

HealthWorks

Taking early stage innovation to the next level

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Philips HealthWorks

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PHILIPS

Artificial Intelligence for Radiology

At Philips, we start with the user perspective and the decisions that need to be supported to improve care for consumers / patients and improve the workflow of healthcare professionals. This requires both historical (longitudinal) and current (live) data from an individual patient.

We then apply AI to help care providers to make a definitive diagnosis and create the best individual clinical pathway and/or therapy plans

At Philips HealthWorks, we are building the future of Radiology by bringing together the global capabilities, assets, and positions of Philips across Radiology with breakthrough innovation from the world's top startups

As we realize our vision, we see two major areas of unmet need: **Efficiency** and **Personalization**

Through **efficiency**, we seek to improve workflow & Support Productivity of Radiologist, support reporting, enable review & editing AI results before storage on PACS/enterprise IT, Improve Quality & Reproducibility, Integrate solutions & Coordinate collaboration with multiple stakeholders (e.g. Radiology/Pathology/Oncology)

We believe **personalization** will lead to personalized diagnoses including integration of data & risk factors beyond radiology, enabling patient engagement & link to patient reported outcomes, improve access to care

As we realize this vision, we collaborate with our partners, our customers, and the patients we serve around the world, to substantiate the improved outcomes our integrated solutions can deliver and share these learnings with the global community so that all can benefit.



Theme for External Startup Program 2018

Artificial Intelligence for Radiology

Focus Areas & Startup Characteristics

- The HealthWorks external startup program fulfills a key role in creating impact in AI for Radiology by bringing together business opportunities in the core of Philips radiology related businesses and adjacent areas.
- *We're looking for innovative startups in the **AI for Radiology** space who improve patient lives & transform healthcare, in particular:*
 - *We are focusing on the areas of:*
 - Clinical & Operational Workflow optimization
 - Innovative strategies to handle non-curated data, obtain curated data & training of algorithms in clinical practice (e.g. re-enforcement learning)
 - Unique AI solutions enabling new applications for specific imaging modalities, e.g. Ultrasound
 - Image quantification, interpretation, decision support
 - Image integration (also combining modalities)
 - Image acquisition & visualization
 - Advanced maintenance services
 - AI enabled service solutions, e.g. tele-radiology
 - *and startups with these characteristics:*
 - Market focus: US, China, advanced European markets, India, APAC, Japan
 - Disruptive business models and/or attractive service offerings
 - Efficiently leveraging & integrating information from multiple sources (Radiology, EHR, tissue and molecular Pathology)
 - Successful early implementations, access to large patient databases and/or proven outcome improvements
 - Early Stage: Typical Seed/Series A; First revenues within 3 years
 - Synergy with Philips radiology related businesses or assets, especially leveraging the Data Science Platform and Philips marketplace for AI solutions in Radiology

Radiology – Focus Area

- Clinical & Operational Workflow optimization
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- Unique AI solutions enabling new applications for specific imaging modalities, e.g. Ultrasound
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- Advanced maintenance services
- AI enabled service solutions
- Tele-radiology





Radiology Startup Characteristics

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- Early Stage: Typical Seed/Series A; First revenues within 3 years
- Synergy with Philips radiology related businesses or assets, HealthSuite platforms



Why join the Philips HealthWorks program?

Philips HealthWorks startup program was created to more effectively develop partnerships and assess investment opportunities with the world's best early stage health tech entrepreneurs.

Our selection process is global and competitive, and if selected, our time and in-kind services and resources are offered at **no cost to the startups** invited to join the program. We believe all of our invitees can change the world, and we want to help them succeed.

Through our startup program, each invitee has the opportunity to:

- Connect to the Philips HealthWorks ecosystem of partners and innovators in the healthcare community
- Receive one-to-one coaching from experts and leaders across Philips interested in supporting you build a great business
- Gain insights into the realities of bringing a health technology solution to the market from global leaders
- Develop your unique relationship with Philips and understand how we can create value together
- Be part an exclusive alumni network with special privileges at Philips, including potential investment from our HealthWorks venture fund



What do Founders say about HealthWorks Startup Program



“ Each session of Philips HealthWorks program has its own high points and every time we have come out of the interaction with the feeling ‘oh, I did not know or we should be doing this more’. With feedback during the many 1:1 sessions we have learnt to think and look at ourselves as a “Platform”.

Ramakant Vempati
Co-founder, Touchkin



“ Through this program we have been able to prioritize, eliminate unnecessary points and learn a systematic approach. The domain expert helped us validate and think through the entire value proposition. We certainly intend to follow some of their recommendations.

Vijay
Co-Founder, Parentlane



“ This is true acceleration for us. We would have taken quite some time to get to this level of clarity and detail. We may still take time to enforce or execute this as well as a well-established company like Philips does, but it definitely sets up high standard for where and how we want the channel structure to be.

Nidhi
COO, Niramai



“ There is something special about the Philips HealthWorks program, which other programs do not offer. Most of the Startup programs are focused on IT sector, very few of them on Healthcare sector and within that very few focusing on Technology – Philips HealthWorks addresses it via attention to both the business side and technology side of Healthcare solutions.

Dr. Shibi Kannan
Founder & CEO
Theranosis

- Experience the Breakthrough Day at <https://www.youtube.com/watch?v=A98oTBIOYRY>
- Learn more @ <https://www.healthworks.philips.com/>



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