PHILIPS

www.philips.com

Evolving care outside the hospital to meet consumers where they are

Niki Buchanan, General Manager, Population Health, Philips
Shauna Coyne, Director of Innovation, NewYork-Presbyterian

March 18, 2019

innovation you

© Philips - Confidential

Since we last met

- Consumerism and need for consumer-operability continues
- New reimbursement models for telehealth
- Focus on patient engagement continues to grow
- Continued mergers — private sector saviors!

© Philips - Confidential

Outpatient spending trends

2013-2017

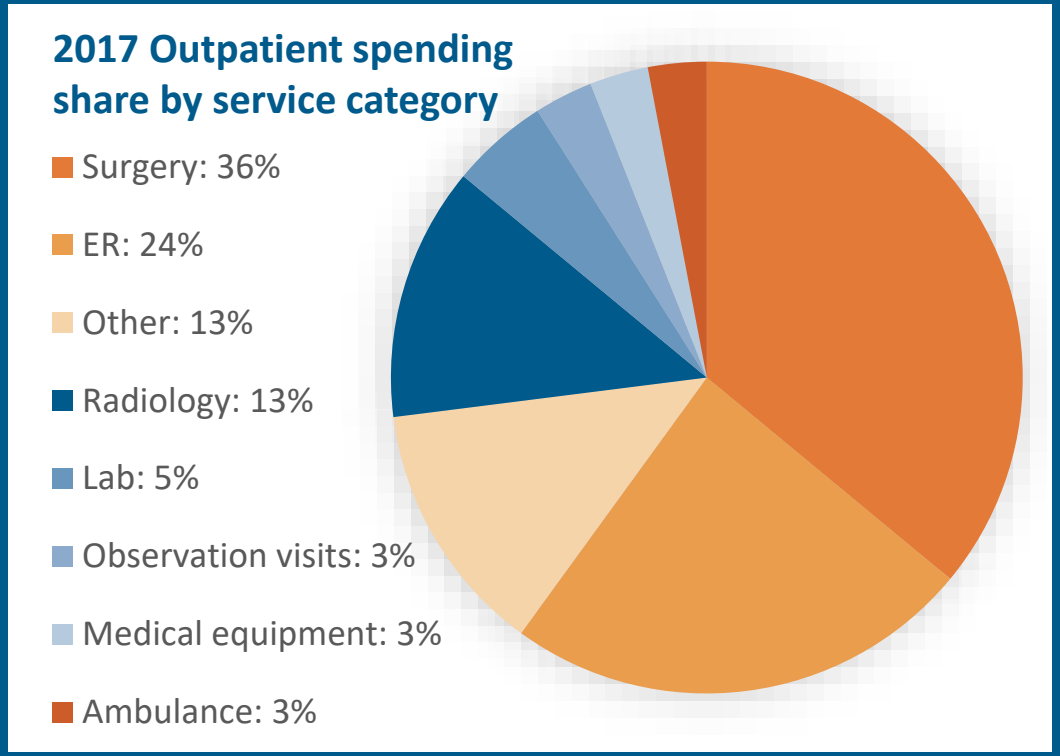
Per-person spending on outpatient visits and procedures rose

14 percent

between 2013 and 2017, with

5.1 percent growth

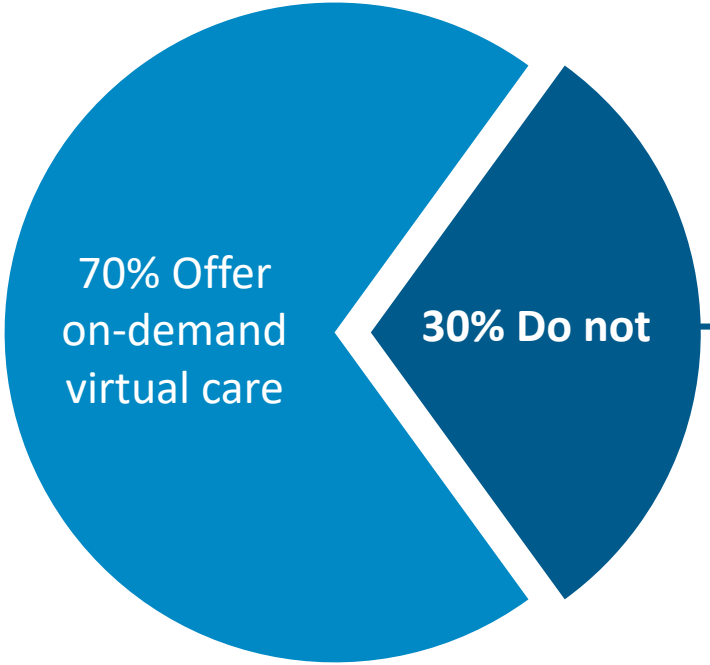
in 2017 alone



Source: Health Care Cost Institute, https://www.healthcostinstitute.org/research/annual-reports/entry/2017-health-care-cost-and-utilization-report

© Philips - Confidential

Virtual care deployment among health systems and providers



Of respondents who **do not** currently have on-demand virtual care:

40% intend to launch in the next 12 months

47% intend to launch, but have no set time

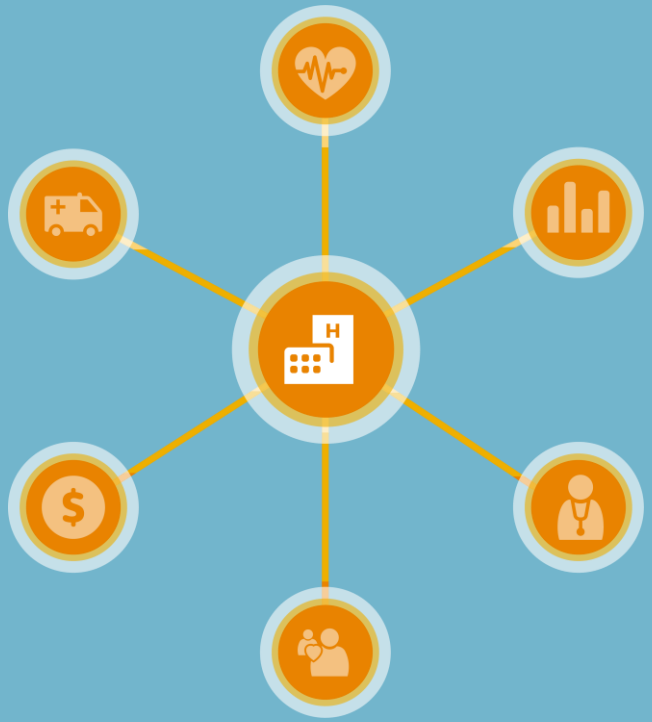
13% have no plans to launch an on-demand service

Source: Virtual/Care Benchmark

© Philips - Confidential

A transformational shift in patient care delivery

From a model
where the health system is the central hub of care delivery…

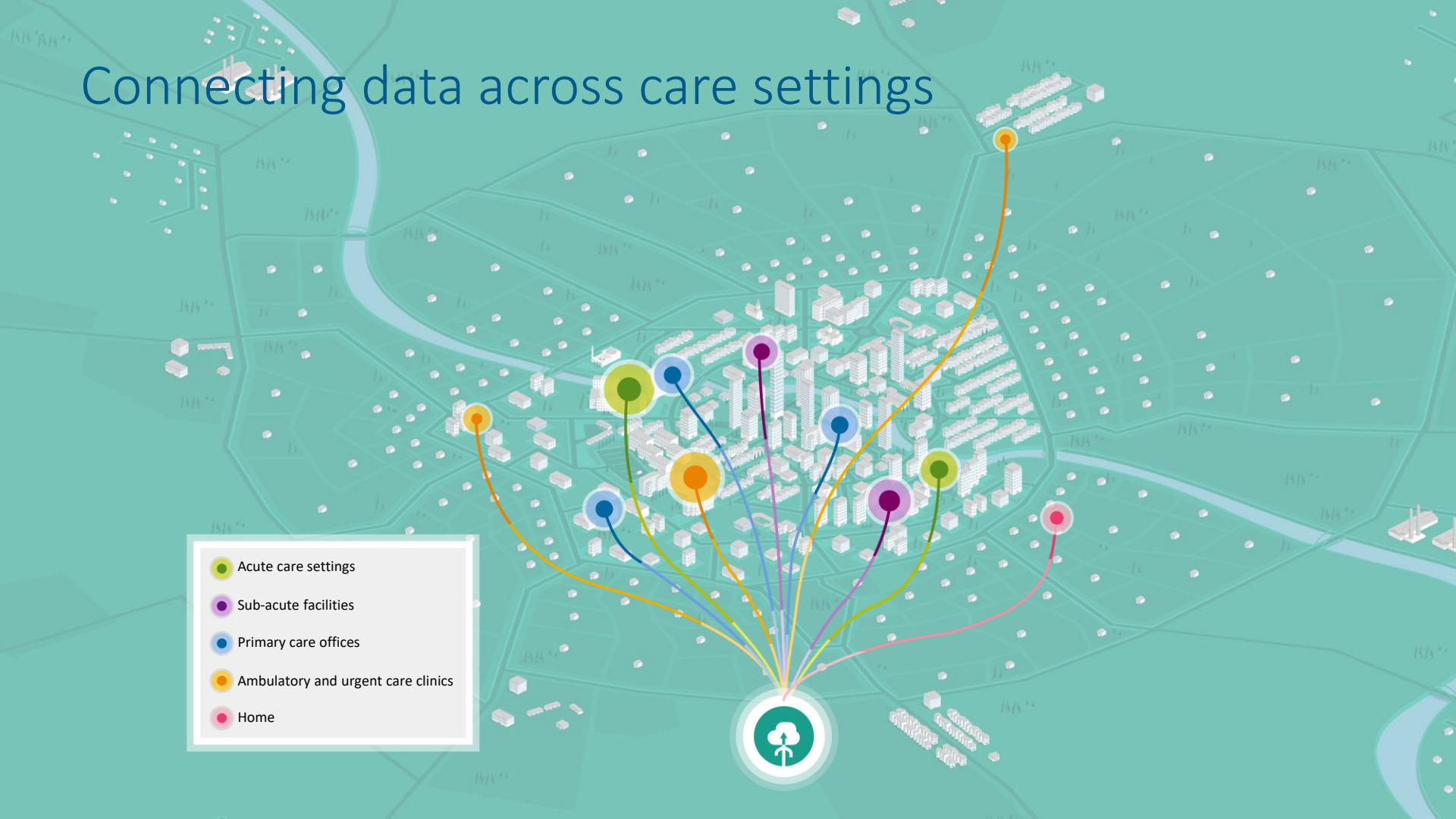


Philips population health solutions

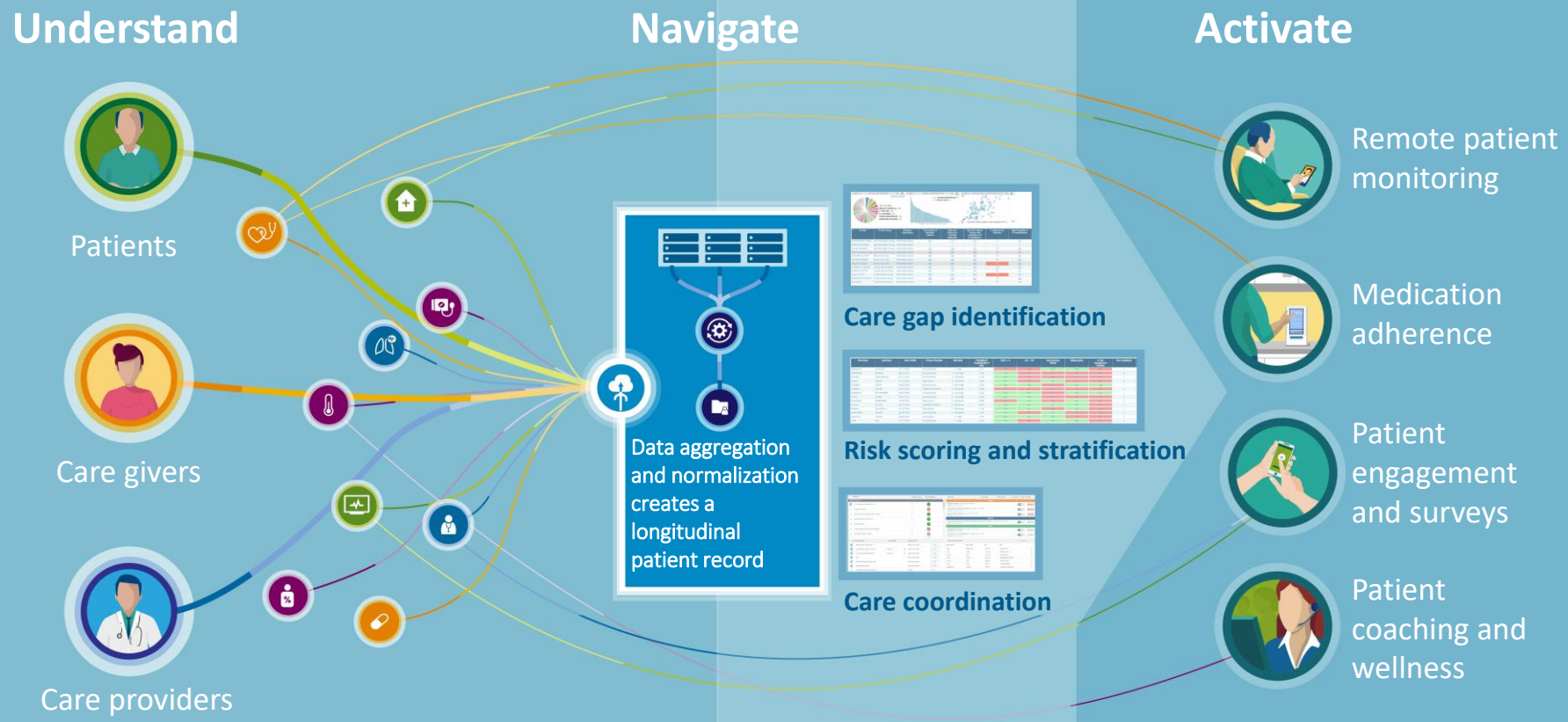
…to care pathways
that put the patient at the center and meet them where they are

© Philips - Confidential

Connecting data across care settings



Collaborative & Scalable Care Management



What else needs to change?

Do you have an outside the hospital strategy?

Do you have a digital health strategy?

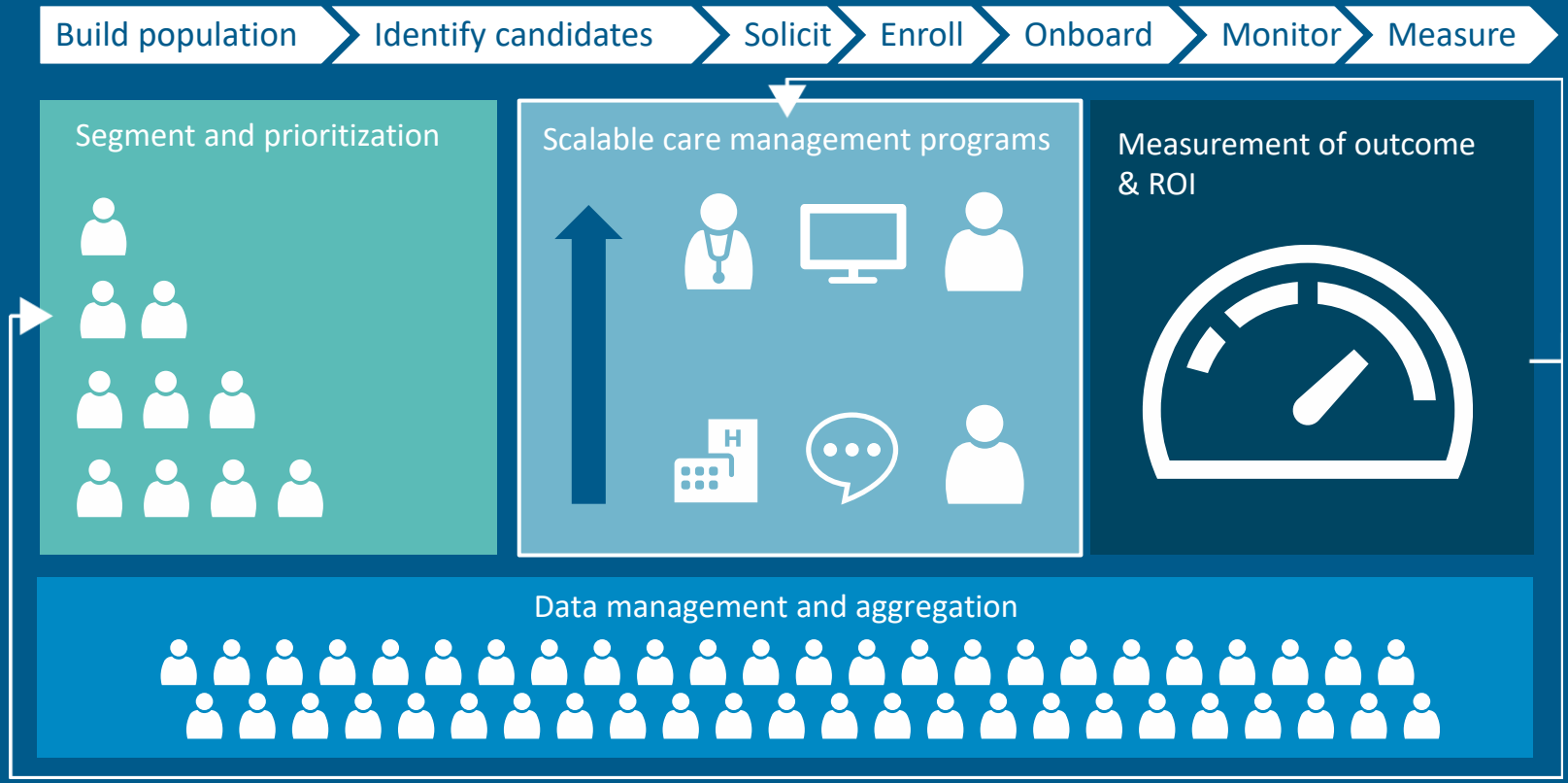
Do you call it a patient engagement strategy?

Thinking too big?

What about starting with your own employee health plan?

What about a key costly clinical condition?

Deploying scalable care management programs outside the hospital



© Philips - Confidential

What programs are ripe for remote patient monitoring?

- **Mental health programs**
  depression, crisis intervention, prevention, etc.
- **Opioid crisis**
  need for daily check-ins and monitoring
- **Diabetes**
  obesity and social coaching
- **COPD and CHF**
  proven improvements in care

Albert is fictional and for illustrative purposes only

Meet Albert

76 and widowed, Lives alone, Beginning to have memory loss

Health status

Albert isn't always consistent with his medication and lately he's been having dizzy spells. Recently he fell at home and was found by his daughter hours later. He was transported by ambulance to the ED, and admitted to the hospital.

He was treated in the hospital and then in post-acute rehab over two weeks for a concussion and a twisted ankle. During that time, his care team discovers that Albert experiences occasional dizziness from his medications and establishes an appropriate care plan.

Intervention

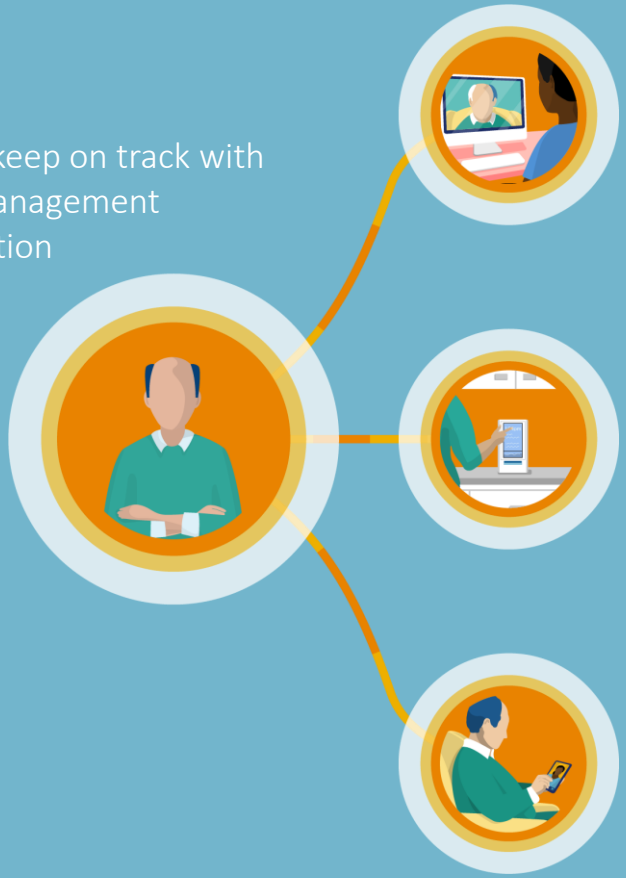
Albert is discharged and enrolled in remote patient monitoring, a medication adherence program, and a medical alert service to better manage his condition at home.

© Philips - Confidential

Benefits

For Albert

- Automated support to keep on track with medication and care management
- Remote, virtual connection to care team
- Greater independence and improved quality of life



For the health system

- Shorter length of stay at skilled nursing facility; ability to discharge to home
- Proactive coordinated care in the home or in a lower-cost care setting
- Reduced risk of return ED visit and avoidable readmission

For care providers

- Visibility into Albert's status between office visits
- Care gap coordination that qualifies the practice for bonus payments
- More prepared for risk-based contracts

For caregivers

- Automated updates for a real-time view of Albert's condition
- Less time worrying and tending to his medical needs

Albert is a fictional person and benefits are approximations for illustrative purposes only to serve as an example of potential results and outcomes.

© Philips - Confidential

Sound far fetched?

Consider how these brands have revolutionized their approach to consumers who are patients.

– Invisalign, SmileDirect, Instacart, Amazon Prime

These consumer approaches do two things really well that healthcare doesn't do today:

– Standardized approach to targeted segments

– Implemented change management initiatives to drive real change and capture the market

Transformational business opportunities are now funded by CMS

© Philips - Confidential

Collaborating to enhance care with remote patient monitoring

Seamless telehealth to improve care for patients with chronic conditions

NewYork-Presbyterian recently began programs to remotely monitor patients with congestive heart failure and new mothers with high blood pressure, and will be launching programs to monitor several other clinical conditions, including those related to maternal health and diabetes.

Source:https://www.philips.com/aw/about/news/archive/standard/news/press/2019/20190124-newyork-presbyterian-hospital-expands-virtual-care-with-philips.html

NewYork-Presbyterian patients with hyperglycemia who were part of the first remote patient monitoring clinical pilot reported an

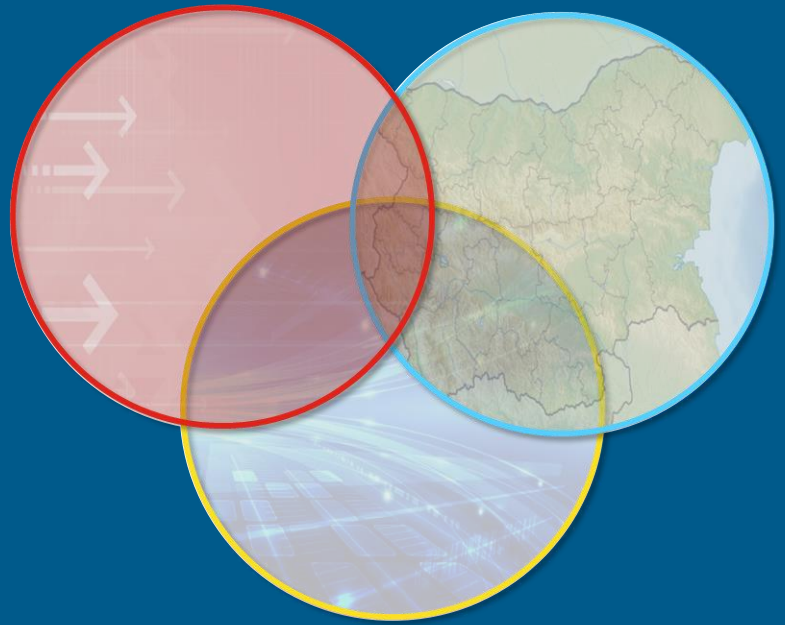
89% satisfaction score

Virtualization strategy

1. Increase access
2. Improve outcomes
3. Reduce cost

NewYork-Presbyterian vision

Standardize
Care at the right time



Regionalize
Care locally

Virtualize
Care anywhere & anytime

© Philips - Confidential

Methodology

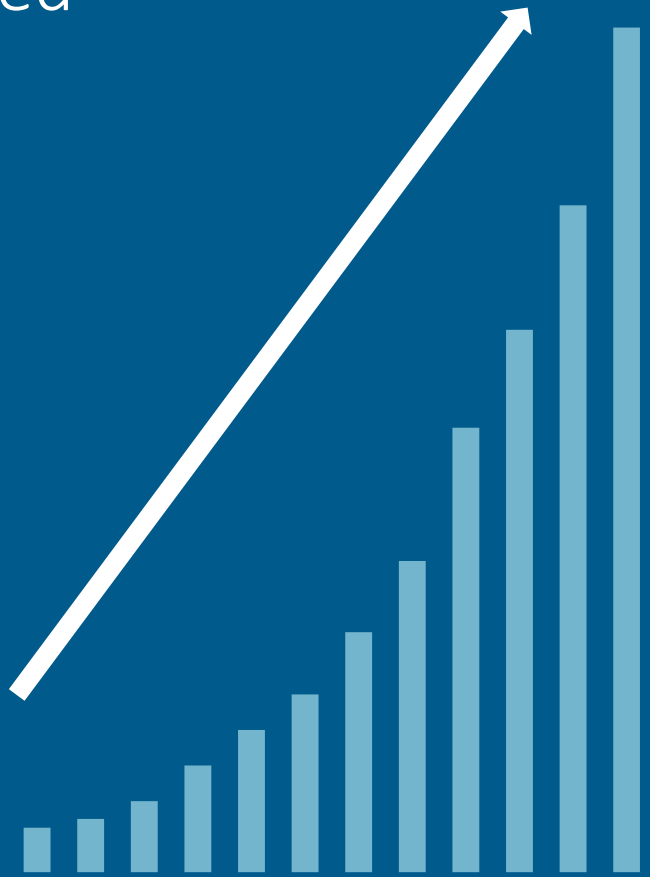
80% People

15% Process

5% Technology

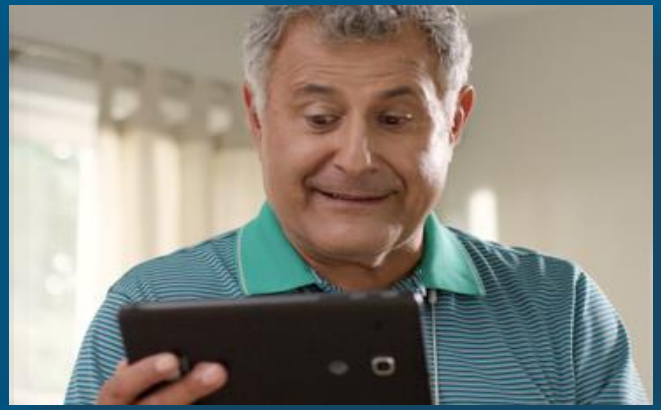
© Philips - Confidential

Scale and speed



© Philips - Confidential

Remote Patient Monitoring with Philips



Questions?

© Philips - Confidential

© Philips - Confidential