

# 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)

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**JG Myers**



## Case Study Philips:

*AI-Driven Smart Healthcare* Ajay Pratap, Ram Narayan Yadav, Yashwant Singh Patel, Ali Ahmadian, Ashok Kumar Yadav, 2025-12-04 Reimagine the future of healthcare with a deep dive into hyperscale computing and distributed networks In *AI Driven Smart Healthcare Powered by Hyperscale Computing and Next Generation Networks* a team of distinguished researchers delivers an insightful and practical discussion of the healthcare applications of artificial intelligence and fog enabled next generation networks The book provides practical insights and methodologies for the design development and deployment of these technologies throughout the healthcare industry Readers will explore key areas of recent advancement including the Internet of Things fog computing artificial intelligence machine learning serverless computing and blockchain in a way that allows them to assess the feasibility and scalability of a variety of technological healthcare solutions The book also includes A thorough introduction to the integration of AI and fog computing into smart healthcare systems Comprehensive explorations of how these technologies enhance healthcare delivery with examples like remote patient monitoring and advanced diagnostic models Practical discussions of the advantages challenges and potential solutions associated with AI and fog computing An interdisciplinary focus for professionals working at the intersection of AI machine learning fog computing and healthcare Perfect for researchers practitioners and other healthcare stakeholders *AI Driven Smart Healthcare* will also benefit technologists educators hospital administrators and other professionals with an interest in the application of the latest technologies to recurrent and significant issues in the field of healthcare

**Global Strategy in the Service Industries** Mario Glowik, 2017-04-28 Global service based firms are often born global and these organizations have developed integrated global strategies based on industry relationships in order to thrive in new environments Focusing on these global strategies this textbook explores the workings of modern service businesses presenting theoretical management concepts alongside illustrative examples Original case studies from a range of global sectors including Starbucks and Facebook as well as broader studies such as healthcare in Japan provide practical insights into the art of thriving as a global business Written by a leading expert in the field this multidisciplinary text is a vital read for all scholars and students wishing to view strategic relationships from the focal point of service industries

*The Fundamentals of Design Management* Kathryn Best, 2017-11-02 The book explicitly places the principles and processes of design within the context of a business or enterprise explaining how design management can relate to the cultural environmental political and social impact of an enterprise It emphasises the inter disciplinary nature of design management and as such is of relevance to students of a number of disciplines from art and design to business marketing or media *The Fundamentals of Design Management* is supported throughout by a range of interviews and case studies taken from design practitioners and industry experts

**Design, Learning, and Innovation** Eva Brooks, Anders Kalsgaard Møller, Emma Edstrand, 2024-07-31 This book constitutes the refereed post conference proceedings of the 8th EAI International Conference on Design Learning and

Innovation DLI 2023 held in Aalborg Denmark during November 6 7 2023 The 16 full papers included in this book were carefully reviewed and selected from 48 submissions They were organized in topical sections as follows innovative approaches to enhancing education and student well being innovations in virtual reality VR and automated technologies for enhanced user experiences exploring innovative approaches to learning and design and innovative learning environments collaborative approaches and emerging technologies

Summary of Educational Investigations Relating to Arithmetic Guy Thomas Buswell, Charles Hubbard Judd, 1925    **Supplementary Educational Monographs**, 1925    Stirling Cycle Engine Analysis, Israel Urieli, David M. Berchowitz, 1984    **Reference Catalogue of Current Literature**, 1888

**Harvard Historical Studies** Arthur Lyon Cross, 1902    *Product Focused Software Process Improvement*, 2005

**The 1993 Company** Richard Walker, 1989    **Business Week**, 2007    *Blueprint*, 1989    **Iml-Comprehensive Med Assistng** Pooler, TAMPARO, LINDH, 2005-08 Includes Transition Guide from the 2nd edition to the 3rd edition Answer Key to Text Review Questions and Critical Thinking Questions Answers to Workbook Exercises Activities and Case Study Questions

**Technological Change and Organization** Rod Coombs, 1998 An investigation of the effects of organizational contexts on the technological innovation process analyzing internal organization in firms as well as external influences seeing how these factors affect innovative potential Organization is seen as intrinsic to the innovation process itself    Best Practices in Total Quality Christoph Hagedorn, 1995    **Proceedings of the 2001 IEEE International Symposium on Electronics and the Environment : 2001 IEEE ISEE**, 2001    The Ten Keys to Successful Change Management A. John Pendlebury, Benoît Grouard, Francis Meston, 1998-06-08 Drawing on both theory and practical experience this is an extremely practical guide to transformation which differs from its competition in offering real advice not just ideas    **European Business Strategies** Richard L. Lynch, 1990    Multinational Business, 1972

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