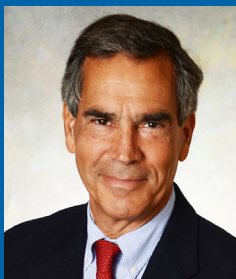


# Empowering You To Realize Precision Diagnosis



*At Philips, we work collaboratively with customers to tightly align our innovations with their objectives to deliver meaningful and tangible value.*

**Chip Truwit, MD, FACR**  
Chief Medical Officer,  
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**H**ealthcare systems globally are under intense pressure – and nowhere is this more evident than in the management of the operational and clinical complexities. Care providers are striving to deliver on clinical outcomes that improve quality despite being burdened with obstacles that constrain workflow optimization. Complex technology and IT integration, increasingly being brought to bear on such workflow limitations, though well-intended, often actually complicate and disrupt such workflow, threatening the continuity of care.

Improving clinical workflows requires ongoing attention to consistently optimize efficiency and interoperability. And, despite some broad, algorithmic approaches to care in oncology, cardiology, neurology, and urology, oftentimes care can be so complex and individualized that what is right for one patient is not right for others. This is at the heart of Philips' commitment to personalizing patient care throughout its end-to-end solutions.

It is only when assessing the patient journey from both a clinical and operational standpoint that precision diagnosis and the path it provides toward precision medicine can be realized for patients, clinicians and health systems alike. With a systems view and a patient-centered approach to diagnosis and treatment, Philips applies strong clinical capabilities, simplifies workflows, and integrates artificial intelligence to help healthcare providers deliver precision diagnosis — leading to precise therapies with predictable outcomes for patients.

At Philips, we work collaboratively with customers to tightly align our innovations with their objectives to deliver meaningful and tangible value. Our partnership begins with innovations that connect clinical capabilities and optimize workflows around patient needs. Artificial intelligence embedded within each step in the journey helps to enable both a timely precision diagnosis and specific treatment outcomes. This precise diagnosis informs a patient's care journey: treatment, follow-up, assessment, monitoring and even a transition toward home care. In doing so, we enable our health system partners to achieve the goals of the Quadruple Aim: better outcomes at lower cost, as well as improving patient and staff experience.

In the pages of this special supplement, Philips is proud to highlight some of the achievements of our customer collaborations — achievements that demonstrate very clearly and concretely just how Philips is working to advance imaging with a portfolio of solutions that provide greater value to healthcare organizations, and greater benefit to their patients' lives.

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