Enabling better care for more people with **the help of AI**

Joland Rutgers
Innovation & Strategy
September 2024

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For over 130 years, Philips has been improving people's lives with a steady flow of ground-breaking innovations

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AI innovation can provide a guiding light to support decision-making in healthcare and give back the time

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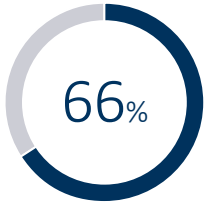
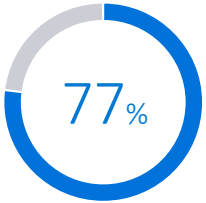
Growing healthcare challenge



Deteriorating staff well-being and mental health



Care delays due to staff shortages

future health index 2024

Engaging with **nearly 3,000 healthcare leaders** from **across 14 countries**

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AI to the rescue?

99%

Implemented at least one type of AI for clinical decision support.

87%

Concerned about the possibility of data bias in AI applications widening disparities in health outcomes.

future health index 2024

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Enabling safe, secure, and responsible use of data and AI

Our Data Principles

- Security
- Privacy
- Benefit customers, patients, and society

Our AI Principles

- Health and well-being
- Human oversight
- Robustness
- Fairness to avoid bias and discrimination
- Transparency

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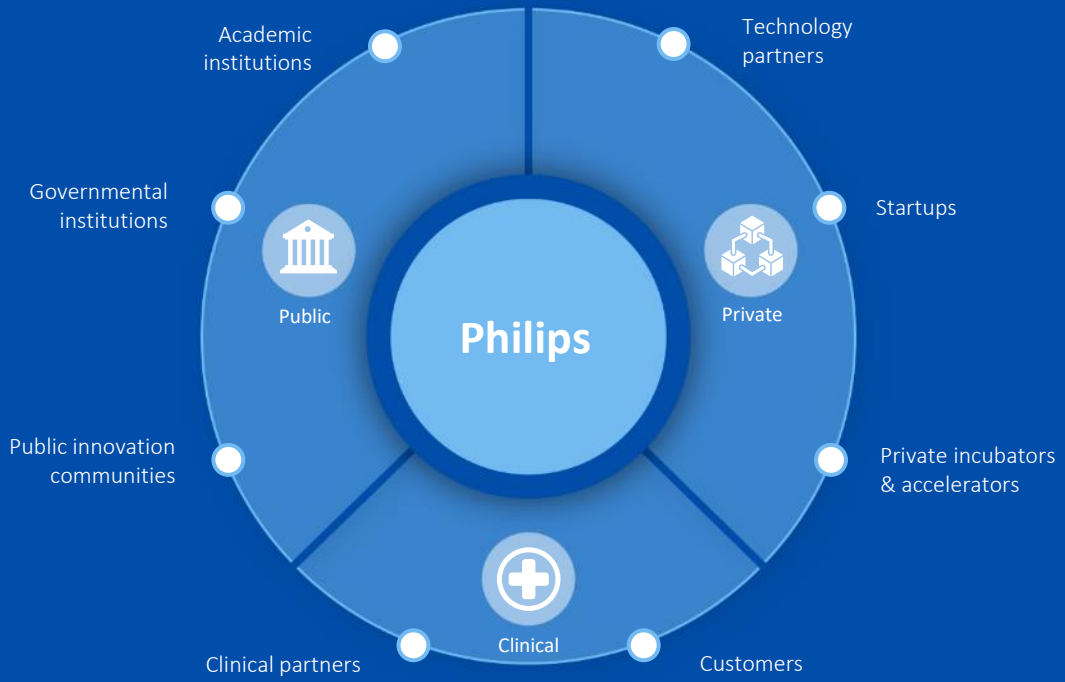
Comprehensive AI ecosystem



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AI Code of Conduct

Steering committee involving leading public, industry and clinical partners

"Philips CEO Roy Jakobs co-chairs US National Academy of Medicine's Steering Committee on AI Code of Conduct"

– Philips Press Release

"AI offers unprecedented new opportunities and developing an AI Code of Conduct will help to ensure equitable, ethical, safe and responsible use of AI in health and healthcare."

– Roy Jakobs

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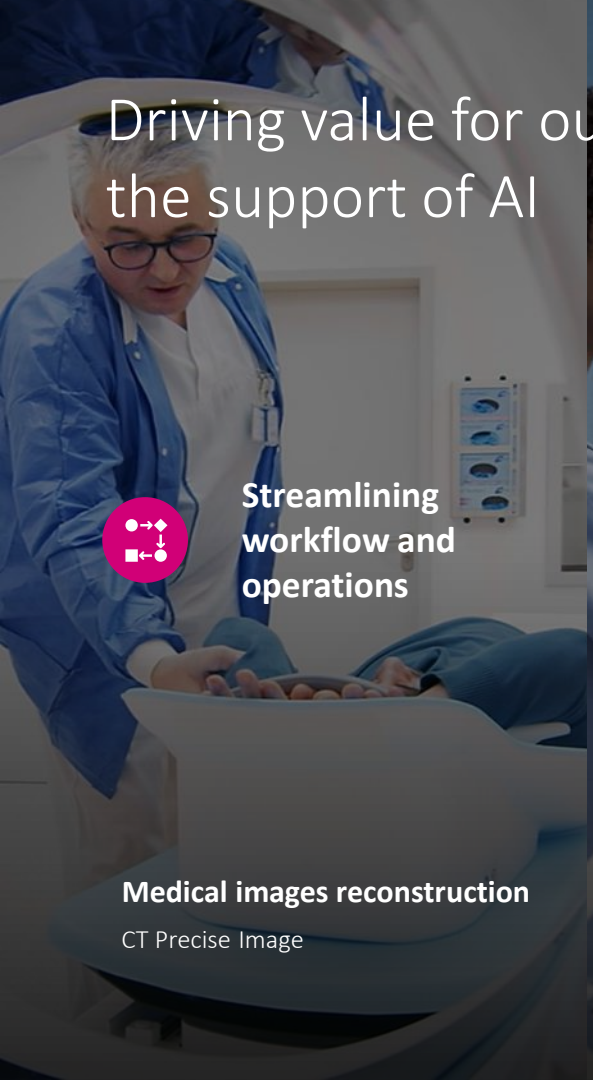
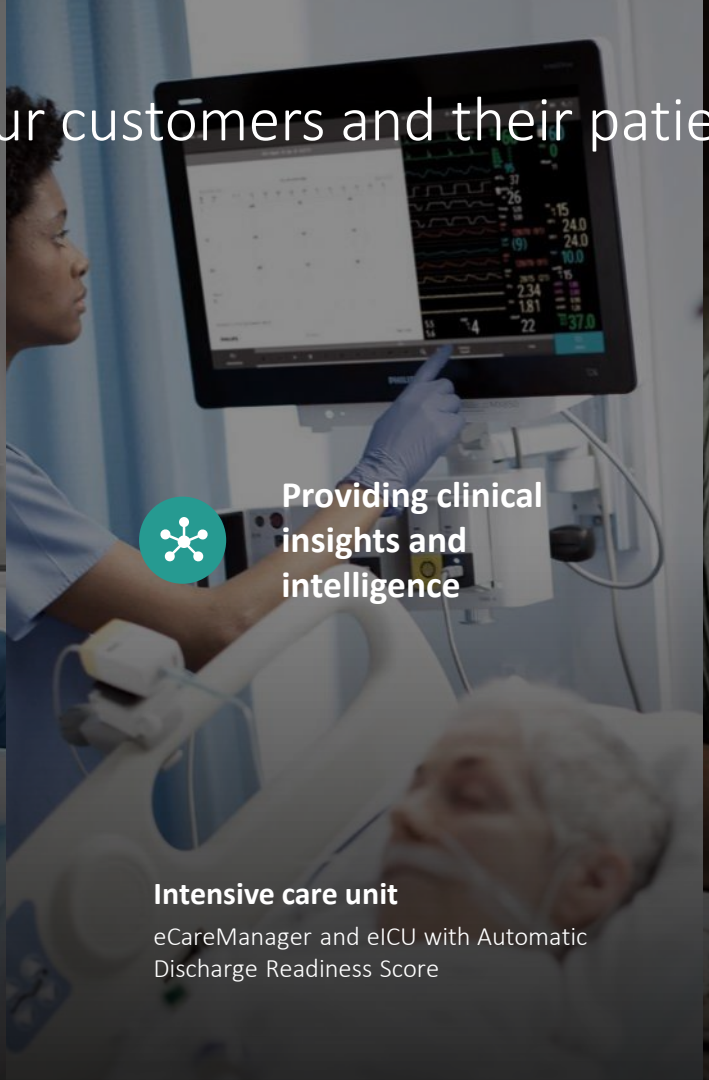
Driving value for our customers and their patients with the support of AI



Streamlining workflow and operations

Medical images reconstruction

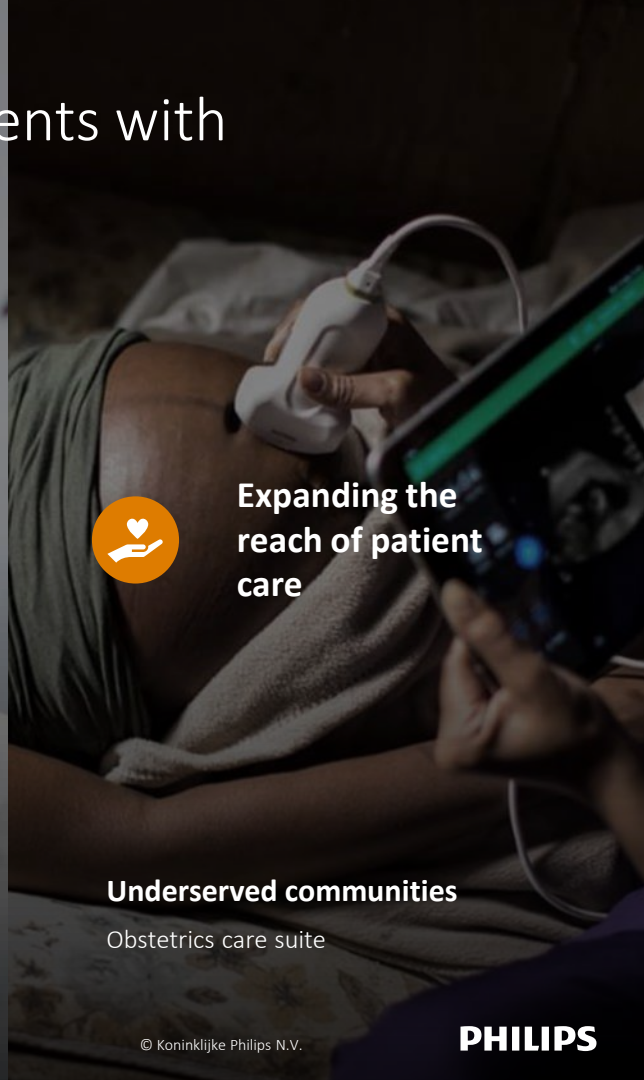
CT Precise Image



Providing clinical insights and intelligence

Intensive care unit

eCareManager and eICU with Automatic Discharge Readiness Score



Expanding the reach of patient care

Underserved communities

Obstetrics care suite

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Streamlining workflow and operations

Preparing

VitalEye

Planning

MR Workspace

Scanning

SmartSpeed AI

Our MR AI-applications are helping to alleviate burden on healthcare staff **across multiple stages** of the radiology workflow.

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