

A photograph of two surgeons in a blue sterile environment, wearing blue scrubs, masks, and hairnets. They are focused on a patient lying on an operating table. In the background, a large monitor displays a 3D medical scan of a patient's anatomy, with a green outline indicating a surgical site. Another monitor in the foreground shows a control panel with various buttons and a small screen. The scene is brightly lit, typical of a modern operating room.

How Digital Platforms could boost the vertical sectors The Healthcare example

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PHILIPS

Digital transformation: How photography evolved

Mechanization



Digitization



Integration

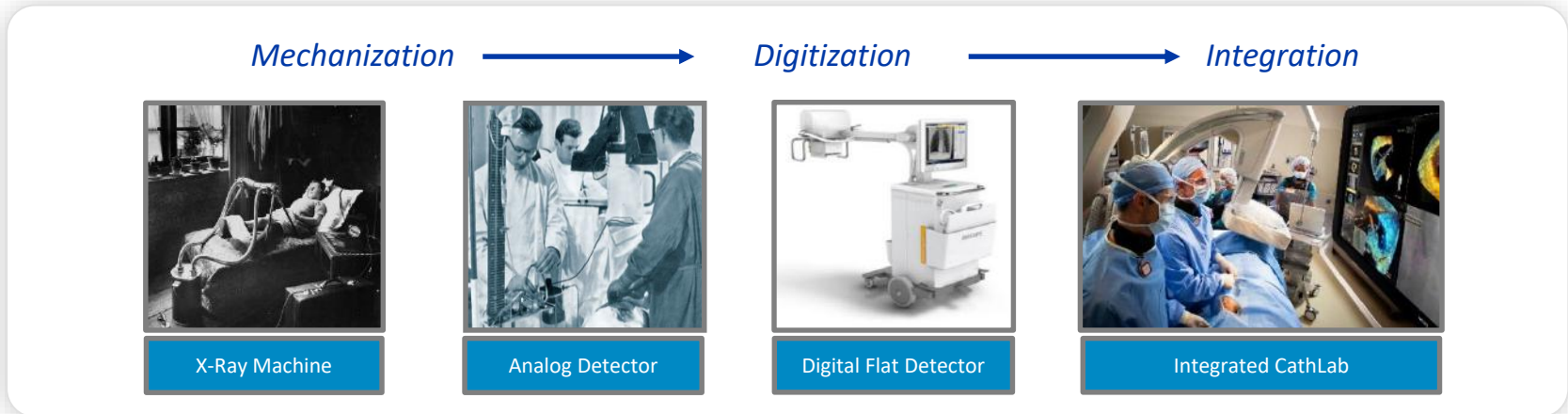


An ecosystem of digital propositions

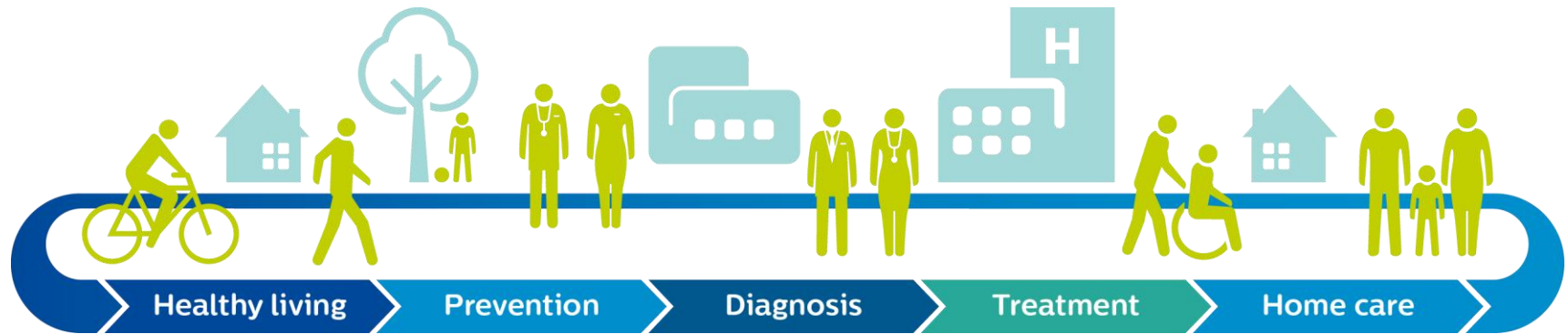


Digital transformation in healthcare

From mechanization to digital propositions



Trends in health and care



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



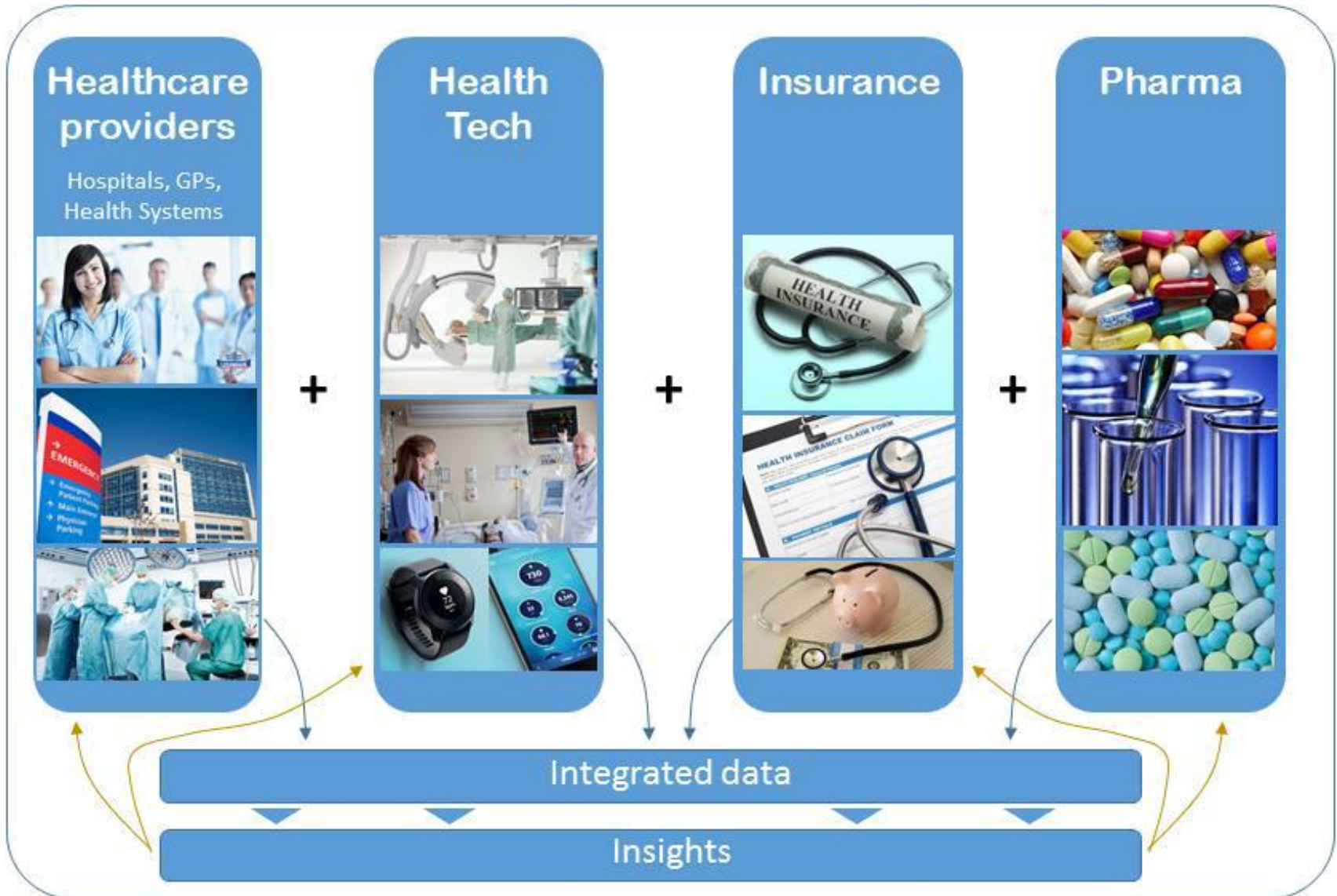
Improve population health outcomes and efficiency through integrated care, real-time analytics and value-added services



Need for safe, secure and interoperable platforms

Bridging silos in the health continuum, facilitating person/ patient centered solutions

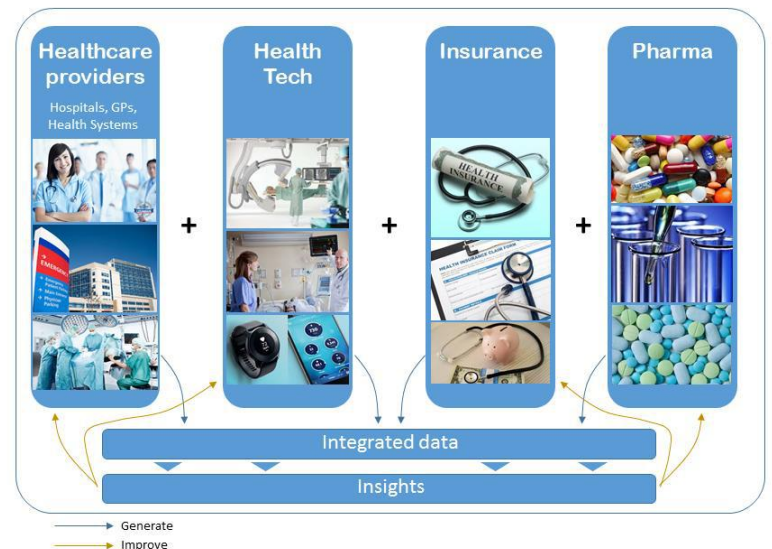
Digital platforms to integrate data from 'health silos'



- ▶ Generate
- ▶ Improve

Main challenges – technical & non-technical

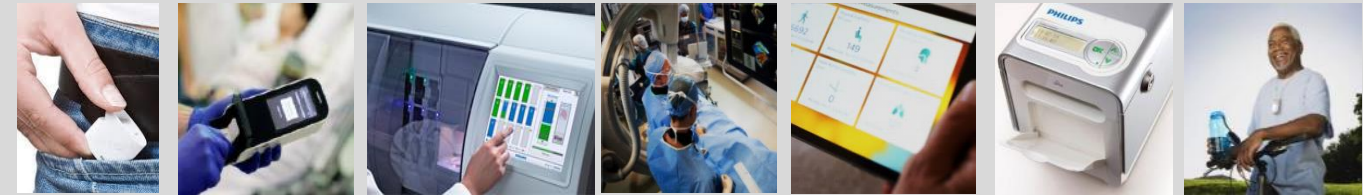
- Multi-modal data, structured and unstructured data,
- Data stored in separate silos (pharma, insurance, hospital, GP clinics, patient/consumer-generated data etc.),
- Patient-generated data with proprietary formats
- Privacy & security: Data is not shared between institutions, not even between different departments in the same hospital
- Standardization is necessity



Example: Open **HealthSuite** Digital Platform

Enabling ecosystem innovation of digital propositions

Seamless user experience

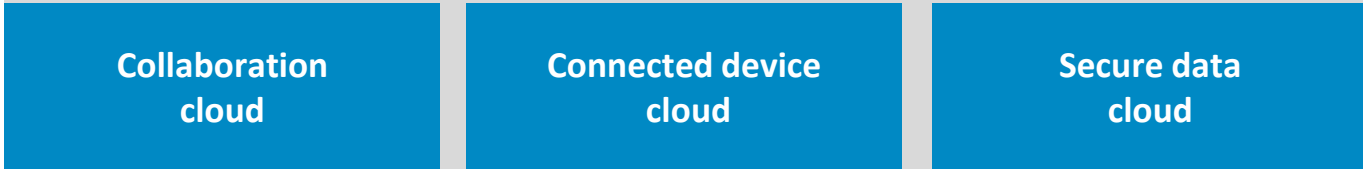


Philips and 3rd Party
Hardware
Software
Services

Consumer & Professional healthcare functionality (API)

HealthSuite
Digital Platform

Identity and permission control



Data layer: user – device – health records



