



# Philips: Empowering healthcare with connected devices

- **Humanizing and personalizing managed care services**
- **Mobile and remote patient-centric support and services**
- **Complete view of vital info, update care plans in real-time**

## The business issue

Years ago, health data was trapped in paper charts and confined to hospital filing systems. Healthcare suffered from inefficient workflows, lack of interoperability, data overload, and out-of-control costs. New technologies promised greater efficiencies but delivered complexity and cybersecurity threats.

Philips, a global leader in health technology, partnered with Pega to humanize technology-driven managed care services. The goals? Personalize patient care and improve health outcomes, all while helping to lower insurance premiums.

Philips now enables proactive care. Smart enterprise systems, devices, software, and services tap patient population data to deliver precision diagnosis and data-driven actionable insights – in the home and in the hospital.

## The solution

With the Pega Cloud® health suite platform, Philips' collaborative healthcare devices allow patients to receive more care in the settings they prefer, with the full promise of connected mobility. The platform is a scalable, secure, interoperable health information management portfolio, incorporating AI-powered smart enterprise systems, devices, software, and services.

Philips' new platform leverages a robust set of healthcare-specific processes and data models, plus built-in support for healthcare standards, code sets, and HIPAA compliance. The seamless, omni-channel CRM platform provided by Pega Customer Service for Healthcare™ gave Philips a robust, low code way to tap the power of connected medical devices.

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*Pega is the best company when it comes to complex, connected care and case management.*

**Jeroen Tas, CEO  
Connected Care &  
Health Informatics**

Philips

## The results

Philips' products now streamline processes from medical best practices and use them to dynamically guide each service interaction. Additional benefits include:

- **360° portal views engage members, providers, and patients**
- **Business-configurable rules, real-time decisioning**
- **Automatically adapts service delivery to the channel (chat, social, text, etc.)**
- **Rapid response to market change without any coding**