



PHILIPS

RESPIRONICS

COPD patient care
solutions

One COPD

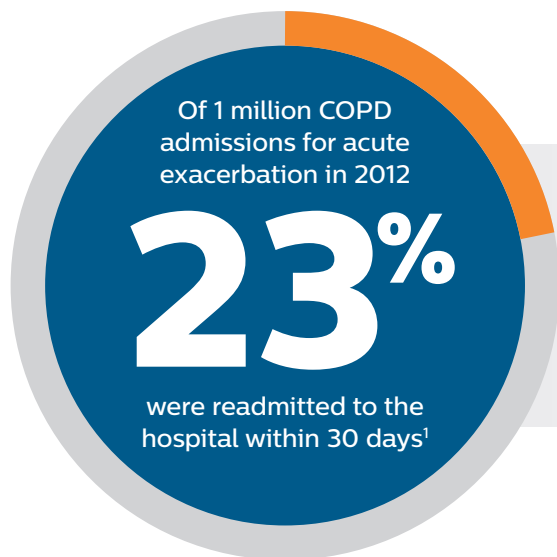
Philips patient care solutions

TREATING patients with advanced technology devices
EMPOWERING clinicians and patients with education
MONITORING patients with connected solutions

Managing COPD patients is a major issue

Just how big of a problem is COPD?*

- 12 million Americans have COPD
- Women now outrank men in COPD mortality



Record fines[†]

In 2015, Medicare will fine 2,610 hospitals nationwide for excessive readmissions

How does COPD affect you?

- Medicare has recently made COPD readmissions a performance indicator needed for full reimbursement
- COPD patients are associated with over 5X greater total inpatient costs²
- Many readmissions may be preventable during the penalty period³

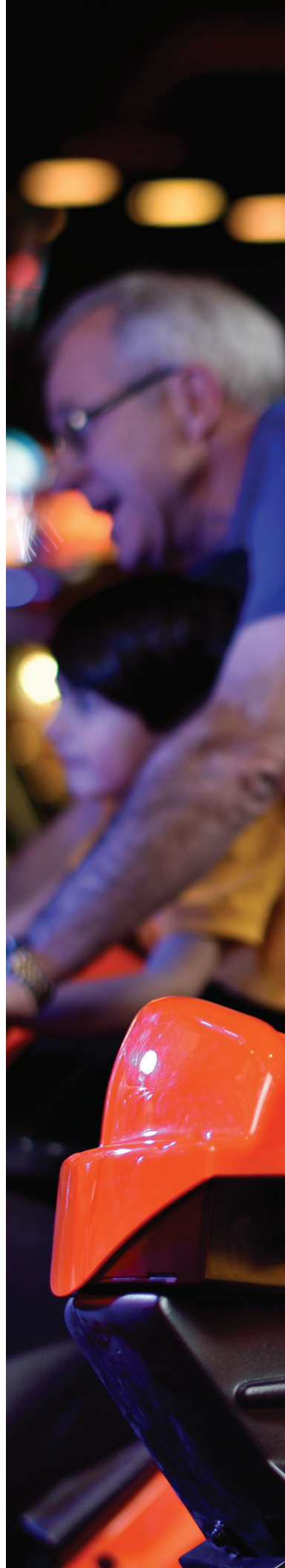
What if you could improve care while reducing costs?

To do that, you need the right post-discharge care model, one that offers an integrated, holistic approach that connects and empowers both the patient and the care team.

*American Lung Association. 2013, 2014.

[†]Kaiser Health News analysis of data from the Centers for Medicare & Medicaid Services. Available at <http://khn.org/news/medicare-readmissions-penalties-2015> and <http://kff.org/medicare/issue-brief/aiming-for-fewer-hospital-u-turns-the-medicare-hospital-readmission-reduction-program/>.

REFERENCES: 1. Jencks et al. Rehospitalizations among patients in the Medicare fee-for-service program. *N Engl J Med*. 2009;360:1418-28. 2. Menzin J, Boulanger L, Marton J, et al. The economic burden of chronic obstructive pulmonary disease (COPD) in a U.S. Medicare population. *Respir Med*. 2008;102(9):1248-1256. 3. Bahadori, K, Fitzgerald, M. Risk factors of hospitalization and readmission of patients with COPD exacerbation – systematic review, *International Journal of COPD* 2007;2(3) 241–251.



A woman with long grey hair and a nasal cannula is smiling and looking forward. She is wearing a green button-down shirt. A young girl with brown hair is sitting in front of her, also smiling and looking forward. They are both on a roller coaster car, which is orange and black. The background is dark with many out-of-focus lights in warm tones, suggesting a night scene at an amusement park. A brown bag is visible on the right side of the woman.

Introducing One COPD

An integrated care model that puts the patient first

One COPD takes a patient-centric approach—based on clinical research and backed by Philips devices, support, and expertise.

Technology, education, and connectivity all work together to provide a seamless care experience geared towards patient satisfaction, better patient care, and reduced cost of care.



Helping patients rediscover their dreams



TREATING patients with advanced technology devices

Advanced treatment technology in the home helps promote adherence, fast medication delivery, and patient independence and control. All these play a crucial role in keeping patients from going back to the hospital.



EMPOWERING clinicians and patients with education

Education is the key to supporting adherence and therapy success. Philips provides resources to help the entire care community master the knowledge essential to optimal treatment.



MONITORING patients with connected solutions

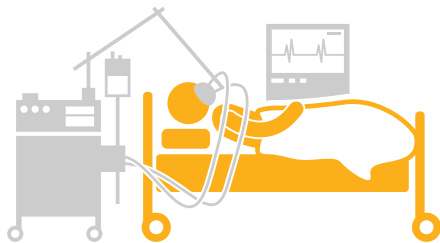
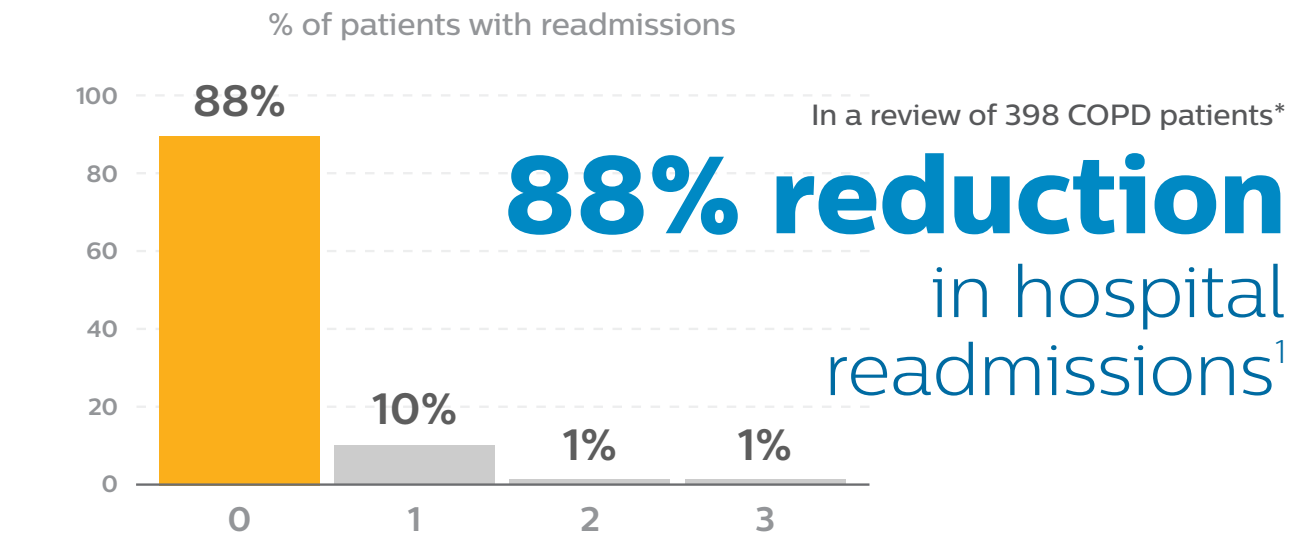
Comprehensive telehealth solutions help manage populations at home—immediately identifying adherence issues before they become a problem and supporting early intervention when needed.¹



REFERENCE: 1. Bashshur RL, et al. The Empirical Foundations of Telemedicine Interventions for Chronic Disease Management. *Telemed and e-Health*. 2014 Sept; 20(9):769-800.

Multifaceted COPD program shown to reduce readmissions

A retrospective study of a multifaceted intervention with nocturnal ventilation, RT-led respiratory care, medication reconciliation, appropriate oxygen therapy initiation, and patient education led to significant reduction in rehospitalization.



719 fewer
hospital admissions in the year
following enrollment¹

Estimated total healthcare cost savings:

\$8 million¹



*In a review of 398 COPD patients all receiving NIV and meeting program eligibility requirements. All subjects were admitted at least twice in the prior 12 months before enrollment.

REFERENCE: 1. Coughlin S., Liang WE, Parthasarathy S. Retrospective Assessment of Home Ventilation to Reduce Rehospitalization in Chronic Obstructive Pulmonary Disease. J Clin Sleep Med. 2015 Jun 15;11(6):663-70.

Philips One COPD: unifying COPD care

To reduce readmissions, today's care models should ensure a smooth transition from the hospital and home. When patients continue to receive a consistent treatment experience, the entire care team wins.



Improving care

Efficient, timely care coordinated with the patient and care team.



Reducing costs

Reduced readmissions, improved care delivery, and sustained profitability.



Improving the patient experience

Keeping out of the hospital by maintaining adherence, improving outcomes, and sustaining quality of life at home.

**Find out how to make One COPD a part of your post-discharge strategy.
Contact your Philips representative today.**





© 2015 Koninklijke Philips N.V. All rights reserved.
Specifications are subject to change without notice.
Trademarks are the property of Koninklijke Philips N.V.
or their respective owners.

www.philips.com/respironics

Caution: US federal law restricts these devices to
sale by or on the order of a physician.

RRDPGH EL 7/30/15 MCI 4106803 PN 1124490
1010 Murry Ridge Lane, Murrysville, PA 15668
800-345-6443 • 724-387-4000