



Pega Collaborative
Healthcare Summit
2017



The next frontier in personalized health

10/01/17 | Liat Ben-Zur, SVP, Connected Digital Platforms and Propositions
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PHILIPS

innovation  you

The global healthcare challenge



**1 out of 3
people**

will be diagnosed with cancer
in their lifetime



**500⁺ million
people**

suffer from respiratory
diseases



**400M
people**

worldwide have diabetes



An estimated

1B adults

have hypertension



Still ... we are sleepwalking

84% of Americans rate their own health good to excellent

but only **53%** of healthcare professionals rate the health of their population positively



We need a proactive approach to health

63% of the general public think connected health technology is important for improving lifestyles

73% of healthcare professionals said connected tech is important to improving the prevention of medical issues

If we are always on



Have easy access



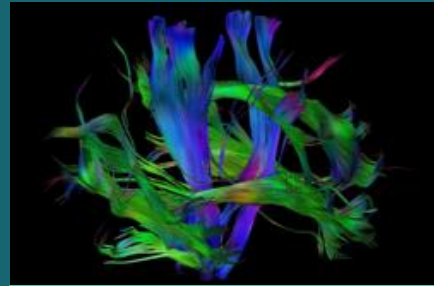
Why is our healthcare not *always on*?



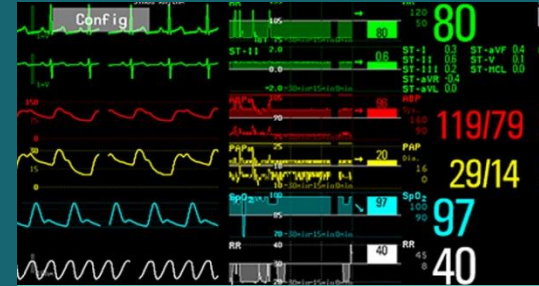
Digital is driving exponential growth of health data



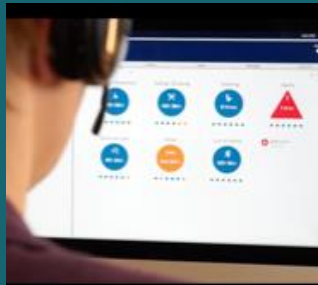
Personal health tracking



Medical imaging



Patient monitoring



Home monitoring



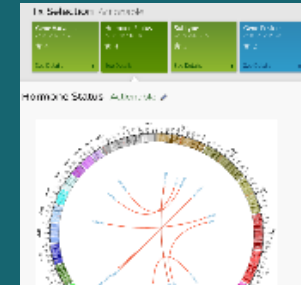
Medication adherence



Pathology



Quantification



Genomics

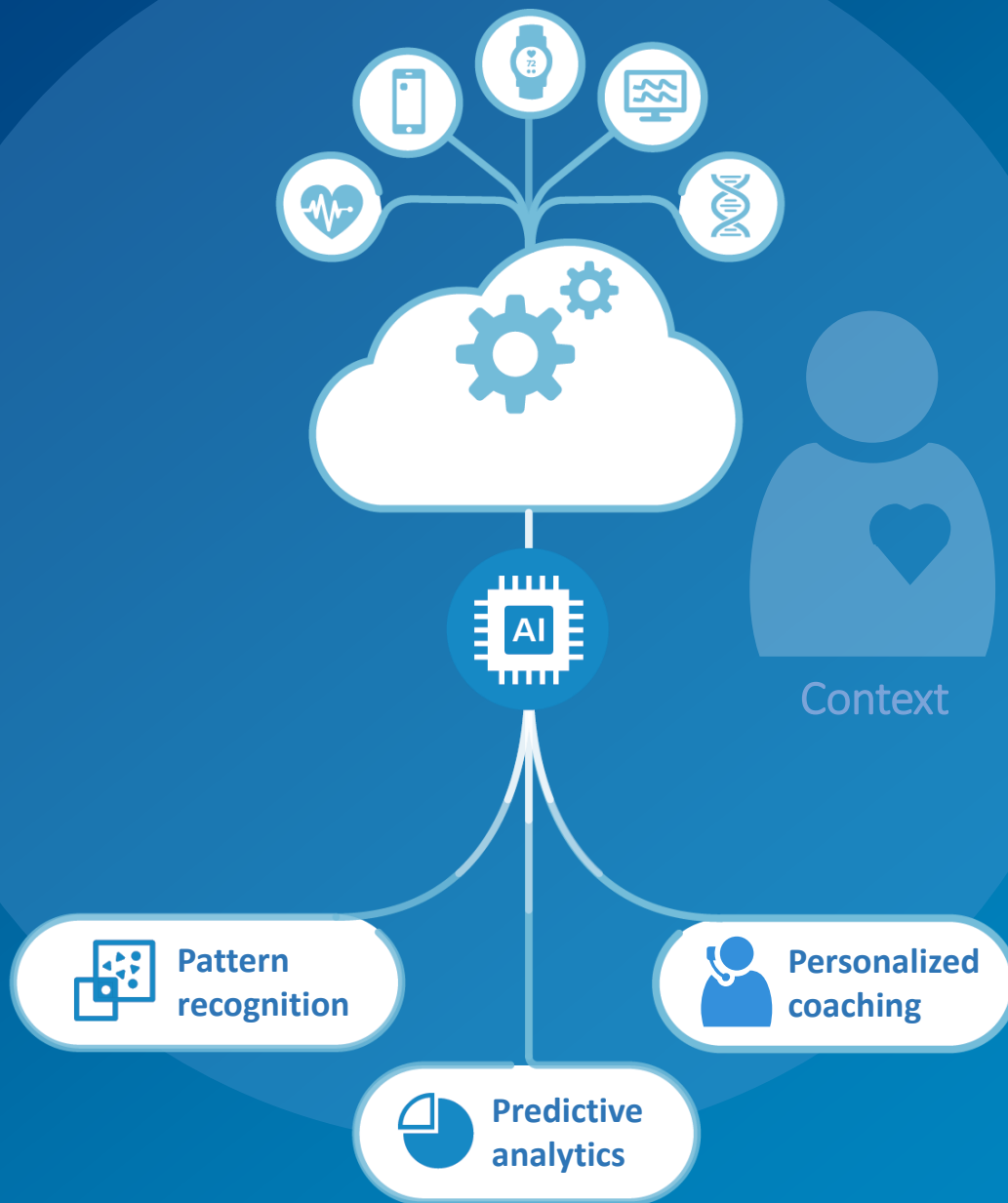


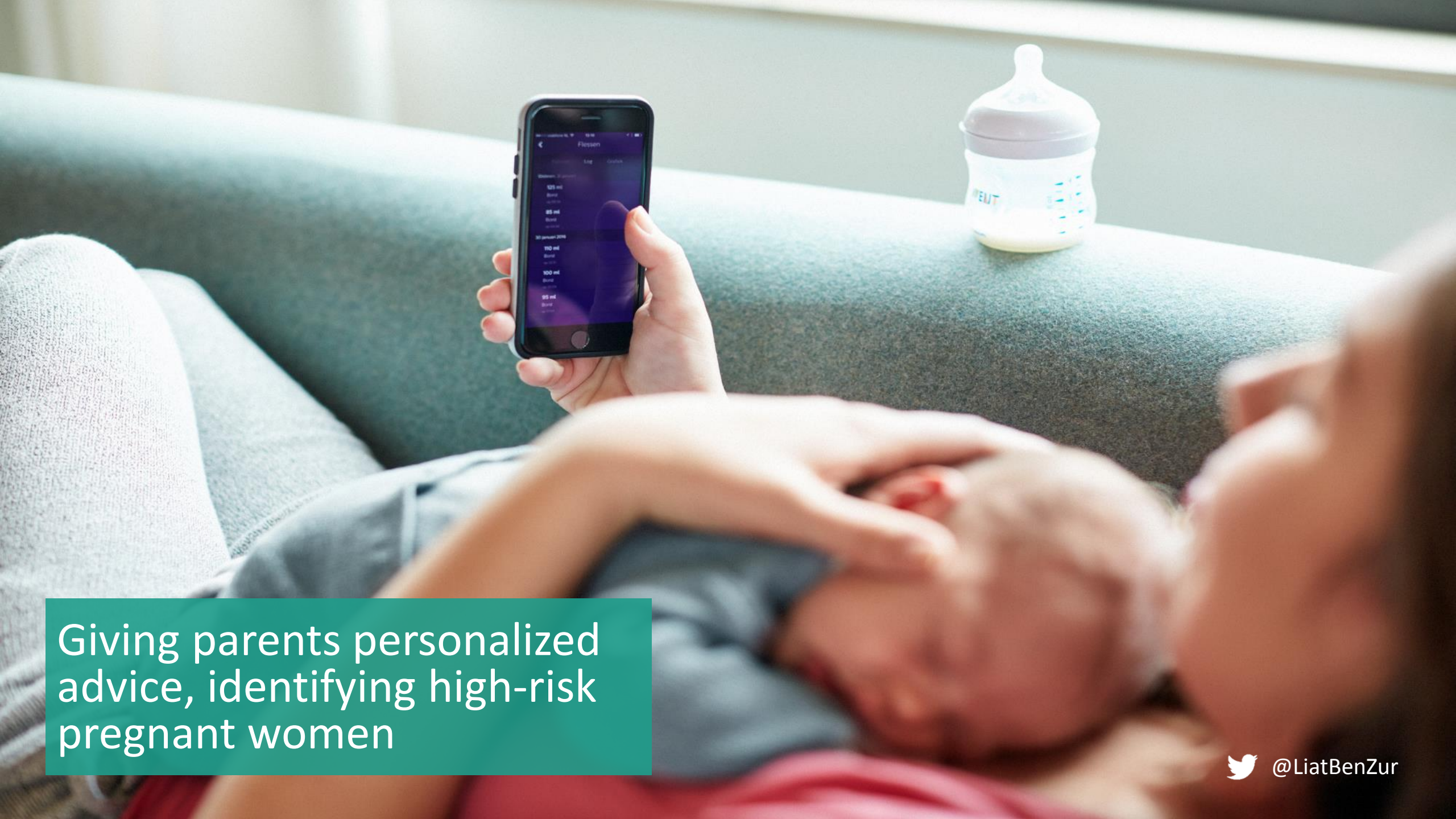
Analytics

Digital enables us to connect our health journey, adding context to health information

Artificial Intelligence can help connect the dots and enable 24/7 personalized health management

where ever,
whenever





Giving parents personalized advice, identifying high-risk pregnant women



- 24 million patients living with chronic obstructive pulmonary disease (COPD)
- 18 million patients living with obstructive sleep apnea (OSA)
- 46% – 83% of patients with OSA are non-adherent to treatment



Combining hospital and IoT data to predict the need for emergency transport 30-days in advance





 @liatbenzur