

# Philips Case Study

Philips establishes industry renowned healthcare and lighting communities on LinkedIn

# PHILIPS

*"Combining our thought-leadership with LinkedIn's trusted environment and professional content, has enabled us to create active communities that have become online destinations for medical and lighting professionals worldwide. This has helped establish Philips as a partner in these fields of expertise amongst our key target audiences".*

Hans Notenboom,  
Global Director B2B Online, Philips

## About Philips

Philips is a diversified health and well-being company. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity".

## LinkedIn Groups

### Innovations in Light

Featured Discussion: LIGHTFAIR International 2011 - Interested in being a LightCommunity guest blogger?

**PHILIPS**

Richard George and 28950 others joined

[View Group](#)

## Challenge

- Position Philips at the centre of thought-leadership in the healthcare, lighting and well-being industries, driving innovation, collaboration and future development
- Build credibility and drive discussion and awareness among Philips' key audiences for its two main B2B offerings, Healthcare & Lighting

## Solution

- Create an active online global community for professionals within the fields of health and lighting
- Facilitate highly-clinical discussions among key opinion leaders
- Encourage members to spark discussion around topics important to them and develop and nurture professional relationships

## Why LinkedIn?

- Access to a global professional audience
- Environment of trust
- Targeted reach for healthcare and lighting professionals

## Results

- Established globally active 30,000+ member communities, each far outperforming targets set (Innovations in Light: 27,200+, Innovations in Health 38,000+), representing 121 countries and a wide range of specialist fields
- Over 4,400 discussions makes Innovations in Health the largest LinkedIn group dedicated to healthcare innovation
- 60% of group members are manager level and above
- The groups generate Net Promoter score of over 50 (extremely high value)

# Case Study Philips

**Victor M. Corman**



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