PHILIPS

The suggested journey can be undertaken for the first

time but also 3 years after.

The partnership maturity

are more customer centric

over time.

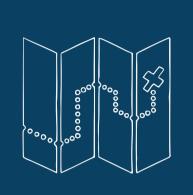
improves and the outcomes

Sustained Stronger

Relationship

Partnership Journey Toolbox

Hospital Z - Philips, 2023



Aim:

The aim of this poster is to let the stakeholders (Hospital and Philips) move across their partnership to review the current projects and scope new opportunities.

The stakeholders go through the following 3 phases covering the 3 defined dialogues over time:

- 1 · Basics Coverage (first month): - Partnership Agreement Awareness.
- 2 · Strategic and Transformational Co-created Dialogue (until 9th month):
- Scoping customer and mutual opportunities. - Touch-points agreement and execution
- 3 · Relational Dialogue:

- Projects and relationship reviewing.

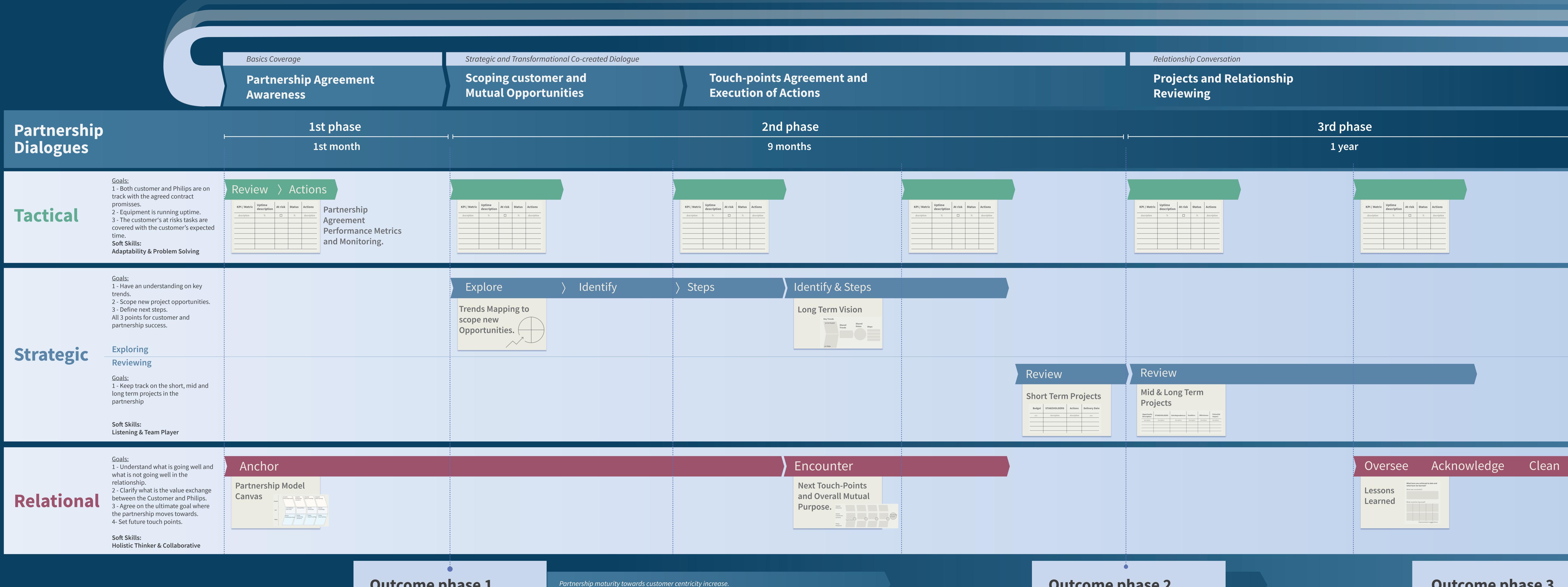
How to use it:

ofaActions.

- · Place this poster on the room walls where stakeholders normally meet. Each phase is carried out by using the Partnership Journey Tools indicated in this overview. Philips Account Manager will be in charge of providing them. Use markers and sticky notes on top of the poster to indicate changes or new events. It is highly recommended to use 1 sticky note to mark the current position of the partnership in the journey.
- new definitions of it. · Stakeholders are encouraged to follow th suggested soft skills within each dialogue to help reach the expected outcomes.

· Keep the defined goals as north-star, but welcome







Outcome phase 1

- Agreement promisses reviewed.
- Urgent issues are tackled.
- Exploration and identification of mutual trends.
- Partnership differences and bridges arised.

Outcome phase 2

- Agreement promisses reviewed.
- Urgent issues are tackled.
- + Scoped new opportunities into short,
- mid and/or long term projects.
- + Clarified Partnership next touch-points and ultimate goal.

Outcome phase 3

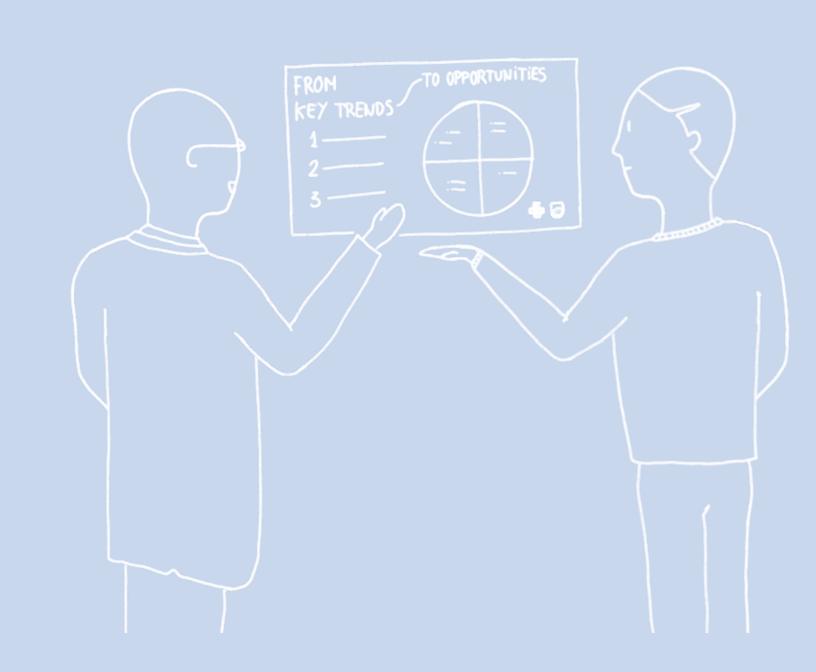
- Agreement promisses reviewed.
- Urgent issues are tackled.
- + Running project reviewed.
- + Relationship performance and improvements.

Industry Trends Mapping.

WORKFLOW TRENDS



This tool helps to get familiar with current trends and aims to map those important ones for the hospital. Moreover, the stakeholders will be able to understand why the key trends match the hospital's strategy.



Unified Healthcare Professionals Collaborations.



- · Medical Image Integration.
- · UCM workflows.
- · Integration of mobile devices.
- · Promotional activities.
- · Interdepartment collaboration.

Patient Flow Descentralisation.



- · Share of patient medical data.
- · Smart waiting rooms.
- · Diagnosis forecasting.
- · Descentralised diagnosis.
- · Smart Patient Scheduling.

Real-Time Communication.



- · Integration of EMR
- · Data descentralisation.
- · Share of real-time patient data.
- · Smart reporting.
- · Communication forecasting.

Trends of interest

Which ones?	Why?

Hospital's Key Strategy points around Workflow improvements

on Patient Experience	on Staff Experience	on Costs reduction	on Better healthcare outcomes

How to use it:

- 1 Observe the poster trends with your collaboration partner.
- 2 Start with either "trends of interest" or "hospital's strategy according to the topic" to relate both areas with each other.

Tips & tricks:

- · Place this poster on the room walls where all stakeholders can see it and stand in front.
- Use markers and sticky notes.
- · Apply the suggested soft skills for the strategic dialogues "Listening and Team player".

Next Step:

 Translate the selected trends into project opportunities using the Quadruple Aim tool.

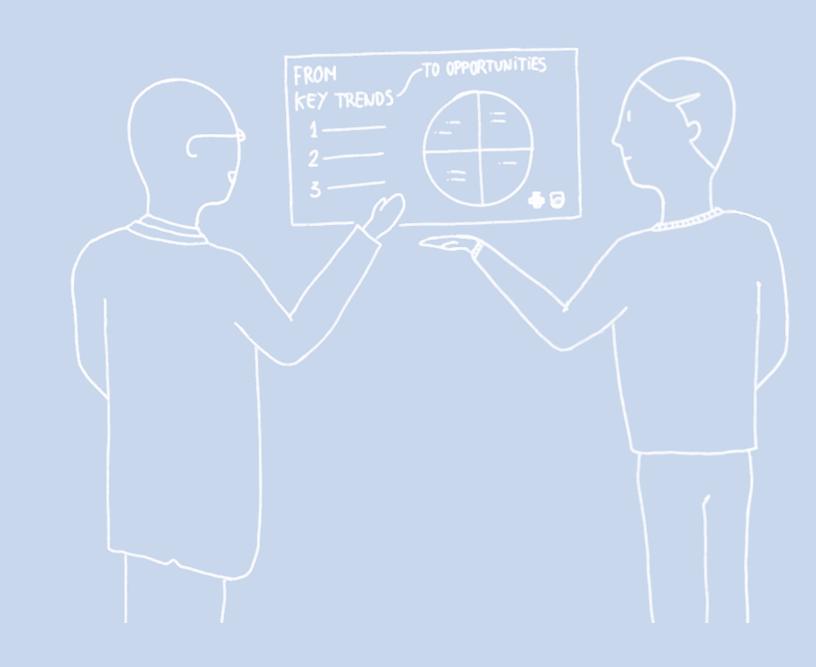


Industry Trends Mapping.

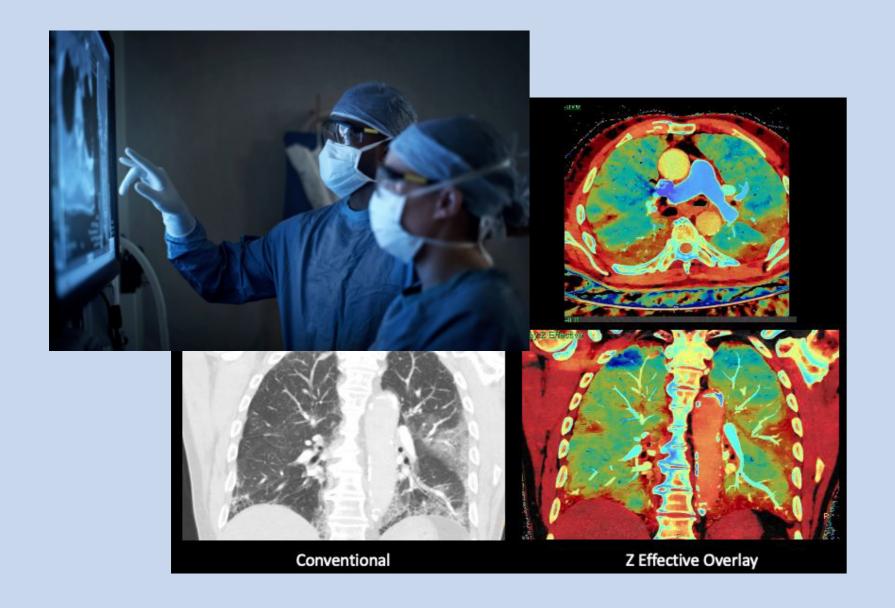
DIAGNOSTIC TRENDS



This tool helps to get familiar with current trends and aims to map those important ones for the hospital. Moreover, the stakeholders will be able to understand why the key trends match the hospital's strategy.

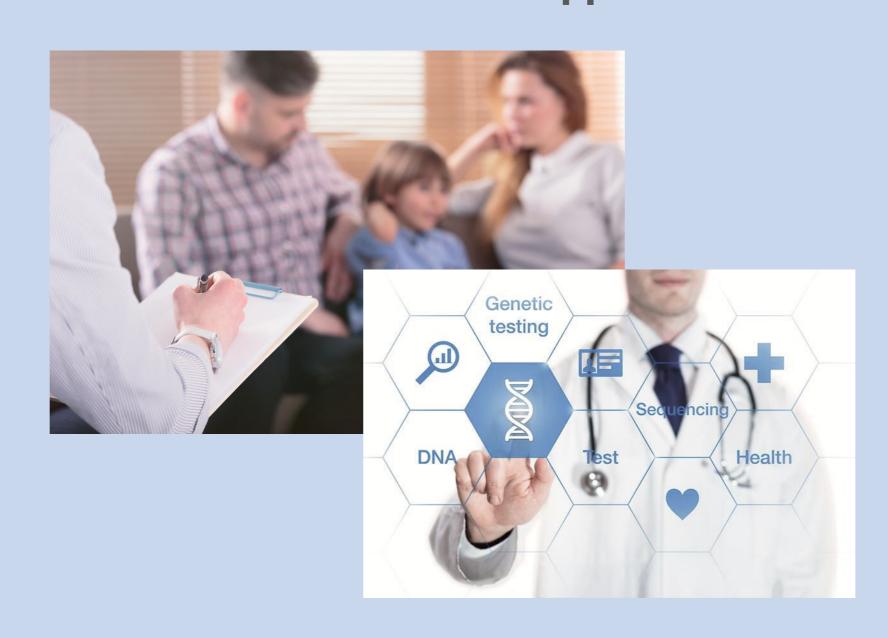


Automation Technologies



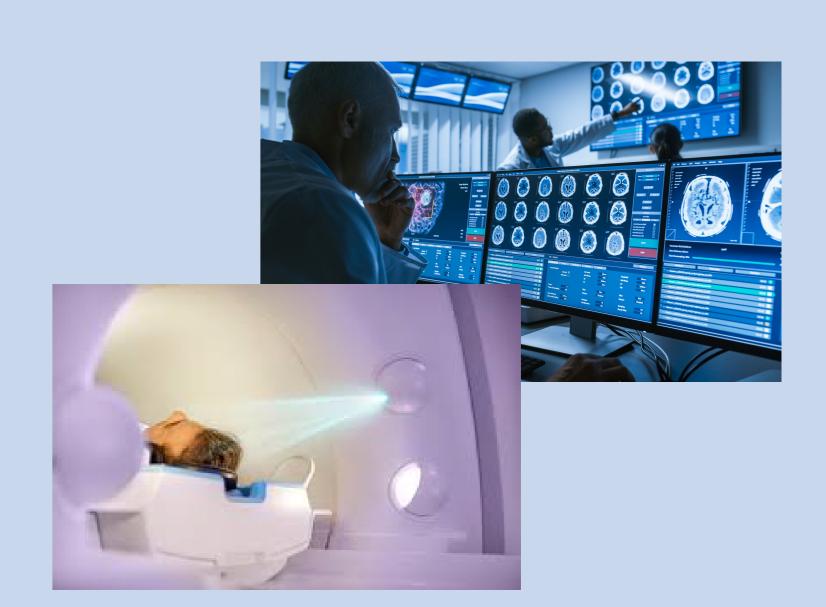
- · Medical Image Integration.
- · UCM workflows.
- · Integration of mobile devices.
- · Promotional activities.
- · Interdepartment collaboration.

Personalized Patient Approaches



- · Share of patient medical data.
- · Smart waiting rooms.
- · Diagnosis forecasting.
- · Descentralised diagnosis.
- · Smart Patient Scheduling.

Cloud Computing



- · Integration of EMR
- · Data descentralisation.
- · Share of real-time patient data.
- · Smart reporting.
- · Communication forecasting.

Trends of interest

Which ones?	Why?
	Why?

Hospital's Key Strategy points around Workflow improvements

on Patient Experience	on Staff Experience	on Costs reduction	

How to use it:

- 1 Observe the poster trends with your collaboration partner.
- 2 Start with either "trends of interest" or "hospital's strategy according to the topic" to relate both areas with each other.

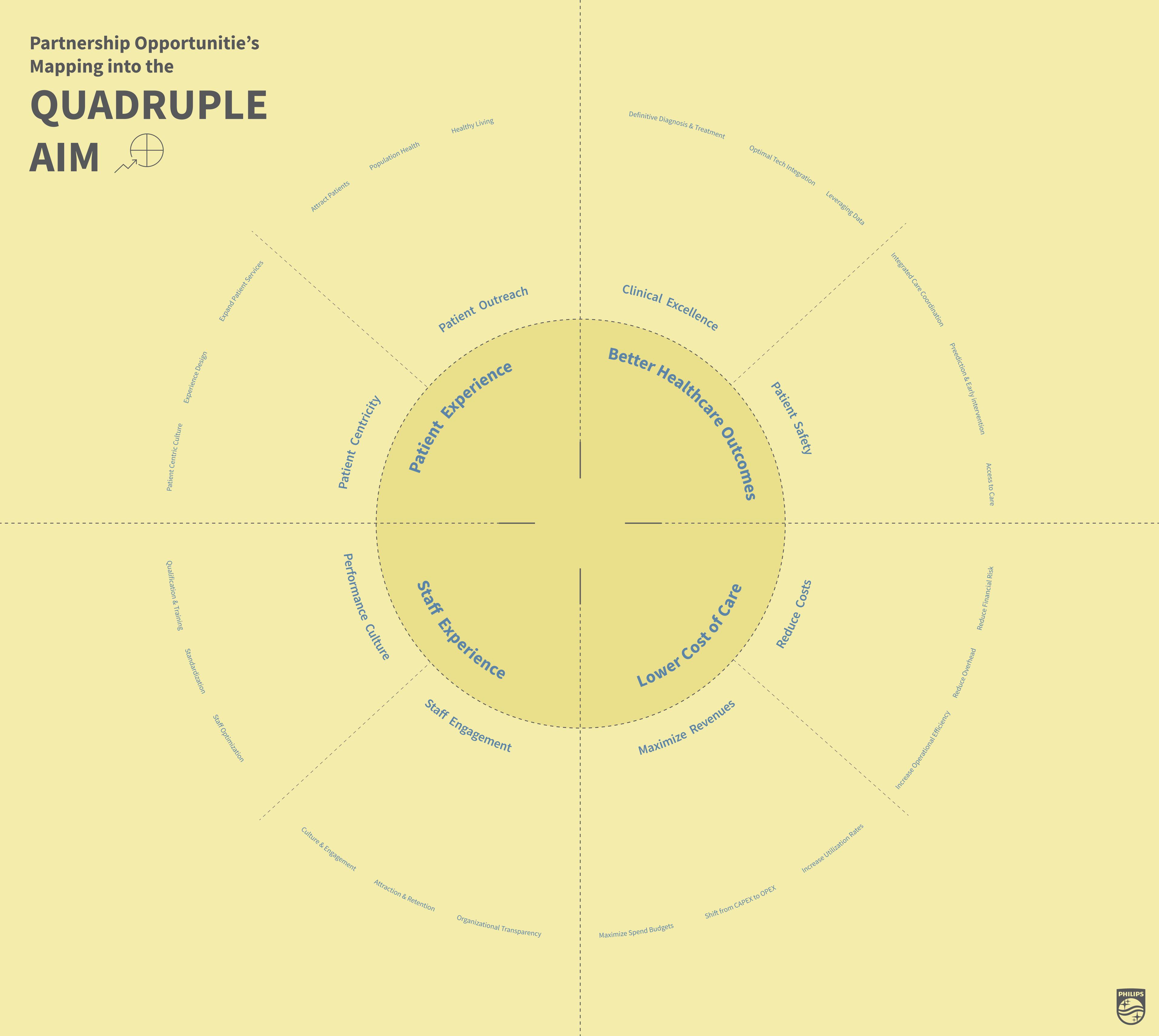
Tips & tricks:

- · Place this poster on the room walls where all stakeholders can see it and stand in front.
- · Use markers and sticky notes.
- · Apply the suggested soft skills for the strategic dialogues "Listening and Team player".

Next Step:

 Translate the selected trends into project opportunities using the Quadruple Aim tool.





Partnership Relationship

PARTNERSHIP MODEL CANVAS

This tool aims to anchor the partnership / collaboration purpose. It helps to see undestand both parties as equal partners and define the mutual success.

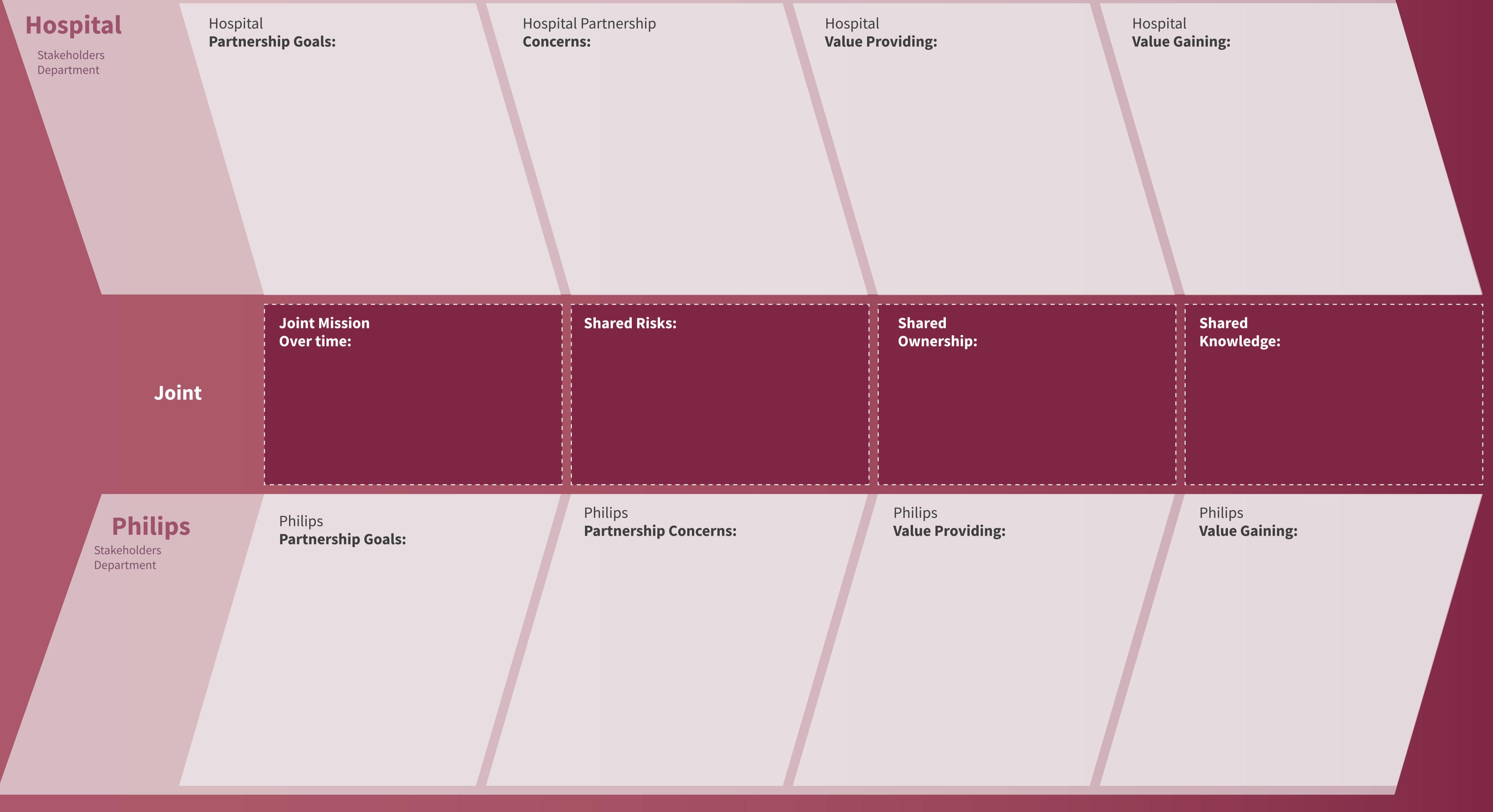
How to use it:

1 - Start with the first column on Partnership Goals for both Hospital and Philips.

- 2 Define the joint layer.
- 3 Move on to the right witht he second column. Again, dialogue first on each parties, and then define the joint layer.

Tips & tricks:

- · Place this poster on the room walls where all stakeholders can see it and stand in front.
- · Use markers and sticky notes.
- · Apply the suggested soft skills for the relational dialogues "Holistic Thinker and Collaborative".





Tactical Dialogue

Partnership Agreement Performance Metrics & Monitoring.

This tool aims to make sure all the tasks and short term activities are running with normality. It helps to spot urgent and at risk tasks.

How to use it:

Review the aspects in every meeting. The "Tactical Dialogue" should be covered before having the Strategic one.

Tips & tricks:

- · Place this poster on the room walls where all stakeholders can see it and stand in front.
- · Use markers and sticky notes.
- · Apply the suggested soft skills for the tactical dialogue "Adaptability and Problem Solving".

KPI / Metric	Uptime description	At risk	Status	Actions	Short term project	Optimal Outcome	Budget	Stakeholders	Actions
description	%	note	%	description	description	description	00	description	description



Meeting Preparation.

What are we going to focus on today?

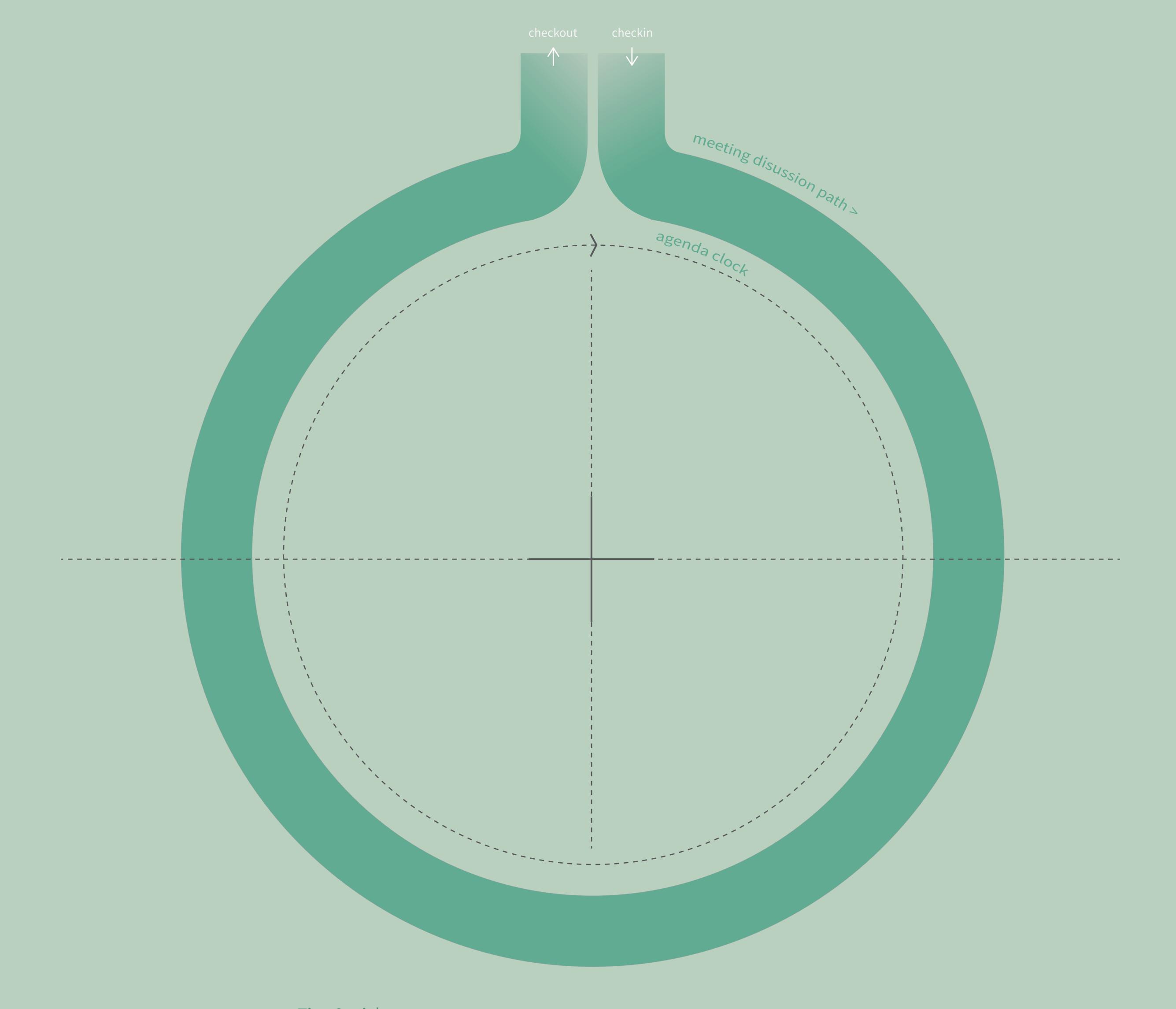
This tool helps to know in WHAT will the partners focus in the meeting, and HOW MUCH TIME will they spend in every discussion.

Dialogues and Projects:

What activities should be reviewed? What topics should be explored?

How much time should you spend for each?

	Partnership Agreement Performance	Short Term Projects	Trends & Opportunities	Mid Term Projects	Long Term Projects	Partnership Relationship Reviewing
on Tactical	O	Φ				
on Strategic		Φ	O	Φ	Ф	
on Relational	O				Ф	(



How to use it:

- 1 Both partners together, think on the topics that should be covered today and how much time for each.
- 2 Use the table to point at the topics of interest and then use pos its to map them into the clock.

Tips & tricks:

- · Place this poster on the room walls where all stakeholders can see it and stand in front.
- · Use markers and sticky notes.
- Apply the suggested soft skills for the tactical dialogues "Adaptability and Problem Solving".

Next Step:

 Use the rest of the tools to undetake the choosen dialogues.

