



## Customer Engagement Summit - AMSTERDAM



<https://www.youtube.com/watch?v=bJZ0FeF7mmw>

# Delivering innovation that **matters to you**

Taif Altememy Product Owner

Patrick Bronneberg Software Architect

innovation  you

**PHILIPS**



Engage patients and citizens with their own health by

**providing data driven  
and personalized services.**

Obtaining data

Data sharing

Time of professionals



Changing healthcare from cure to care in a way that a consumer can understand and self-manage.

**From**

**To**

Distributed data

Longitudinal personal health record

Isolated data

Sharing and Collaboration

High volume care

Patient centric care

## Benefits



Reduced health risk of consumers & patients



Reduced healthcare costs



Increased consumer engagement and satisfaction

Embracing change

“This is a very, very disruptive way of working,”

*Ms. Liat Ben-Zur*

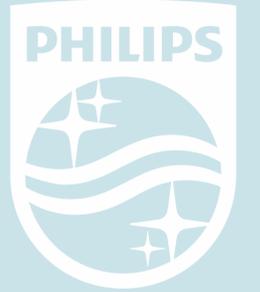
## **THE WALL STREET JOURNAL.**

### **How Low-Code Can You Go? IT Tests ‘Disruptive’ App Development**

*By Sara Castellanos*

Philips NV is testing automated software tools that it hopes will reduce errors, speed up development times and lead coders to focus more time on the design of applications and how customers might best interact with them. [28 minutes ago](#)

# Henry is discharged from the hospital after he recovered from a heart attack. Henry is enrolled into a program to stay active the upcoming 3 months ...



Henry uses his portal to connect his device and join his program. He can see his medical record from the hospital.

Based on the activity data from Henry and his care program, the clinician decides to define additional tasks/content for Henry.

Henry sees the additional personalized tasks and content on his dashboard



Henry is discharged from the hospital after he recovered from a heart attack. Henry is enrolled into a program to stay active the upcoming 3 months ...



<b>Patient Engagement</b>	<b>Portals</b> Web/Mobile	<b>Communication Channels</b> Various, Email, SMS, Chat, Voice, help desk,...	<b>Decision Making</b> Coaching and Care	<b>Flexible Roles Permissions</b> One mechanism	<b>Collaboration</b> Consumer/ Professional interaction	<b>Time 2 Market</b>
<b>Development</b>	<b>OOTB, Re-use</b> Building blocks to get a quick start		<b>Integration</b> 3 <sup>rd</sup> party integration internal/external		<b>Extendibility</b> Flexibility to extend apps in hospital/regional context	
<b>Flexible Hosting</b>	<b>On Premise</b> At customer location	<b>Cloud</b> Various cloud vendors	<b>Regulated Countries</b> Privacy regulations	<b>On own infra</b> Philips managed		

# Regularly, Henry must come back to the hospital for different screenings ...



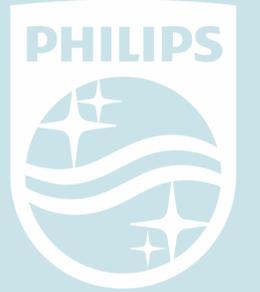
The professional plans the next screening for Henry.

Henry sees his new appointment on his dashboard. Part of this appointment are information and articles to prepare Henry for his hospital visit.

Henry is well prepared. He is on time and on the right location. And he is aware of all steps of his screening. The professional has more time for emotional/peer support and coaching

After the appointment, Henry sees more information and things to do afterwards. Also he will be asked to fill a survey on the service of his last visit to the hospital.

# Regularly, Henry must come back to the hospital for different screenings ...



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5 years later .... Henry moved to another city.

Lately he was not feeling well and he is worried to get a second heart attack. He joins a new hospital. Henry tells the professional about his first heart attack 5 years back ...



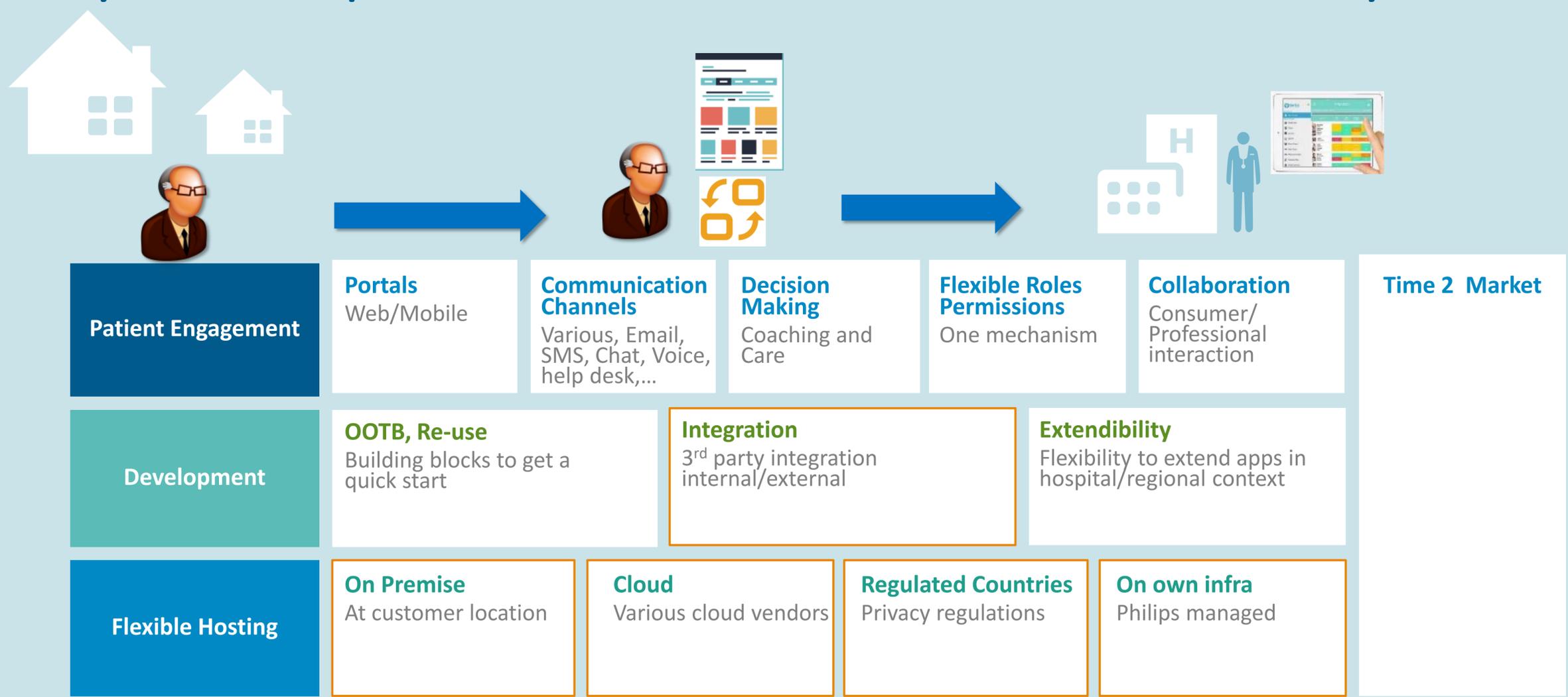
Henry checks his medical record and decides to share his data from his previous hospital to the new professional

The new professional analyzes Henry's data and benefit from the shared data to decide how next episode of care for Henry looks like.

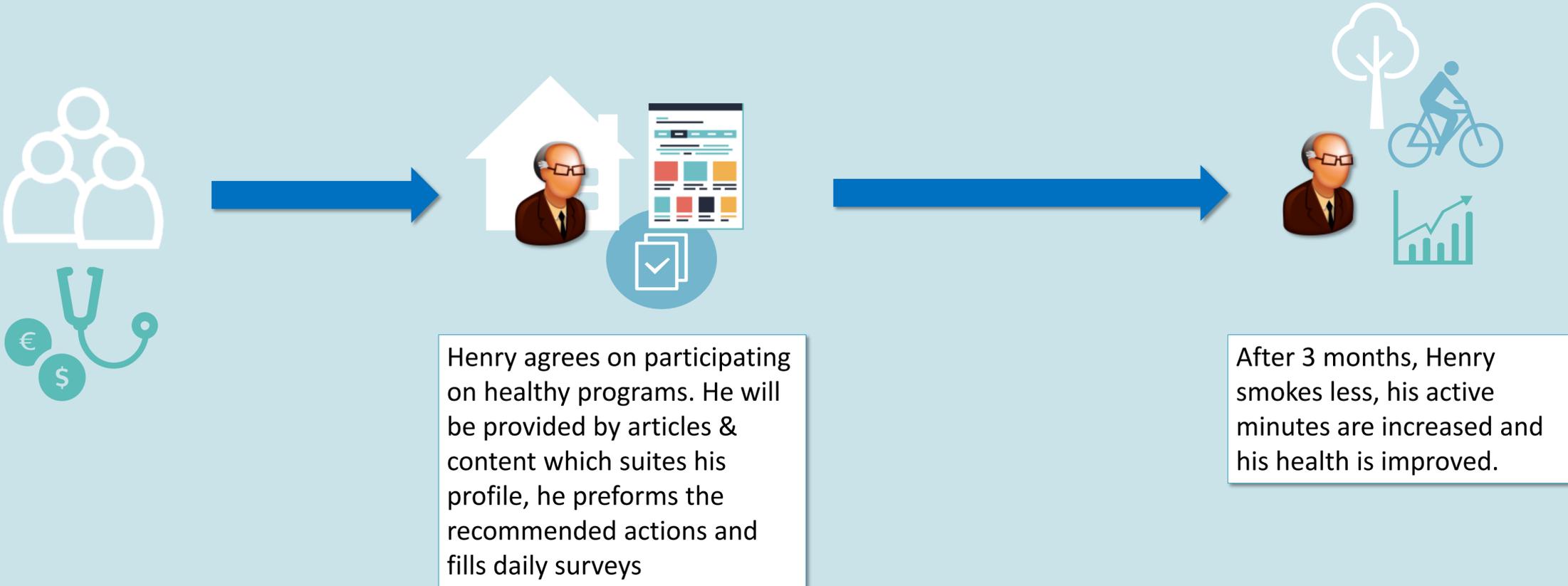


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Lately he was not feeling well and he is worried to get a second heart attack. He joins a new hospital. Henry tells the professional about his first heart attack 5 years back ...



Because Henry is still smoking and he is a heart patient, he is selected to (by his insurance company) to be enrolled into a stop smoking program ...



# Why Pega?

## Philips needs a platform for various kind of solutions



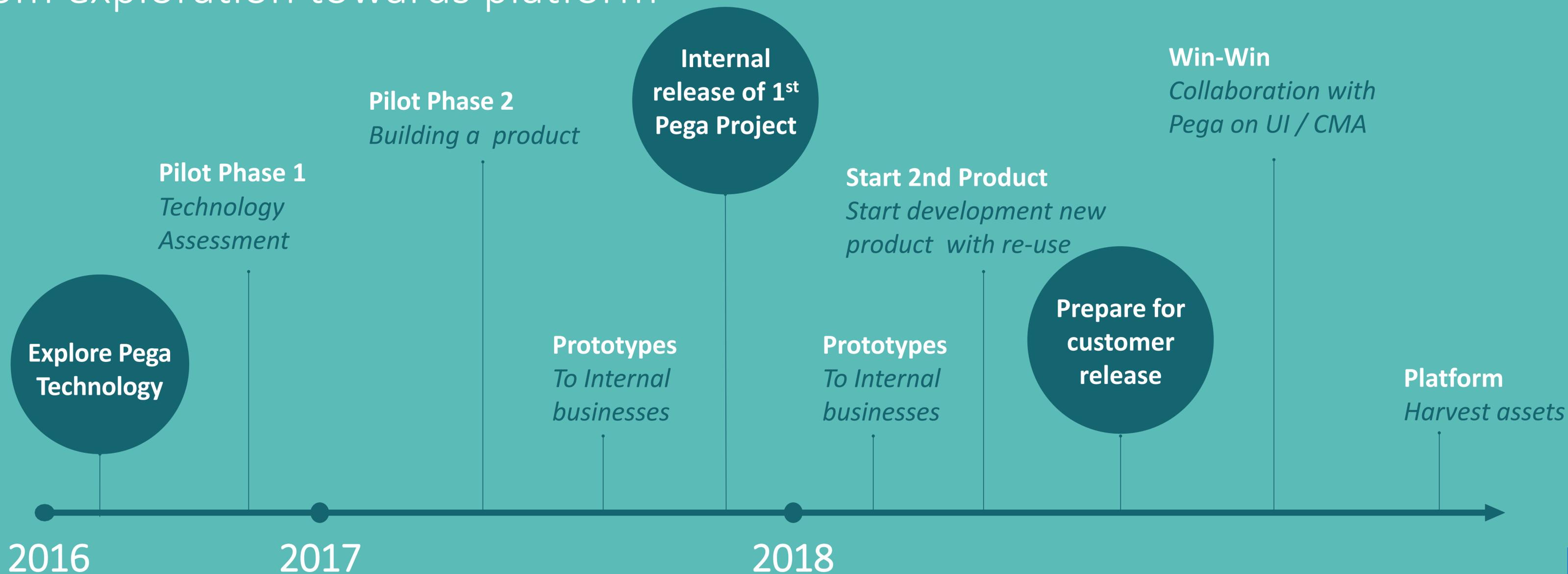
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Developing a rich, mature platform in-house is costly and will take a long time  
 Many features are not unique to Philips or even the healthcare industry



# What did we achieve so far

## From exploration towards platform



# Crossing boundaries

Healthcare regulations



Consumer UX



Scale





On-site Pega consultants

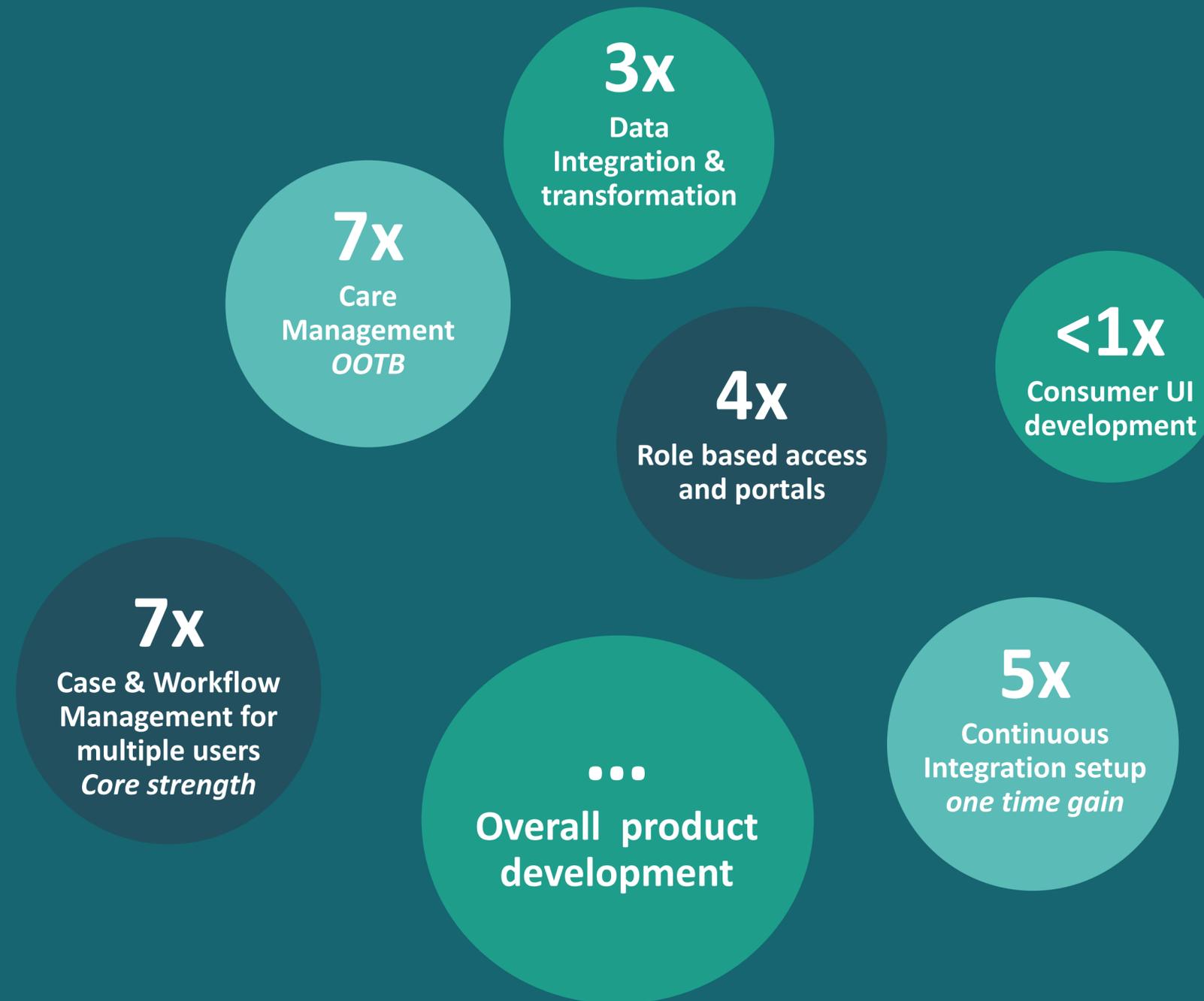
Collaboration

Support for custom UI controls

Extensions to Pega CMA



# Acceleration: Using Pega



*These numbers are relative and depend very much on the product features and fit to Pega OOTB assets.*



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Overall Product  
development

**2.4x**

times faster

Acceleration

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Development (depending on project scope)

**4x** software engineering

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Documentation, Verification, Quality system

**1.6x** other project efforts

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**Key for high acceleration factor**

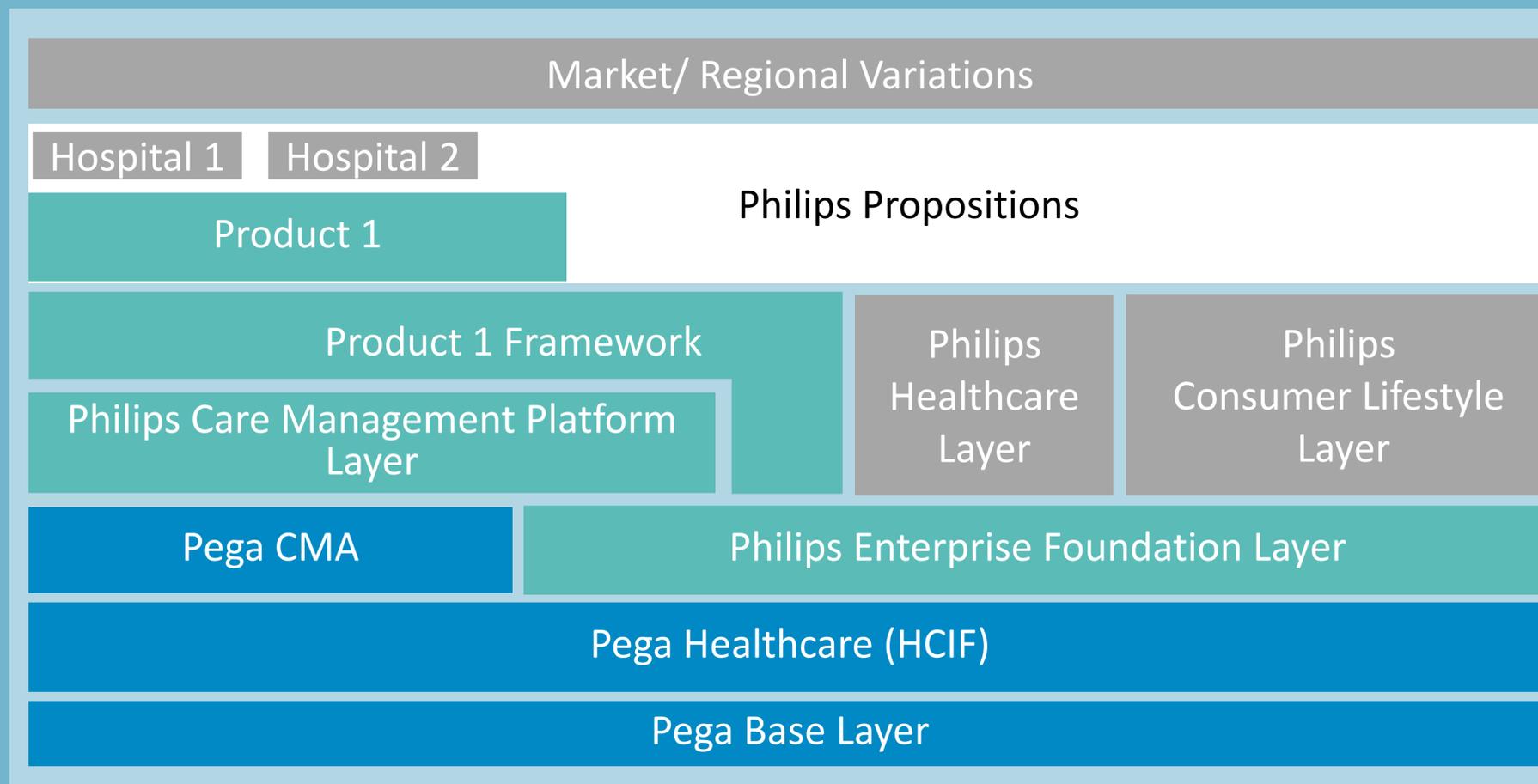
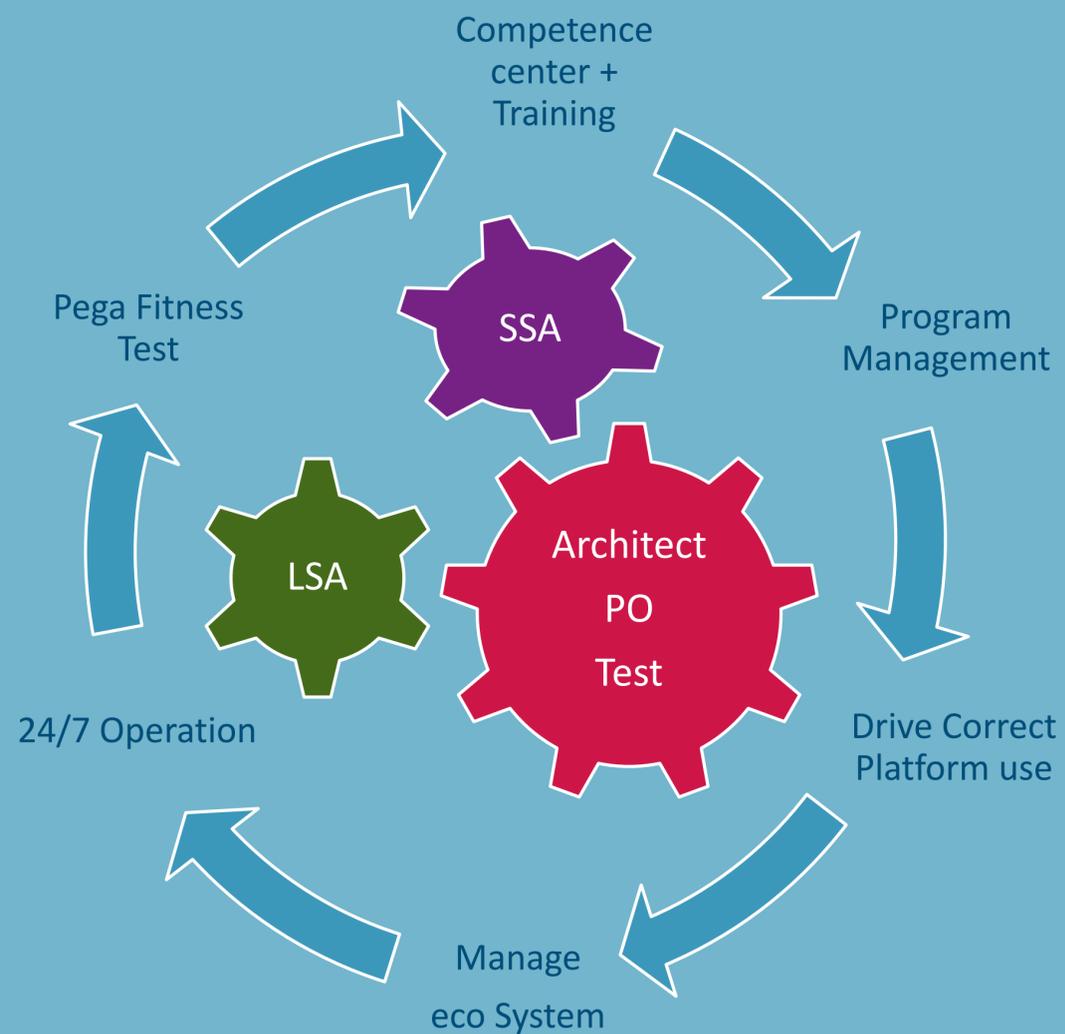
Essential is to use Pega OOTB functionality

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# Accelerate by extracting a platform



**Continue** building propositions  
Ensure proposition can focus on features



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Overall Product  
development

**4x**

times faster

**Our Ambition!**

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**Development (depending on project scope)**

**5x** software engineering

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**Documentation, Verification, Quality system**

**2x** other project efforts

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**Key for high acceleration factor**

Develop for re-use and kick-start projects  
with platform and knowledge

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Move faster and mature our health and Henri's journey

