



## Press Information

October 15, 2014

### **Philips and Dutch hospital Reinier de Graaf enter 15-year partnership to enhance the hospital's future patient care and experience**

- *Partnership offers rapid access to innovative medical technologies, clinical informatics solutions and services for optimal patient care*
- *Agreement addresses the hospital group's current and future clinical, operational and technology needs*
- *Pre-determined monthly operational costs over a 15-year term provide the hospital group with an affordable and predictable healthcare delivery model*

**Amsterdam, the Netherlands** – Royal Philips (NYSE: PHG, AEX: PHIA) and hospital Reinier de Graaf, Delft, the Netherlands, today announced the signing of a 15-year partnership to improve the delivery of care and the patient experience at the 622-bed Dutch hospital. The agreement covers the group's four hospital sites, including a new facility due to open in August 2015, which together serve a patient population of 251,000. The partnership provides the sites with access to the latest health care technologies, maintenance services and innovative planning and consultancy services to enhance patient outcomes and improve operational performance with pre-determined monthly operational costs.

The agreement encompasses Philips' diagnostic and interventional imaging systems and clinical informatics solutions. As an accountable business partner, Philips will work together with the hospital group to design and deploy cost-efficient equipment utilization strategies. Resident Philips engineers will work side by side with hospital staff to maximize uptime and enhance the hospital's operations.

"Our ambition is to offer our patients the best possible care and experience," said Jaap van den Heuvel, CEO Reinier de Graaf. "At the same time, we need to do this in a cost-efficient manner. In Philips we have found a flexible and accountable technology partner, with whom we will improve the patient experience and the quality of care our patients receive."

"The health care landscape is rapidly changing as the demand for care increases and new ways are needed to facilitate affordable high-quality care," said Henk Valk, General Manager Philips Benelux. "In close collaboration with Reinier de Graaf, we have developed a customized partnership model that offers the medical technologies and solutions that they need, as well as the flexibility to adapt to changes in their care demand."



With current and future health care developments in mind, flexibility is one of the core elements of the partnership. Diagnostic and therapeutic capacity will be regularly aligned with variation in patient volumes, and the agreement will be adapted accordingly. In this way, the partnership caters for changing demographic and macro-economic developments and public health and care demand in terms of the hospitals' clinical, operational and equipment needs, enabling the optimal level of patient care and operational efficiency.

In addition to the delivery of new imaging equipment, the agreement also offers upgrades to prolong the lifecycle of existing imaging systems for optimal return on investments.

**For further information, please contact:**

**Joost Maltha**

Philips Benelux

Tel.: +31 6 10 55 8116

E-mail: [joost.maltha@philips.com](mailto:joost.maltha@philips.com)

**Steve Klink Philips**

Group Communications

Tel.: +31 6 1088 8824

E-mail: [steve.klink@philips.com](mailto:steve.klink@philips.com)

**Brenda Hesselink**

Reinier de Graaf hospital

Tel. +31 15 260 3352

E-mail: [b.hesselink@rdgg.nl](mailto:b.hesselink@rdgg.nl)

**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 113,000 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](http://www.philips.com/newscenter)

**About Reinier de Graaf:**

Reinier de Graaf is a leading clinical Dutch hospital with its main location in the city of Delft, a location in Voorbrug and outpatient clinics in Naaldwijk and The Hague – Ypenburg. With around 3,000 employees and 190 medical specialists, Reinier de Graaf is specialized in, in particular, alcohol-related problems among young people and children's allergies. The IVF clinic enjoys international renown. As a teaching hospital, Reinier de Graaf provides 21 medical (further) training courses. [www.reinierdegraaf.nl](http://www.reinierdegraaf.nl)

## **Forward-looking statements**

This release may contain certain forward-looking statements with respect to the financial condition, results of operations and business of Philips and certain of the plans and objectives of Philips with respect to these items. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future and there are many factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements.