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Royal Philips, Merck to offer AI-backed fertility treatment solutions

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Royal Philips, a global leader in health technology, has announced a multi-year partnership with Merck, a leading science and technology company, to develop clinical-grade digital solutions for highly personalised fertility treatment.

Leveraging digital health technologies, advanced informatics and mobile, AI-enabled ultrasound diagnostics, these solutions will aim to better inform patients and clinicians about the choice and timing of fertility treatment to maximise the chances of conception.

Jeroen Tas, Chief Innovation & Strategy Officer, Royal Philips said, “The journey for aspiring parents is sometimes a difficult one, and by collaborating with Merck, a world leader in fertility treatment, we aim to develop integrated digital solutions that improve the patient experience and can ultimately have a positive impact on health outcomes.”

“We believe that the future of IVF will be unlocked through digital health technologies that empower professionals and patients to be better connected,” said Michelangelo Canzoneri, Global Head, Digital and Data, Healthcare, Merck.

“Together, this collaboration will push our two companies to think beyond tomorrow and discover new solutions that can empower people to realise their dreams of parenthood,” added Jan Kirsten, Head, Global Business Franchise for Fertility, Merck.