

PHILIPS

sense **and** simplicity

Building a global brand and a thriving online B2B community

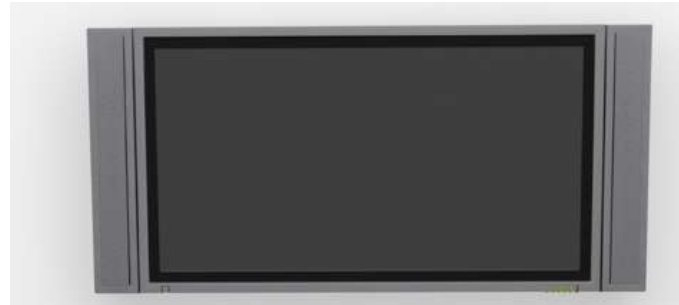
Frank McGillin

Vice President Marketing Communications

September 30, 2010

What comes to mind when you think Philips?

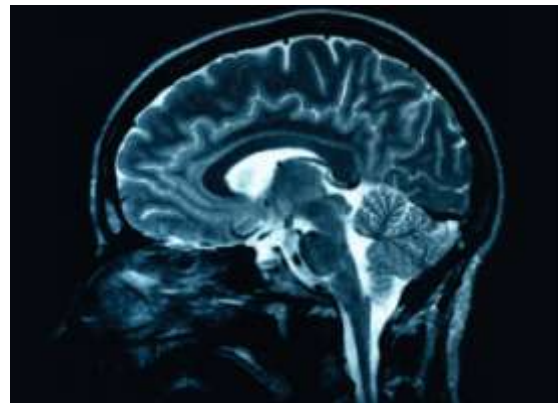
a) Televisions



b) Screwdrivers



c) MRI's

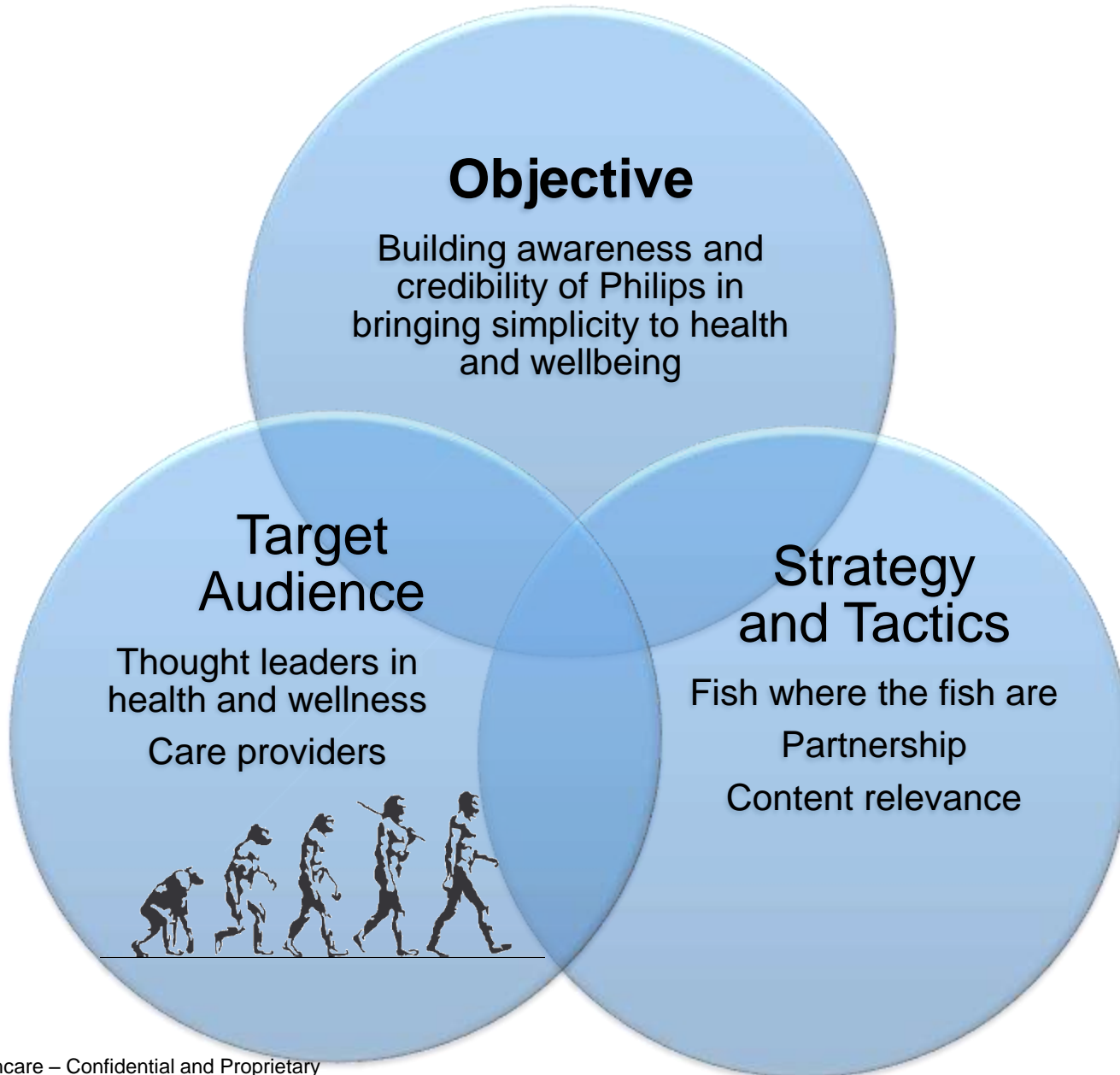


Taking the Plunge



- Clarify objectives and strategy
- Road mapping the conversation
- Building the infrastructure
- Promotion
- Listening and engaging
- Adapting

Define Objectives and Strategy First



Road mapping the conversations

- Monitoring and sharing what's new and interesting in healthcare
- Macro issues affecting health
 - Chronic disease
 - Aging population
 - Lifestyle and prevention
 - Access to care
- Input from the group

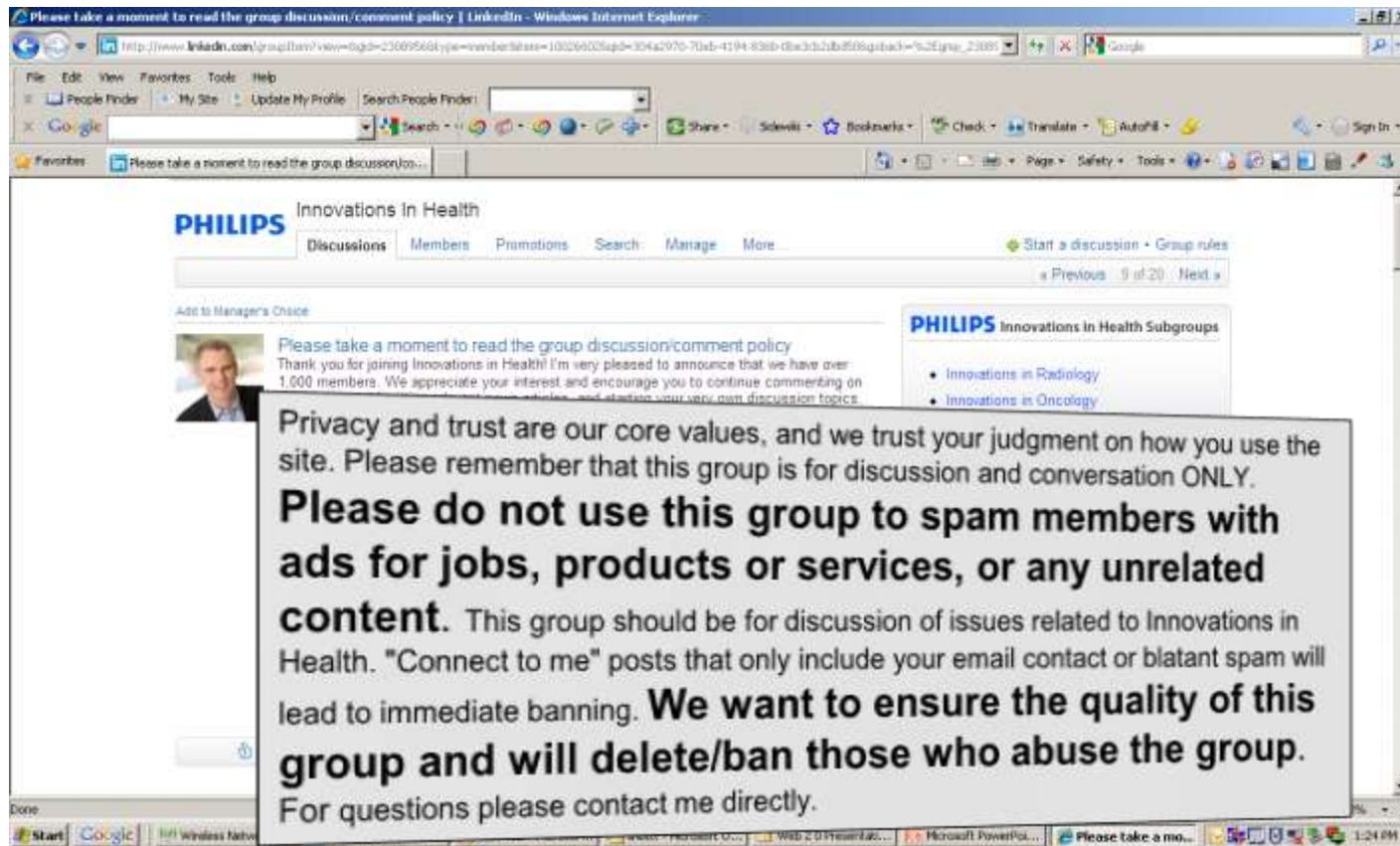


Building the infrastructure

- Leadership support
- Recruiting a core and extended team
- Understanding the potential landmines
- Regular meetings to review, learn and adapt
- Group policies



A well thought out group policy will help stay on strategy no matter what is thrown at you.



What to do about Reiki?

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14 days ago · 176 comments

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Now that's a good idea



Join our first subgroup, "Caring for an Aging Population."

As we begin diving into 2010 with exciting new health topics, I'd like to let everyone know that we will be starting our first subgroup. Due to an overwhelming response to Martina Keens-Betts' request to start a subgroup to discuss issues related to Dementia, we have decided to introduce 'Caring for an Aging Population.' Dementia is clearly one of the big issues regarding aging, and we feel that the dialogue will be richer if we broaden it to include the other factors that impact the health and wellbeing of seniors.

The 'Caring for an Aging Population' subgroup has been created to provide a more focused group within Innovations in Health, enabling members to discuss topics of interest within healthcare, such as caring for an aging populations. We encourage members of this subgroup to discuss the challenges and opportunities that we are faced with as the population in the developed world grows older. Our goal is to collaborate and share knowledge and ideas for progression and discuss how we can work together both nationally and regionally if we are to adapt as a society to ensure we take advantage of the opportunities that come with this change.

The subgroup aims to host discussions surrounding concerns and issues around the implications on health services, research, costs, standards in living, long-term care, and society as a whole, due to the aging populations around the world. Some examples of topics include independent living, dementia/Alzheimer's disease, therapeutic options, next steps in preparing more effectively for later life, rehabilitation and mental health practices, and healthcare policies.

Please join the subgroup if you would like to take part in the conversation.

Best,
Frank

Inviting more people to the party

- Internal membership drive within the company
- Customized emails from sales reps to key customers
- Linked In “In Mails” to a targeted group of linked in members
- Cross promoted on Philips other online properties

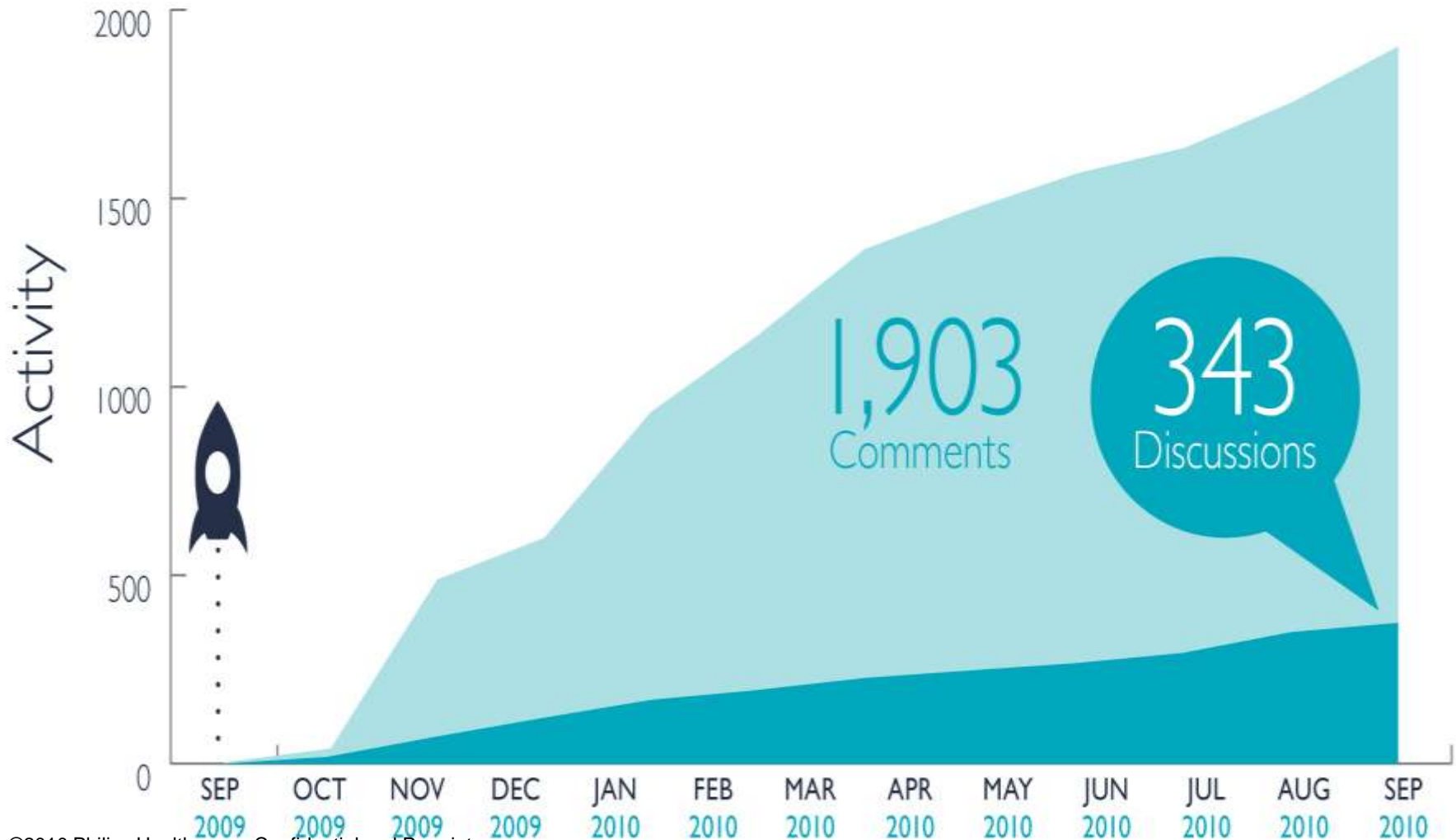


Benchmark and Measure Success





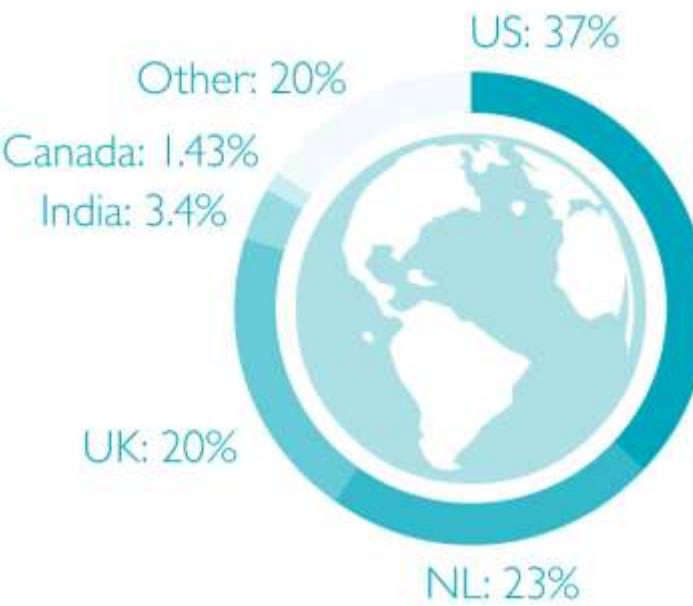
Conversations are growing steadily



We are bringing the right people to the party



Popular Job Titles



Membership across 74 countries

60 % of members above manager level

Define your objectives from the beginning

Don't underestimate the need for internal support

Look for the quick wins

Fail (and learn) fast

Ask yourself repeatedly -
What's in it for my customer?





Questions?