



## Philips Africa

[Royal Philips](#) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' health technology portfolio generated 2017 sales of EUR 17.8 billion and employs approximately 75,000 employees with sales and services in more than 100 countries.

Philips has been present in Africa for over 125 years and is committed to providing effective solutions to the continent's diverse markets. Philips has a comprehensive understanding of the complexities of the African market as well as the key challenges facing Africa today and is rapidly increasing presence on the continent by developing local talent and organizations, increasing its commercial footprint and introducing innovative products and solutions which are relevant for the local needs.

As a brand we have direct presence in 6 countries – Egypt, Algeria, Morocco, Ghana, Kenya and South Africa (corporate HQ). The rest of Africa is served through 150 channel partners throughout the region. We operate two business divisions – Health Systems and Personal Health.

With over a century of experience in the region, Philips has become the market leader in healthcare provision across the continent. Philips is leading the drive for the digitalization of healthcare, and has established strong government relations in the region. Philips has a long history of supporting various Ministries of Health in Large Scale, countrywide Healthcare Revitalization Projects; since 1993, Philips has undertaken several country-wide rehabilitation programs in Africa, including in Ghana, Uganda, Zambia, Kenya, and Tanzania to name a few.

The company maintains a holistic, long-term approach of partnering with local stakeholders to improve local healthcare infrastructure and contribute to clinical training and training of local healthcare professionals.

The ambition of the *Health System* business of Philips Africa has been to collaborate and engage with customers, government, NGOs and media on key healthcare challenges facing Africa. This includes - Mother and Child Care, the rise of non-communicable diseases (cardiovascular diseases, cancer etc.), as well as shining a spotlight on the need for clinical education and training.

Philips in Africa has championed the [UN Millennium Development Goals 4 and 5](#), related to reducing child mortality and improving maternal health. Several innovations and partnerships have resulted from this dedicated commitment. We are now aligned to the UN [Sustainable Development Goals](#) – SDG 3, focused on “ensuring good health and well-being for all at all ages”.

Philips’ *Personal Health* portfolio, through innovation and localization, focuses on the continent’s desire for healthier cooking, as well as beauty and grooming solutions by introducing consumer products to meet the aspirational needs of the rising middle class in Africa. Currently we are offering several products in our range that are designed for Africa; a prime example is a shaver designed for the black-African male called CareTouch and a Clipper designed to lessen rashes and bumps.

Research and innovation are central to Philips’ activities in Africa. The [Philips Africa Innovation Hub](#) in Nairobi, Kenya, is the center for developing innovations “in Africa-for Africa”, like the Philips innovation aimed to help improve the diagnosis and treatment of pneumonia in low-resource countries. Philips’ [Children’s Automated Respiration Monitor](#) (CHARM) device has the potential to assist community health workers in establishing a more accurate measurement of a sick child’s breathing rate to help improve the diagnosis of pneumonia. The Philips CHARM converts chest movements detected by accelerometers into an accurate breathing count, using specially developed algorithms. The device not only provides quantitative feedback, but also qualitative feedback to the healthcare provider to diagnose fast breathing rates, which is one of the key vital signs to diagnosing pneumonia. Pneumonia is a preventable and treatable disease that globally accounts for [16% of all deaths of children](#) under the age of five.

To increase the impact of newly developed solutions, Philips continues to combine the introduction of new innovations with dedicated focus on clinical education and training. Since 2011 Philips has trained over 5,000 healthcare professionals during its annual [Cape Town to Cairo roadshow](#) and clinical education and healthcare training continues to remain a priority.

Recognizing that the issues facing primary healthcare care in Africa are complicated and multifaceted and in order to create sustainable improvement, addressing a wide range of issues collectively Philips has developed the [Community Life Centre](#) (CLC) platform since 2014 when it opened its first site in Kiambu County Kenya. The CLC platform serves as a vital community hub where technology is bundled with health services. Since then we collaborated with the United Nations Population Fund to create a second Community Life Centre in Mandera - one of the remotest & isolated parts of Kenya and have opened new CLC’s in South Africa, DRC (Democratic Republic of Congo) and have many more in the pipeline.

Philips continues to address a broad spectrum of the African market with innovative and appropriate technologies & solutions and through engagement with both public and private institutions and stakeholders in the development community, to provide financing solutions, technical assistance and long standing expertise in all the sectors it operates in.

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