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Press Information

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Philips brings adaptive intelligence to Northland DHB, the first user of Illumeo health informatics technology in ANZ and Asia Pacific

- *Northland District Health Board is the first Illumeo site in Australia and New Zealand marking the entry of adaptive intelligence for radiology into the Asian Pacific region*
- *The health informatics solution acts as an assistant, uses data and contextual awareness to optimise the radiologist's user experience*

Whangarei, New Zealand – Royal Philips (NYSE: PHG; AEX: PHIA) today announced that Northland District Health Board (DHB) will be the first user of Illumeo in Australia and New Zealand. Illumeo is an imaging and informatics technology with adaptive intelligence[*] that redefines and enhances how radiologists work with medical images. Northland DHB is not only a pioneer for the ANZ region, but is also the first healthcare provider to implement the newly launched Illumeo technology outside of the United States, where it was introduced first last year.

Developed in partnership with radiologists, Illumeo is delivering a new approach to how radiologists see, seek and share patient information. Using adaptive intelligence to pull data from various hospital sources, the intelligent software presents a holistic view of the patient and provide diagnostic tools that adapt to physician needs, offering added insights and optimising their workflow based on their own preferences to enhance clinician confidence for every patient.

"Improving workflow and increasing the value that radiology provides to the DHB is a priority for our department," said Radiologist Dr Alistair Rumball-Smith of Northland HDB. "We're delighted to have the opportunity to be some of the first in the world to implement Illumeo and enhance our service across the Northland region."

The new Illumeo technology is the first to combine contextual awareness capabilities with advanced data analytics to augment the work of the radiologist.

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[*] *Adaptive intelligence is seen as an emerging concept of combining domain specific models and knowledge (e.g. in the field of Radiology) and Artificial Intelligence to create an adaptive and contextual experience, anticipating users and augmenting their work. The current release of Philips Illumeo exhibits the first step into Adaptive Intelligence.*

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"We are thrilled to be working with Northland DHB to see the first Illumeo site in the ANZ region, taking a significant and leading step in enhancing radiology practices through adaptive intelligence," said Fernando Erazo, Head of Healthcare Informatics and Population Health Management at Philips ASEAN Pacific. "We understand that the amount of data and information that radiologists work with each day is dramatically increasing. With Illumeo we are now equipping them with the tools to enable a more efficient, uniquely personalised workflow experience and more confident diagnosis."

Illumeo aims to enable faster diagnoses, to drive well-informed care decisions and improved patient care. Illumeo integrates with existing systems such as Philips IntelliSpace PACS and will eventually extend its workspace efficiency beyond radiology to other domains.

Illumeo's built-in intelligence will automatically record the preferences of Northland DHB radiologists and will adapt the user interface to assist the clinician by offering tool sets and measurements driven by Illumeo's understanding of the clinical context.

By pioneering the application of adaptive intelligence for radiology, Illumeo's main clinical benefits include:
- **Contextual relevance -** provides the radiologist with meaningful patient data via the 'Patient briefing' and is anatomy-aware, to suggest the right tools based on what the user is looking at.
- **Adaptive intelligence -** allows for an intelligent, tailored user experience and workflow. It achieves this by recording and reproducing the user's hanging protocols in a consistent manner.
- **Reduced variability** – incorporates guidelines built into the system to remind radiologists of best practices and ultimately assist in standardizing care throughout the institution.
- **Extensibility -** integrates easily within existing systems by leveraging the latest interoperability standards (such as HL7 FHIR, DICOM RESTful web service, etc.), in order to present relevant patient data.

For further information, please contact:

Albertine Schor
Brand Communications Manager
Tel.: +61 427 915 643
E-mail: albertine.schor@philips.com

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 2017 sales of EUR 17.8 billion and

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