



## Press Information

April 25, 2007

**Philips, National Association for Home Care, and Fazzi Associates launch a national study on the future of technology and telehealth in home care**

*Industry leaders collaborate to simplify decision-making for home healthcare technologies*

**Washington, D.C. – In what is expected to be the largest and most comprehensive technology study in the history of home healthcare, three of the industry’s most recognized leaders announced the kick-off of the Philips National Study on the Future of Technology and Telehealth in Home Care. Sponsored by Philips Consumer Healthcare Solutions, and co-sponsored by the National Association for Home Care and Fazzi Associates, the study is designed to generate industry-wide insights into the use of technology and telehealth by the full range of home care agencies.**

“Our goal is to provide home care leaders with the first real objective assessment of what is happening in terms of adoption, successes and challenges of major types of technology now being used in the home care field,” said Michael Lemnitzer, senior director, Philips Consumer Healthcare Solutions. “We want to generate useful insights, based on market research, that enable easier, more educated decisions for home care leaders on the use of technologies such as telehealth in the delivery of services.”

“We are incredibly excited about this study and pleased to be a co-sponsor,” said Val Halamandaris, president of the National Association for Home Care. “As the role and sophistication of home care continually grows throughout the country, NAHC is acutely aware of the critical role technology now plays and will play in supporting the efforts of our home care clinicians. The more we can learn today about the present and future uses of technology, the better position we will be to support the efforts of our members.”

Philips’ sponsorship of the study followed an earlier survey by Fazzi Associates of Home Care Association leaders. “Association leaders were asked to rate the importance and need for five different studies,” said Dr. Robert Fazzi, president of Fazzi Associates, the national consulting, benchmarking and research firm that will be conducting the study. “A study on the present and future uses of technology was by far the number one choice of both association and home care leaders.”

The Philips study includes the involvement of a national steering committee of home care leaders representing all regions of the country and all segments of the industry. It is also designed to involve state and national home associations in generating input to the study and in disseminating

the findings and recommendations to the field.

In the initial stages, the entire industry will be invited to offer suggestions on questions that should be included in the study. With this valuable input, the industry's first survey on the state of technology and telehealth in home care will be conducted using a representative sample approach with more than four hundred home care leaders in the country. The results will be analyzed and presented at the National Association of Home Care's National Meeting in October 2007 and disseminated to agencies throughout the country via state and national association networks.

As part of this study, Philips has made a major commitment to make the findings available free to every agency in the country as well as to technology vendors. "Philips is committed to fostering growth and vision in this field and to do whatever we can to advance the mission and work of home care agencies," said Lemnitzer.

Philips Consumer Healthcare Solutions offers a range of telehealth solutions for home care and disease management: remote monitoring for patients with chronic conditions, risk assessment services, and Motiva interactive platform for patient education and self-management. Philips Lifeline provides medical alert services and senior living solutions to help enable independent living for older adults. For more information about Philips telehealth solutions, email [telemonitoring@philips.com](mailto:telemonitoring@philips.com) or visit [www.medical.philips.com/goto/telemonitoring](http://www.medical.philips.com/goto/telemonitoring).

#### **About National Association for Home Care**

NAHC is the nation's largest trade association representing the interests and concerns of home care agencies, hospices, home care aide organizations and medical equipment suppliers. For more information, please visit [www.nahc.org](http://www.nahc.org).

#### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a global leader in healthcare, lifestyle and technology, delivering products, services and solutions through the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs approximately 124,300 employees in more than 60 countries worldwide. With sales of USD 34 billion (EUR 27 billion) in 2006, the company is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, personal care and home appliances, as well as consumer electronics. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

#### **About Fazzi Associates**

Fazzi Associates, Inc., is a national consulting, benchmarking and best practice research firm dedicated to helping each of our clients create lasting, outcome oriented solutions to present problems while creating the capacity to successfully address and resolve future challenges. Fazzi Associates was founded in 1973 by Dr. Robert A. Fazzi, the former President and Chief Executive Officer of one of New England's largest health and human services organizations, the Center for Human Development. More information can be found at [www.fazzi.com](http://www.fazzi.com).

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