediately

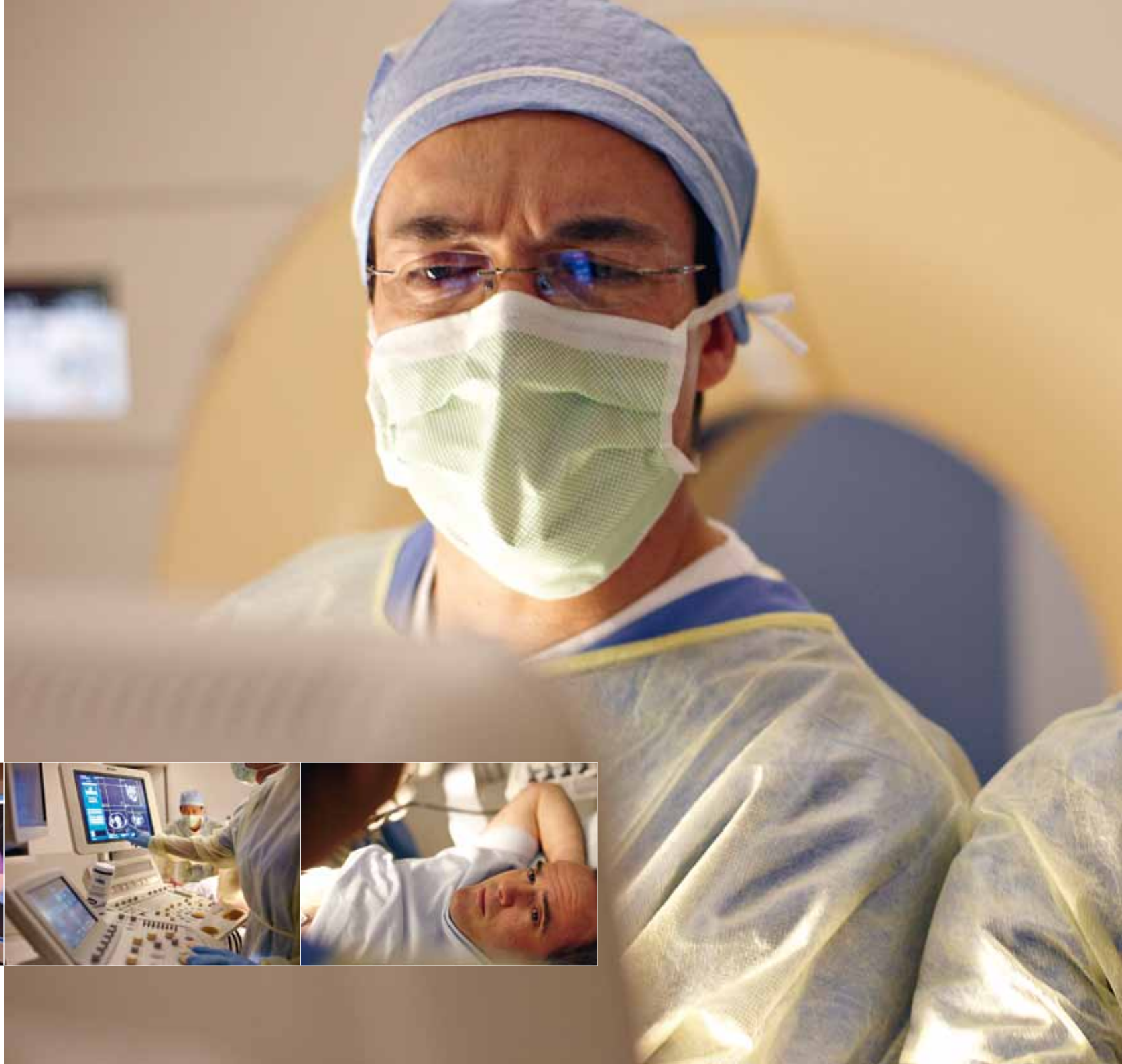
Continuing to lead the way in emergency care solutions for EMS teams, we've designed a completely open CPAP system that provides continuous positive pressure in an economical solution. This non-invasive approach helps clinicians decrease intubation rates, risk of infection, and hospital length of stay. It provides rapid improvement in oxygenation without the costs and complications of intubation, even before the patient arrives at the hospital.

Bringing care to the patients who need it most

We are breaking down the barriers to care all over the world. Since 1993, Philips has been advancing the healthcare systems in emerging markets like India, Jordan, and the Philippines. In the central African nation of Zambia, Philips has worked in partnership with the Dutch and Zambian governments to make healthcare accessible for all, including updating medical and dental equipment in 71 hospitals.

Rising costs are unsustainable

- Based on projected population growth rates, global spending on healthcare will increase to €8 trillion by 2050.¹²
- Every 30 seconds in the United States, someone files for bankruptcy in the aftermath of a serious health problem.¹³
- India and China, home to more than 1/3 of the world population, have undeveloped public healthcare systems. More expensive private care is shifting the cost to those who can least afford it.¹⁴





Innovation for health's sake

Modern medicine generates an astounding amount of data for every patient. Our solutions gather, analyze and present information in a way that enables decision-making support whenever and wherever it's needed. By streamlining workflow and refining processes, we reduce the burden on caregivers and give them more time for more patients.

Putting heads together

ICUs in the U.S. need 20,000 to 30,000 intensivists, but only 6,000 are in active practice¹⁵, a gap that will increase as the elderly population grows. While the majority of care is delivered at the bedside, centralizing certain activities can dramatically increase efficiency and reliability. Our eICU model brings together a group of physicians and nurse specialists who can be “virtually” at any bedside 24/7. Mortality has decreased by 20-30%.¹⁶ Case margins have increased by 56%. Now that's a meaningful innovation.

Seeing with new eyes

Philips' vanguard imaging solutions allow physicians to use procedures that are more precise and less invasive. We offer a range of nuclear medicine imaging systems, including state-of-the-art Precedence SPECT/CT, versatile BrightView SPECT, and GEMINI PET/CT. The hybrid systems combine functional and anatomical information in a single scan.

Targeting a stealthy foe

Symptoms of sepsis can vary widely and appear similar to many other conditions, making late diagnosis a common occurrence. ProtocolWatch simplifies sepsis care, continually checking monitoring data against care protocol criteria to help provide clarity when it matters most. Whenever screening criteria for sepsis are met, ProtocolWatch prompts clinicians for the proper tests, observations, or interventions.

Technology is changing rapidly

- Longevity medicine continues to postpone aging and promote health. Within 10 years, living beyond 100 will be common, and by 2025, the norm.¹⁷
- More and more healthcare consumers are liberated from age constraints. 68% of baby boomers say they will be more vigorous and engaged than their parents were at the same age, while healthy lifestyles appeal to even the youngest generation.¹⁸
- By 2030, new organs, including hearts and lungs, may be available from stem cells, while DNA mapping radically changes the way medicine is practiced.¹⁹

Giving people the best healthcare possible

It's your mission. It's our mission too.

We're dedicated to understanding the challenges you face – and helping you overcome those challenges. Every day.

We strive to improve the quality of people's lives and continue raising the bar on clinical excellence at lower cost.

Because simplifying healthcare means improving healthcare for people, everywhere. Every day.

People focused. Healthcare simplified.

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sense and simplicity





Our depth of focus, our breadth of solutions

Services

Site Planning & Project Management | Ambient Experience | Education Services |
Performance Services | Managed Services | Equipment Maintenance | Financing

Healthcare Informatics

Cardiology Interventional X-ray labs, CT, MR, SPECT, SPECT/CT, Home Cardiac,
Monitoring, Ultrasound, Cardiac Resuscitation, ECG Solutions, Maternal & Perinatal
Monitoring Solutions, Patient Monitoring Systems, Medical Supplies

Women's Health Mammography, Ultrasound, MR, PET/CT, Breast Specific Integrated
Information Management

Oncology General X-ray, CT, MR, PET/CT, Ultrasound, Patient Monitoring Systems,
Medical Supplies

Home Healthcare Home Monitoring, Respiratory Care, Sleep Disorders, Senior Living

Acute Care Interventional X-ray labs, CT, MR, SPECT, SPECT/CT, PET/CT, Ultrasound,
Medical Alert Services, Home Respiratory, Ventilation, Cardiac Resuscitation, Maternal &
Perinatal Monitoring Solutions, Patient Monitoring Systems, Medical Supplies

Radiology Interventional X-ray labs, General X-ray, CT, MR, SPECT, SPECT/CT, PET/CT,
Ultrasound, Patient Monitoring Systems, Medical Supplies

Pediatrics Interventional X-ray labs, General X-ray, CT, MR, Ultrasound, Patient
Monitoring Systems, Children's Medical Ventures, Medical Supplies

Orthopedics General X-ray, MR, SPECT, SPECT/CT, Ultrasound

For more product information visit: www.philips.com/healthcareproducts

For our mobile application go to: <http://m.philips.com/healthcare>



Learn more about how Philips is simplifying healthcare:

www.philips.com/healthcare

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