

Royal Philips' methodology for defining medically underserved health communities

Philips believes that regardless of GDP, population density or existing infrastructure, improving access to healthcare requires meaningful innovation. It also requires an understanding of the complex relationship between all stakeholders and their specific needs to truly make a difference and help people to improve access to healthcare.

Our vision is to improve the lives of 3 billion people a year by 2030. To ensure we remain on track to achieve this goal, we have developed a model, audited externally, that tells us, how many lives have been improved by our products and solutions in a given year.

Philips has made strong commitments towards enabling healthy living and well-being for all. Amongst others towards the UN Every Woman Every Child movement, with the commitment to improve the lives of 300 million people in underserved countries that suffer the highest maternal, neonatal and child, and NCD mortality rates by 2025, and 400 million by 2030. This will allow us to increase our focus on those populations where we can make a positive impact by providing access to effective and affordable healthcare for those in need.

We identify countries where the need for providing access to healthcare is highest. This is determined by four selected indicators below, as provided by United Nations Sustainable Development Goal 3 (2015)^[1], which focuses on health and well-being:

- Where **maternal mortality** ratio is higher than 70 maternal deaths per 100'000 live births
- Where **neonatal mortality** rate is higher than 12 neonatal deaths per 1'000 live births
- Where **under-five mortality rate** is higher than 25 under-five deaths per 1'000 live births
- Where premature mortality from **non communicable diseases (NCDs)**^[2] is higher than 20% of total mortality

SDG 3, aiming to “reduce by one-third premature mortality from NCDs”, doesn't define any thresholds about NCDs; we decided to set ourselves a thresholds of 20% of the mortality caused by NCDs^[2].

We consider as medically underserved, each country which, in 2015, couldn't meet one of the above mentioned thresholds. The World Health Organization (WHO) is our reference for data on these indicators. Countries for which no data is provided by the WHO are excluded until new insights are available.

At Philips we are aware that access to healthcare is an extremely complex issue that requires a multi-lateral approach among those who have the means, stature, mission and personal drive to move the needle. This idea, together with the methodology to define medically underserved markets will drive our effort of improving people lives: setting ourselves underserved markets specific targets will let us make a meaningful impact in delivering an effective care where is needed the most.

By bringing together the qualities of Philips Strategy, the Philips Foundation together with its partners, businesses such as Value Segments Solutions, Philips North America by collaborating with IMEC, Philips Design, Philips Research, Philips Sustainability, HR, Global key account management and government relations, and many more we know we can provide better healthcare and improve health outcomes for all.

1. United Nations, [Sustainable Development Goals Knowledge Platform](#)

2. WHO, 2016, [World Health Statistics 2016: Monitoring health for the SDGs](#)