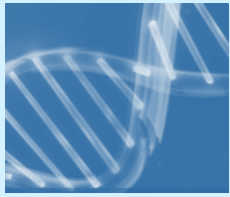


Areas of Focus

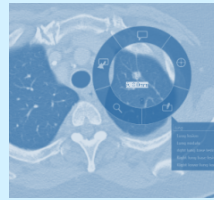
Philips Innovation - Cambridge

Philips Areas of Focus



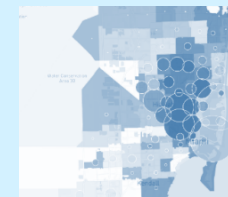
Precision Medicine **(Infectious diseases and oncology)**

- Epidemiology of Nosocomial Infection
- Genome Informatics for Oncology
- Clinical Genomics
- Genomics of Antimicrobial Resistance



Medical Imaging Informatics **(radiology, oncology and cardiology)**

- Radiology report analytics
- AI-enabled radiology DX and reporting
- Rad-path correlation



Population Analytics and Services

- Health network analytics
- Workflow and workforce modeling and optimization
- Care program evaluation
- Social economic outcome analytics

Philips Areas of Focus



Ultrasound Physics and Imaging

- Acoustics and Image formation
 - Ultrasound imaging
 - image quality,
 - image processing
 - Image interpretation



New Applications of Ultrasound

- New Ultrasound modalities / new uses of Ultrasound
- Elastography
- Ultrasound for ER,
- Ultrasound for monitoring,
- Contrast Imaging
- Flow Imaging
- Ultrasound guided drug delivery



IGT Navigation Solutions (Control)

- Interventional solutions for cardiology and oncology
- Endovascular interventions in the cathlab (cardiac valves, AAA, peripheral vascular, stroke),
- new therapy devices
- needle guidance / biopsy
- immunotherapy)
- Therapy guidance and navigation;



Image Guided Robotics

- Image guided surgery,
- Robotic Surgery/interventions,
- 3d printing for therapy planning,
- Augmented Reality for procedure guidance
- Cardiac Ultrasound (TEE)
- Device tracking and modelling)

Philips Areas of Focus



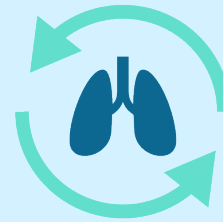
Precision Acute Care

- Acute condition risk stratification and acute event prediction
- Automated and personalized therapy decision support
- Disease progression prediction
- Machine/deep learning applied to acute event physiological signal & medical images
- Big data analytics in acute care



NLP, Clinical Semantic Reasoning, Automated Diagnosis

- Multilingual clinical natural language processing
- Healthcare Dialogue Systems
- Social media analysis for healthcare
- Automated Medical Image analysis
- Multimodal deep learning



Optimal Ventilation Contactless Monitoring

- Computer vision enabled clinical applications
- Optimized ventilation management
- Parameter estimation
- Closed-loop control



Connected Aging Solutions

- Care services
- Caregiver coordination
- Care planning
- Home assistive technology