



Press Information

October 24, 2017

Philips announces strategic alliance with IncreMedical at Medtrade Fall

Innovative solutions to help health systems and providers offer more efficient, value-based care

AMSTERDAM, the Netherlands and ATLANTA, Georgia – During [Medtrade Fall](#) in Atlanta, [Royal Philips](#) (NYSE: PHG, AEX: PHIA), a global leader in health technology, today announced a strategic alliance with [IncreMedical](#), a developer of high performance healthcare management solutions. The collaboration aims to optimize care models that will enable health systems, physicians, and care providers through the use of post-acute care management solutions.

As the number of people living with chronic respiratory diseases continues to grow, so do the challenges of caring for them. For homecare providers and health systems alike, managing patient care within home environments has become a priority that presents a number of economic, operational and clinical challenges. The alliance between Philips and IncreMedical uses the strengths of both organizations to develop and implement care management solutions to health systems and providers that are tailored for chronic disease management that targets clinical and economic benefits.

“We are excited to work with a world-class leader in respiratory products and services,” said Greg Cooper, Managing Partner at IncreMedical. “Through this collaboration with Philips, we are able to provide transitional care management solutions using proven technologies that will help reduce costs and improve patient outcomes.”

Through the agreement, Philips suite of connected respiratory care solutions and IncreMedical’s post-acute care management expertise will work together to help ease the transition from hospital to home for patients with chronic respiratory disease.

“We’re in the business of improving lives through meaningful innovation,” said Eli Diacopoulos, Respiratory Care Business Leader, Philips. “Working with IncreMedical further strengthens our commitment in delivering the highest quality of integrated care, including our clinically validated therapies, like AVAPS-AE and Care Orchestrator, to allow patients to live their best lives at home, while enabling care providers and health systems to operate more efficiently and deliver better patient care.”

John Stelzner, VP of Business Development, Philips; Rusty Trim, Senior Field Marketing Manager, Philips; Rick Nicksic, Managing Partner, IncreMedical; and Jason Shiflet, President and COO, MedSouth, will be participating in a MedTrade panel discussion entitled “[COPD and the continuum of care: Moving from equipment to solutions](#)” on Tuesday, October 24, 2017 from 2:15-3:45pm ET where they will outline the changes and challenges in the care and management of COPD patients and how analytics can aid in the development of successful patient-centric programs. The solutions allocated for use in IncreMedical’s care management pathways will be



showcased at Philips MedTrade booth #1711 along with Philips growing suite of connected care and cash-revenue solutions.

Interviews relating to the new effort and solutions onsite are available with Philips executives. For more information on Philips MedTrade Fall 2017 presence visit www.philips.com/medtrade.

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About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' health technology portfolio generated 2016 sales of EUR 17.4 billion and employs approximately 70,000 employees with sales and services in more than 100 countries. News about Philips can be found at www.philips.com/newscenter.