

## Royal Philips' new hospital to home business in Asia Pacific

08 October 2013 | News | By BioSpectrum Bureau

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Royal Philips announced that it is introducing healthcare innovations that will help health systems in Asia to address the growing challenges linked to a fast growing and aging population. Philips' new hospital to home business in Asia Pacific will seek to improve care transitions by offering re-admission management consulting for greater care continuity, and a personal health portal to engage patients and their families in their own health.

"By realizing Hospital to Home solutions that are relevant to the local care ecosystem, we will bridge the hospital and the home for a truly patient-centered care model," said Frans van Houten, CEO Royal Philips. "In the Asia Pacific region, Singapore is seen as a reference site for its healthcare system and therefore an ideal location to establish the regional headquarters for this new business. Together with the local stakeholders, we will develop patient care models for the region that will enhance patient outcomes beyond hospital."

Mr Leo Yip, Chairman of the Singapore Economic Development Board, said: "We are delighted that Philips has chosen Singapore as the competence center and regional headquarters for its new hospital to home business. This is a good example of how global companies like Philips find value in Singapore as a partner and in our ICT capabilities to co-innovate and develop new healthcare solutions here, which can then be marketed to the rest of Asia."

"Emphasis on shared ownership and joint responsibility for healthcare outcomes is a core principle of the Singaporean healthcare system, said Fernando Erazo, Head of Hospital to Home, Philips Healthcare in Asia Pacific.