



## Press Information

### **Philips and Allianz Worldwide Partners launch connected health solution and services in Germany**

*Philips personal health programs\* include a combination of connected health measurement devices, app-based health programs and personal coaching*

**Amsterdam, The Netherlands** – [Royal Philips](#) (NYSE: PHG; AEX: PHIA) and [Allianz Worldwide Partners](#) entered a partnership focusing on connected health solutions and services in Germany. The personal health programs\* are designed for and tailored to motivate people to make healthy choices in their lifestyle, as active health management is necessary to stem the rising tide of chronic diseases. The health programs leverage Philips' deep healthcare and consumer expertise are offered across employers as an instrument for occupational health, insurers and consumers.

“With ageing populations and in some cases poor lifestyle choices, the risk of chronic diseases are ever increasing, with significant impacts on the individuals and on the healthcare system,” said Caroline Clarke, CEO Population Health Management at Philips. “We want to help people take more control over their health.”

Participants in the Philips personal health programs receive one or more devices, a smart phone app, digital content, and regular coaching sessions from Allianz Global Assistance, the German entity of Allianz Worldwide Partners. These coaching calls are conducted by a healthcare professional, such as a doctor, a nutritionist or a physiologist depending on the program. The healthcare professionals give participants the chance to get more insight into their lifestyle and get personal advice and help change their habits.

“Our multi-modal prevention programs combine modern Philips technology and digital know how with personalized coaching programs and aim at sustainable lifestyle change in the fields of nutrition, exercise and stress management, which are widely accepted as the key to prevent chronic diseases,” said Dr. Steffen Krotzsch, Head of Innovation, Allianz Worldwide Partners. “The coaching adds the personal touch, education on medical topics and friendly reminders to sustain the improved lifestyle.”

The health measurement devices that gather information for the Philips personal health programs are all Bluetooth enabled, connecting wirelessly to the Philips HealthSuite Health app so users can conveniently track their measurements over time. They form part of Philips' connected health propositions that all link through the Philips HealthSuite digital platform, an open and secure platform that collects and analyzes health and other data from multiple devices and sources. The health measurement devices used for the programs include:

- **The Philips Health band** – empowers you to live a healthier life by tracking your activity, heart rate and sleep



- **The Philips wrist blood pressure monitor** – a compact and easy-to-carry device that allows you to measure your systolic & diastolic blood pressure as well as your heart rate. Is rechargeable via USB.
- **The Philips body analysis scale** – an elegant device that measures weight, estimates body fat through Bio-Impedance Analysis, and calculates BMI. Supports the entire family with up to eight user profiles.

*\*The Philips health programs and health measurement devices are not currently available for sale in the USA.*

**For further information, please contact:**

**Steve Klink**

Philips Group Communications

Tel: +31 6 108 888 24

E-mail: [steve.klink@philips.com](mailto:steve.klink@philips.com)

**About Royal Philips**

Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2015 sales of EUR 24.2 billion and employs approximately 104,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

**About Allianz Worldwide Partners**

Dedicated to bringing worldwide protection and care, Allianz Worldwide Partners is a leading global B2B2C specialist offering customized solutions in the five following areas of expertise: global assistance, international health and life, global automotive, travel insurance and direct & digital solutions. Its unique combination of insurance, service and technology is offered through its internationally renowned brands: Allianz Global Assistance, Allianz Worldwide Care and Allianz Global Automotive. Its global family of over 14 000 employees is present in 35 countries, speaks 58 languages and handles 39 million cases per year, protecting customers and employees on all continents. [https://www.allianz.com/en/products\\_solutions/services-and-assistance/allianz-worldwide-partners/](https://www.allianz.com/en/products_solutions/services-and-assistance/allianz-worldwide-partners/)