

Building and Networking with Philips Fellows Community *2021 Strategic and Tactical Plan*

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01

Introductory Remarks and 2021 Goals

- Fellows Relations Department Mission
- 2021 Goal

02

Fellowship Market Overview

- Targeting and Segmentation

03

Strategic and Tactical Plan

- Analytics and Strategic Plan
- 2021 Objectives and Plan Overview



Philips IGT Fellowship Department Mission Statement

External

The Philips IGT program provides fellows with more exposure to the latest in technology innovation, opportunities for fellows-initiated research, and a valuable partner in ongoing career development.

Internal

Philips serves as the strategic partner for future leaders while influencing value-based healthcare outcomes (efficient and effective) across the spectrum of patient care – decide, guide, treat and confirm/ See clearly & treat optimally

Early impact and relationships will lead to ***early product adoption, lasting loyalty*** and ongoing success for both parties.

Partnership is our goal

- Overall goal: Partnering with fellows and program directors helps them on their educational journey;
- 2-pronged approach to nourish deep relationships with our tiered targets

REACH



TEACH



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Fellowship Market Overview

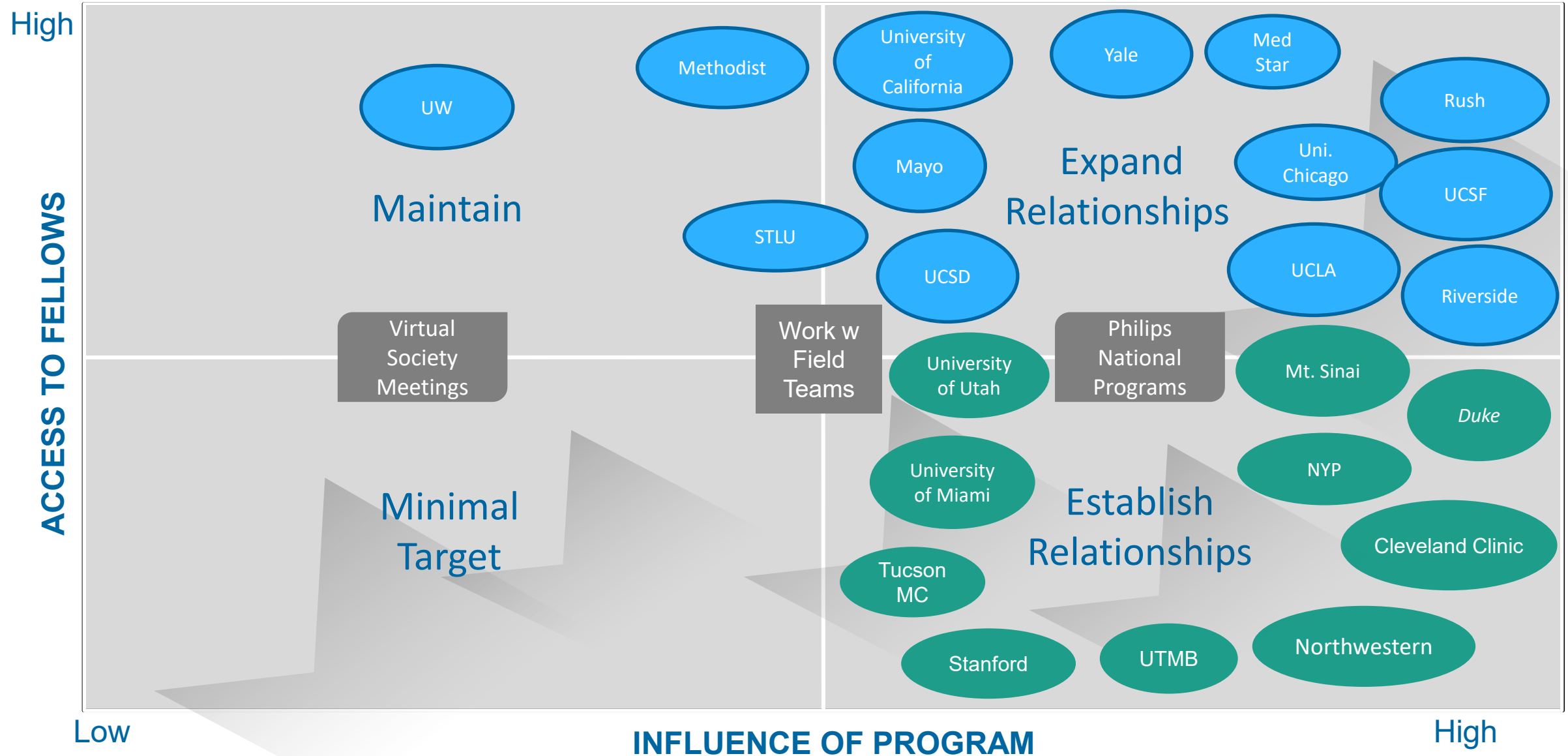
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Philips Fellowship Program Channel and Hospital Segmentation



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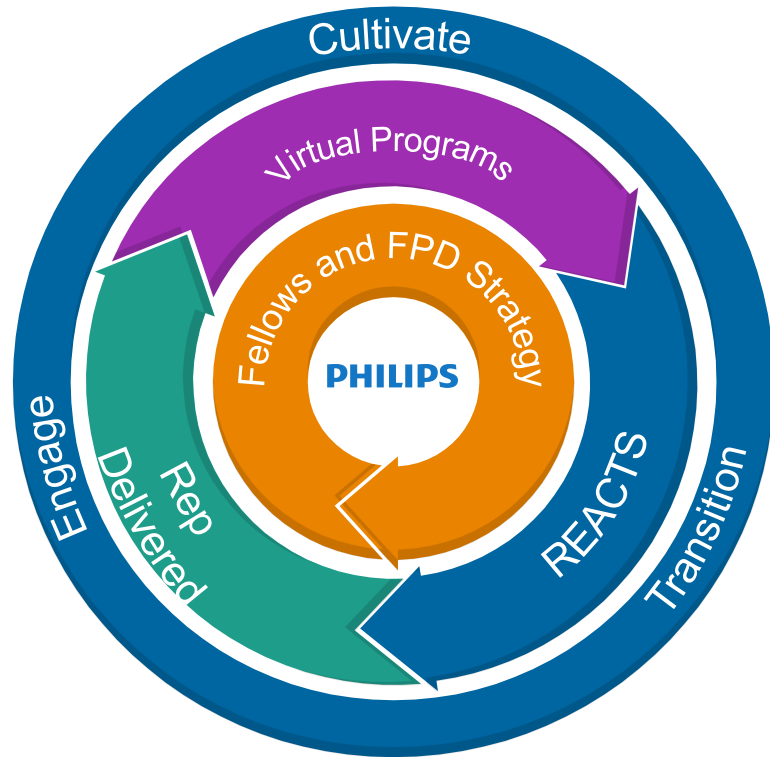
03

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2021 Objectives: Build on 2020 momentum

1. Continue with ONE Philips Fellows' Strategy

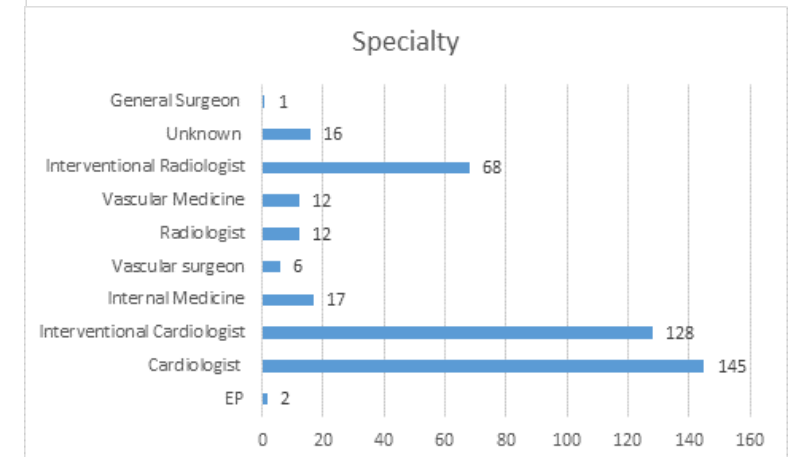
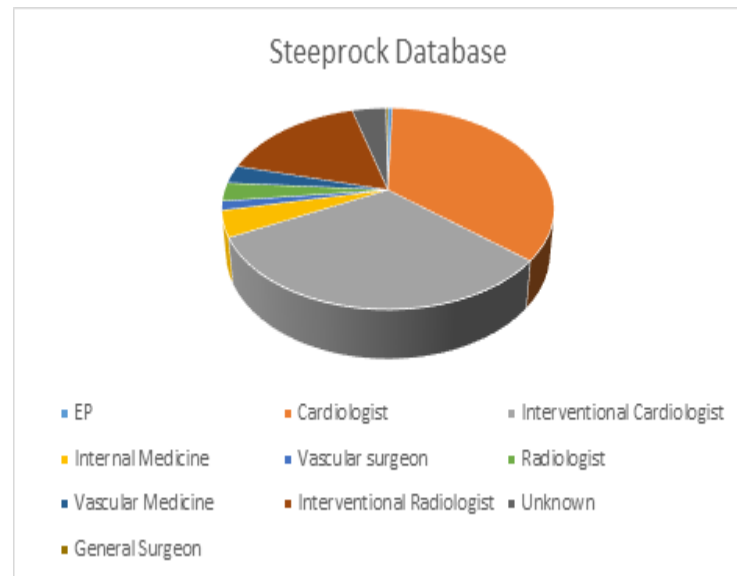


Working from the inside out.....

3. Build Global Philips Fellows Loyalists Community

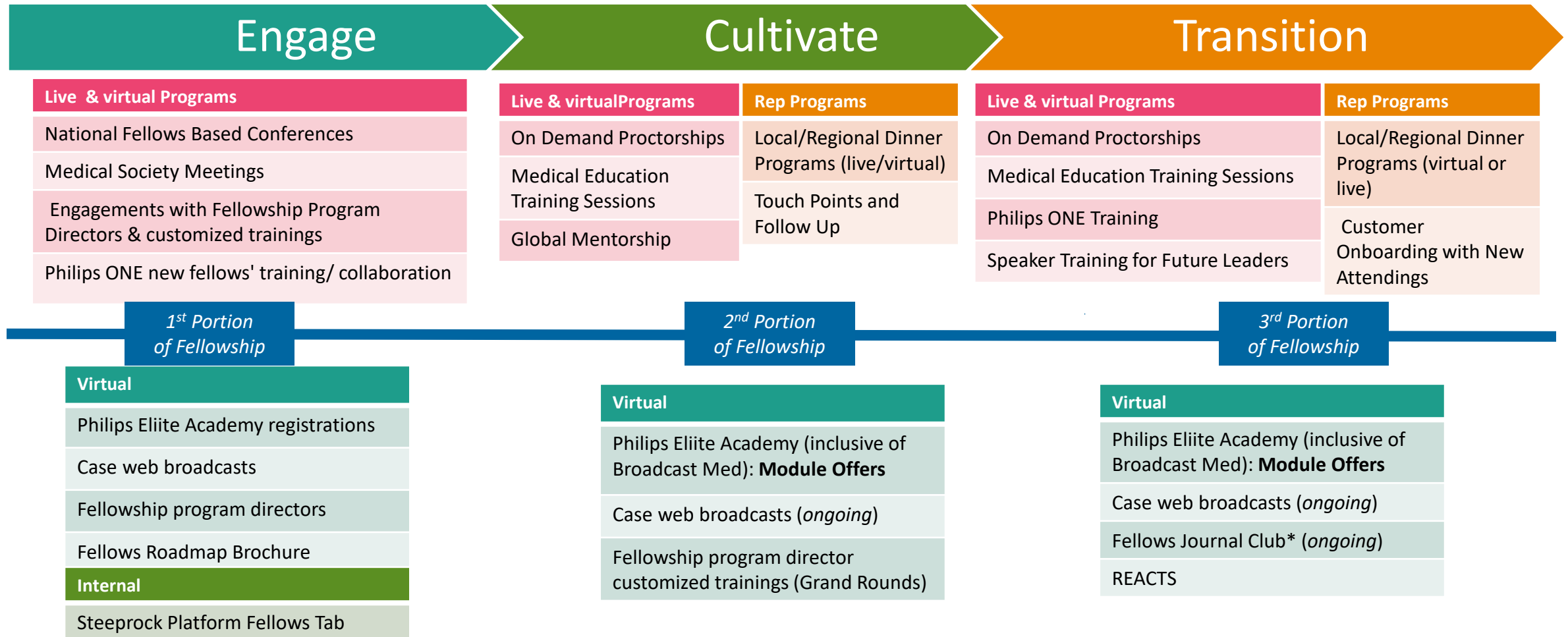


2. Expand and nurture Fellows/early career database



Philips fellow's education pathway*

Targets: Interventional Cardiology Fellows, Interventional Radiology Fellows, Vascular Surgery Fellows



*Future

2021 Overall recommendations

Continue with 2020 approach

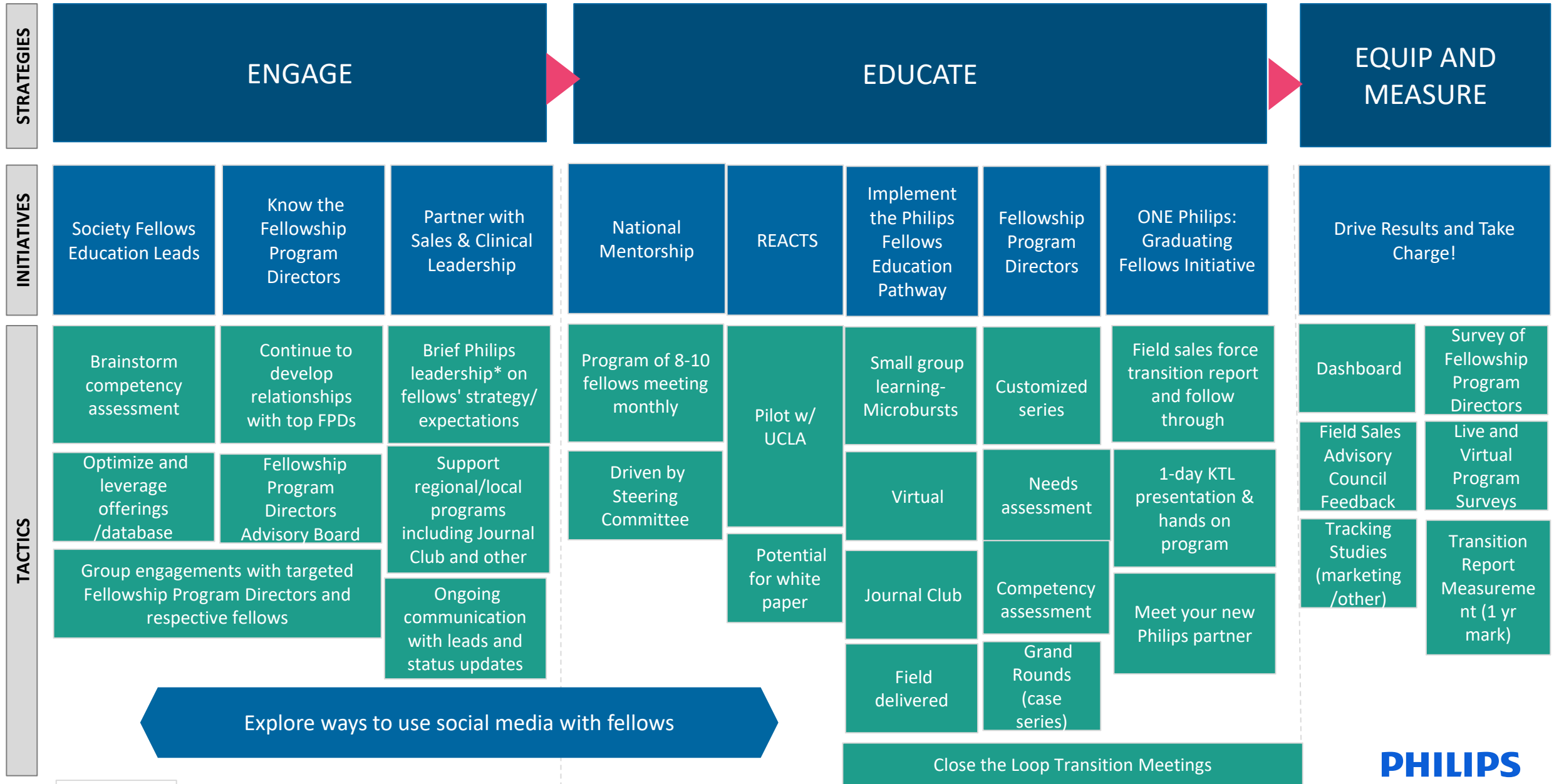


Continue with the **strategic approach** working from the inside out-targeteting Fellowship programs to increase the sphere of influence (***Quality*** over ***Quantity***):

- Drive constituency cascade via Fellowship Program Directors, who influence and help guide customized offerings;
- Ensure continued alignment with field sales organization
 - Understand most important fellowship programs from a business perspective (devices and systems) Tier one target list
- Leverage medical society channels and offerings to ensure reach
- Encourage high touch encounters coupled and supported by broad reaching offerings
 - Provide relevant education to targeted fellows; Use of PEA resources
- Ensure transition is seamless and coordinated with the field sales organization & ensure continued communication



2021 Philips Fellows Program Strategic Plan Overview: Take Charge!



*Sales and marketing