



Press Information

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Philips and Salesforce.com announce a strategic alliance to deliver cloud-based healthcare information technology

Philips and salesforce.com team up to drive industry transformation in collaborative care management between patients and healthcare professionals with new platform

Amsterdam, the Netherlands and San Francisco, USA – In a move to accelerate the transformation of the healthcare industry, Royal Philips (NYSE: PHG AEX: PHIA) and salesforce.com (NYSE:CRM) today announced a strategic alliance to deliver an open, cloud-based healthcare platform, leveraging Philips' leading positions in medical technology, clinical applications and clinical informatics and salesforce.com's leadership in enterprise cloud computing, innovation and customer engagement. Patient relationship management will be at the center of the envisioned platform, allowing caregivers to collaborate closely in support of their patients. The platform will enable medical device and data interoperability -- the collection of data and subsequent analysis to enhance clinical decision making by professionals and enabling patients to take a more active role in managing their personal health.

The collaboration has already resulted in two clinical applications to be launched on the new platform later this summer[1]: "Philips eCareCoordinator" and "Philips eCareCompanion". These care collaboration applications will allow the care team to monitor patients with chronic conditions in their homes and will facilitate Philips' [Hospital to Home clinical programs](#), such as Banner iCare™, being piloted at Banner Health, a pioneer accountable care organization in Arizona, USA. Similar telehealth-based care delivery models for hospitals utilizing the Philips eICU program were shown to reduce mortality by 26 percent and length of stay by 20 percent in a recent large, multi-center study.[2]

"With this strategic alliance, Philips is making great strides to deliver real-time, digital healthcare solutions," said [Frans van Houten](#), Chief Executive Officer of Royal Philips. "Healthcare data exists in many different forms and in many different systems today. Together with salesforce.com, we have a tremendous opportunity to reshape and optimize the way healthcare is delivered and provide better access to data across the continuum of care."

"We have entered a new transformative era for healthcare, and technology is enabling the industry to connect to, care for and engage with patients and each other in a profound new way," said Marc Benioff, chairman and CEO, salesforce.com. "Together with Philips, we are



creating an open health platform and ecosystem to benefit everyone that cares about one of the most important issues of our time."

Philips and salesforce.com envision that apps will cover the continuum of care: from self-care and prevention, to diagnosis and treatment through recovery and wellness. The envisioned platform, based on the Salesforce1 Platform, will enable collaboration and workflow, as well as integration of data from multiple sources worldwide, including electronic medical records, diagnostic and treatment information obtained through Philips' imaging equipment, monitoring equipment, personal devices and technologies like Apple's HealthKit. Moreover, the cloud-based platform is designed to be highly scalable with built-in privacy and data security. By combining the data, the platform will allow for analysis that will enhance decision making by professionals and engage patients. Both Philips and Salesforce.com foresee that the platform, will utilize Philips' clinical data stores and medical device interoperability. It is intended to be open to developers and is expected to result in a vibrant ecosystem of partners creating applications. As a result, the envisioned platform has the potential to transform both professional healthcare delivery and continuous personal health management.

A live webcast of a media roundtable with Marc Benioff and Frans Houten can be accessed at 9am CET via this link: <http://www.media-server.com/m/p/vwkvvgb7>

[1] Not yet available for sale; 510(k) pending in the USA

[2] A Multicenter Study of ICU Telemedicine Reengineering of Adult Critical Care. Lilly et al. CHEST. 2014. Vol. 145, No. 3. March. 500-507 1 A Multicenter Study of ICU Telemedicine Reengineering of Adult Critical Care. Lilly et al. CHEST. 2014. Vol. 145, No. 3. March. 500-507

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About Royal Philips:

Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare,

Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3 billion and employs approximately 112,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at www.philips.com/newscenter.

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