
Introducing...

Gavin Proctor

Design Director, Innovation - Philips

@RSADesignAwards
#RSADesign



02

Sleep Matters

Design a product, service or system to improve health and wellbeing by encouraging and/or enabling better sleep.



PHILIPS

Awards:

Philips Award of £2500

RSA Fellows' Award of £1250

RSA Student Design Awards

Sleep Matters

Gavin Proctor, Design Innovation
Philips Design, Eindhoven
September, 2017



FRAILTEA

By collecting and analysing the **grip data** in daily **kettle usage**, caregivers can paint an accurate picture of an elderly user's **daily frailty statistics**. Identifying people suffering with frailty early and allowing the implementation of preventative care along with the development of individualised care planning can enable elderly sufferers to live more independently, avoid potentially devastating trips and falls and help them stay out of the hospital system.



Login Procedure

Separate login for patients and care givers allowing data to be shared individually and for use in accessing data from community wide care programs.



STUDENT RSA DESIGN AWARDS

At **61.3 million**, India has the largest number of people with Diabetes in the world and **by 2030** it is expected that **101.2 million** people in India **will have Diabetes**.

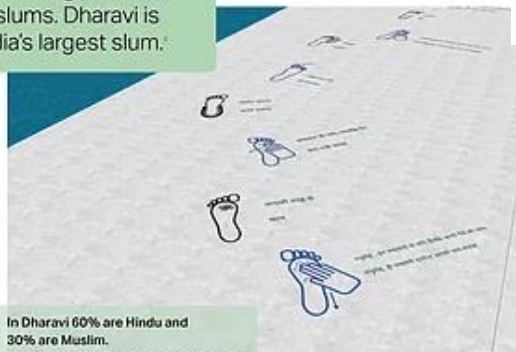


1 in 4

Diabetics will have an amputation due to the chronic illness from foot ulcers.



Diabetes is an increasing problem in slums. Dharavi is India's largest slum.



In Dharavi **60% are Hindu** and **30% are Muslim**.

Part of the process of Muslim prayer is **ablution**. Similarly, Hindus take part in a purification ritual. **Ablution and purification both use water**, the only source of water for Dharavi is the **Mithi River**. The images are placed along busy areas of the river, using the high foot fall of the area to capture most of the population.



Frequently used part of the Mithi river



Frequently used part of the Mithi river

There are as many as **18,000 people per acre** in Dharavi, with a total population of around **1 million** in the slum. The Mithi river is used by the population as it is the **only water supply**, therefore the campaign will reach a majority of the population.

Materials

Made from a waterproof vinyl sticker, the pictograms are **durable, strong and will withstand the water from the river**. They are adhesive and can stick to many different surfaces, including concrete found near the river.



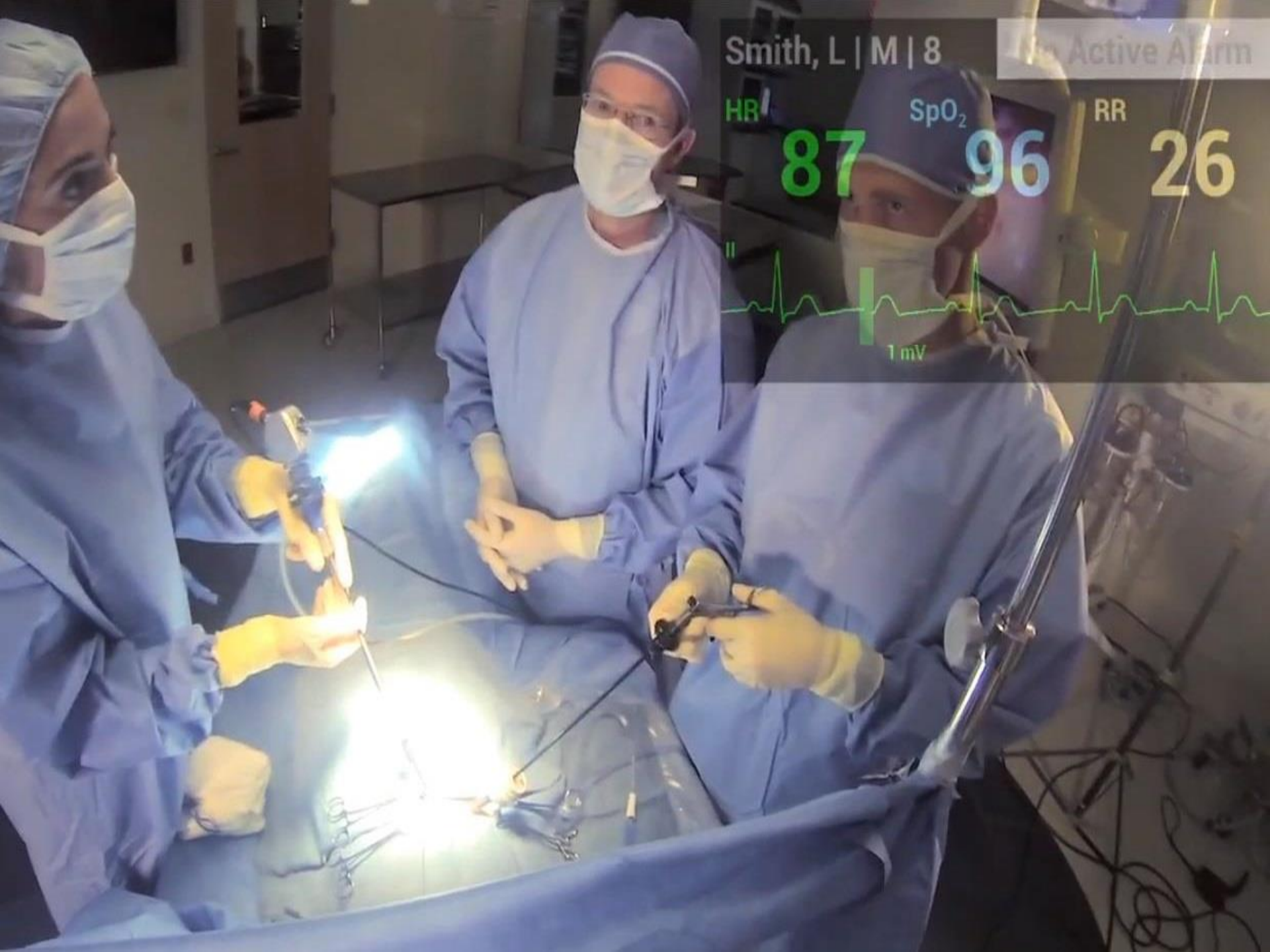
PHILIPS



PHILIPS



PHILIPS



Smith, L | M | 8

Active Alarm

HR

87

SpO₂

96

RR

26

1 mV



FR 40Hz
RS

M3

2D
47%
C 58
P Low
HRes



12 WEEKS

10-

Extensive Portfolio across the diagnostic and treatment space



PHILIPS

**190
million
patients**

tracked with patient
monitors last year

**390 million imaging
informatics studies**
across 1200 hospitals

4 million+ people
sleep and breathe easier using
our sleep aids

**Hundreds of thousands of
people tracking their health
with ActiveLink®**

250 million appliances

sold into homes each year

1,000,000

people monitored in their
homes every day

100,000+

professionals supported
with **education**

**250+ clinical
research**

projects active

PHILIPS

We're not just a consumer company

We're not just a consumer company

We're a company in transformation

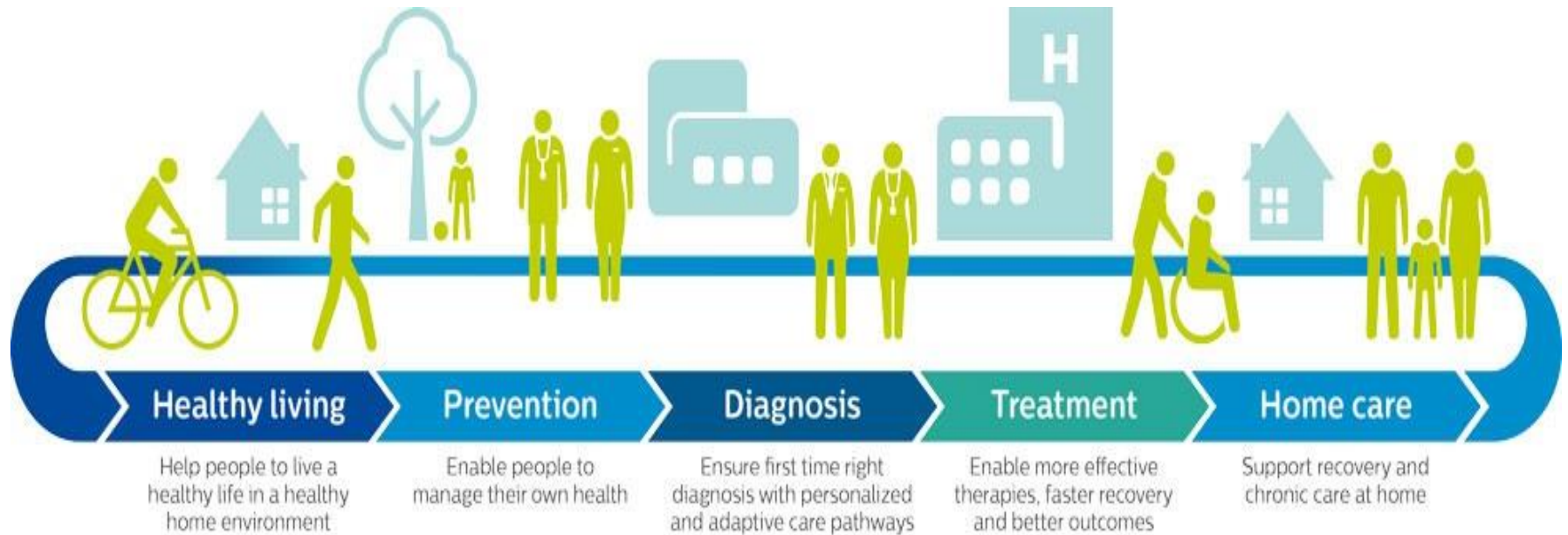
We are a HEALTH-TECH company

HEALTH-TECH?

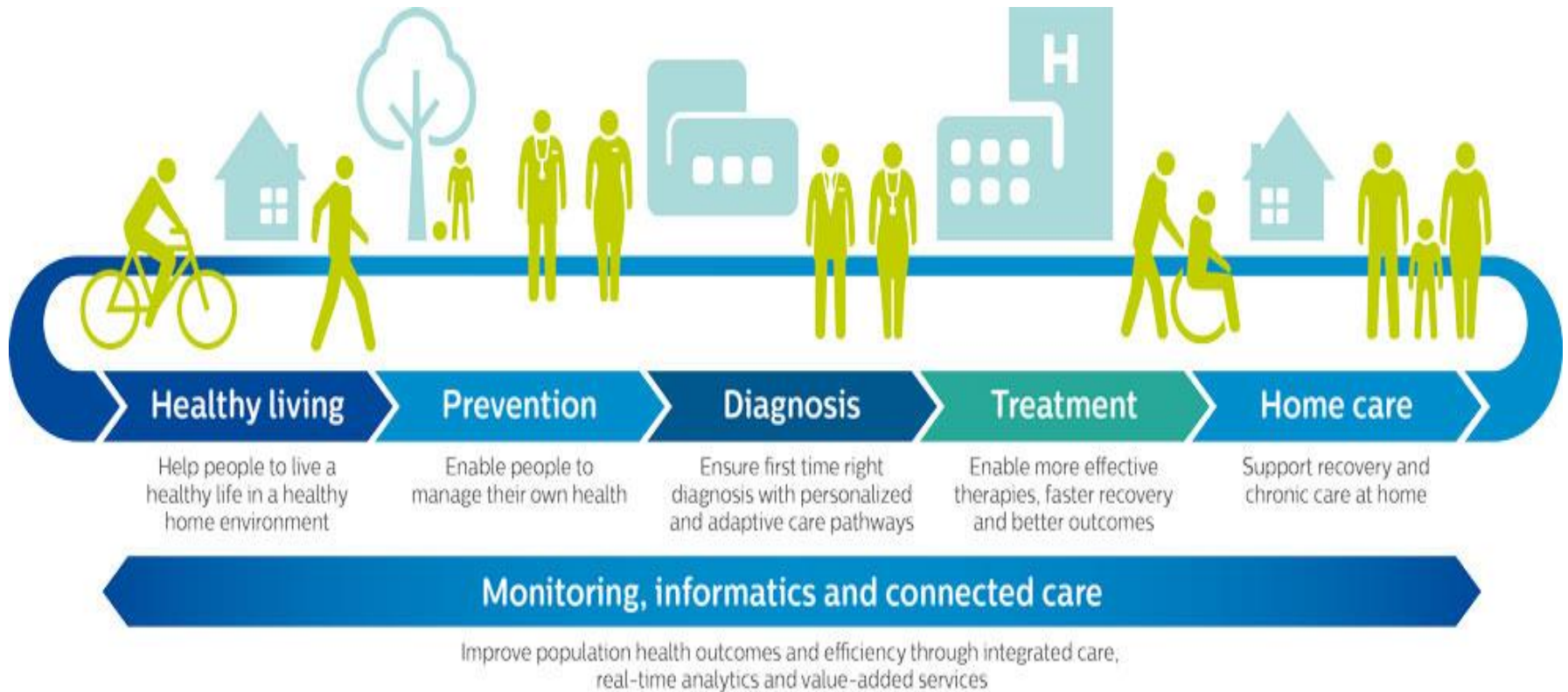
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Health-care / Self-care

The Health Continuum



From product to product-service

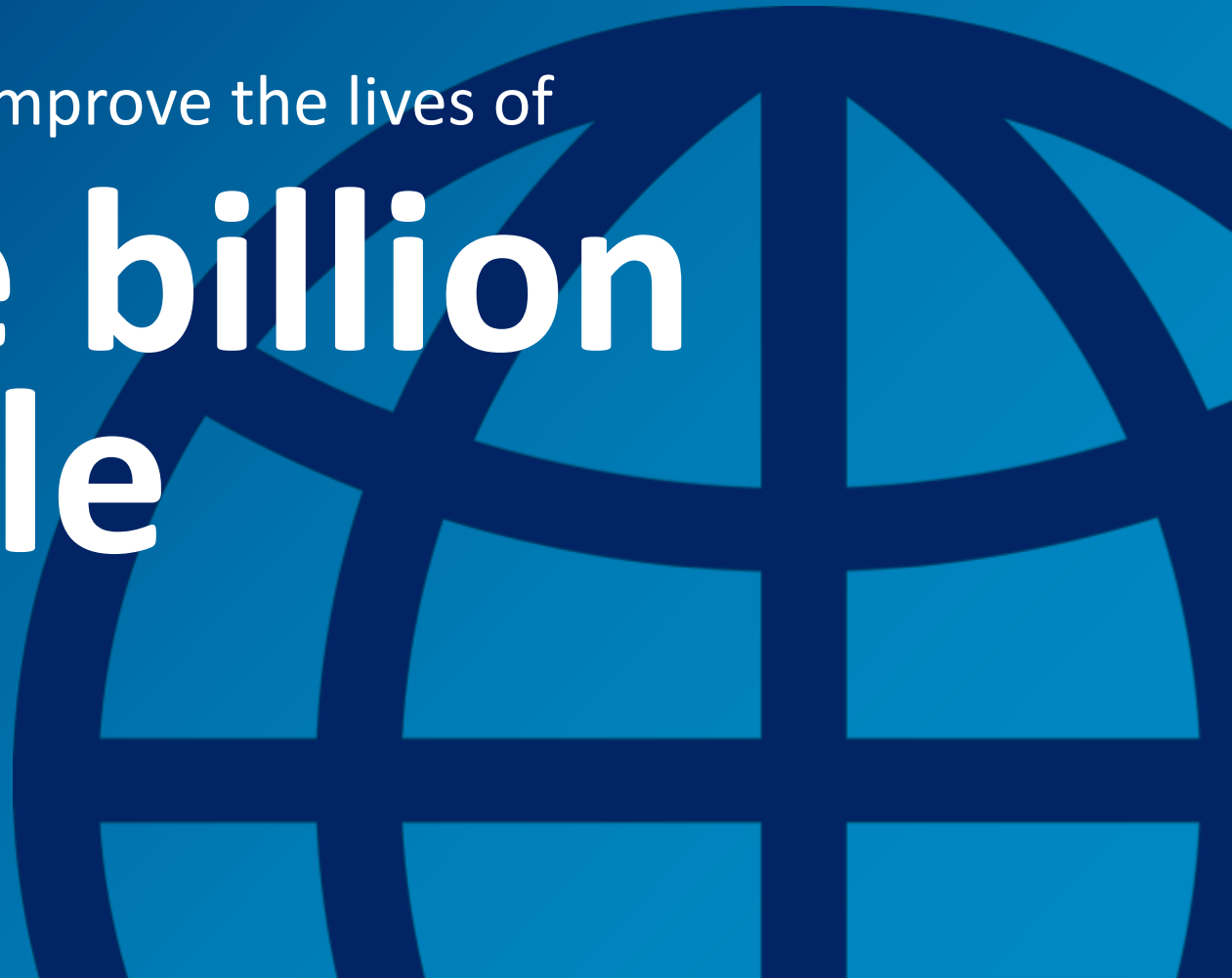


We strive to make the world healthier and
more sustainable through innovation

We're aiming to improve the lives of

**three billion
people**

a year by 2025





Sleep and Health

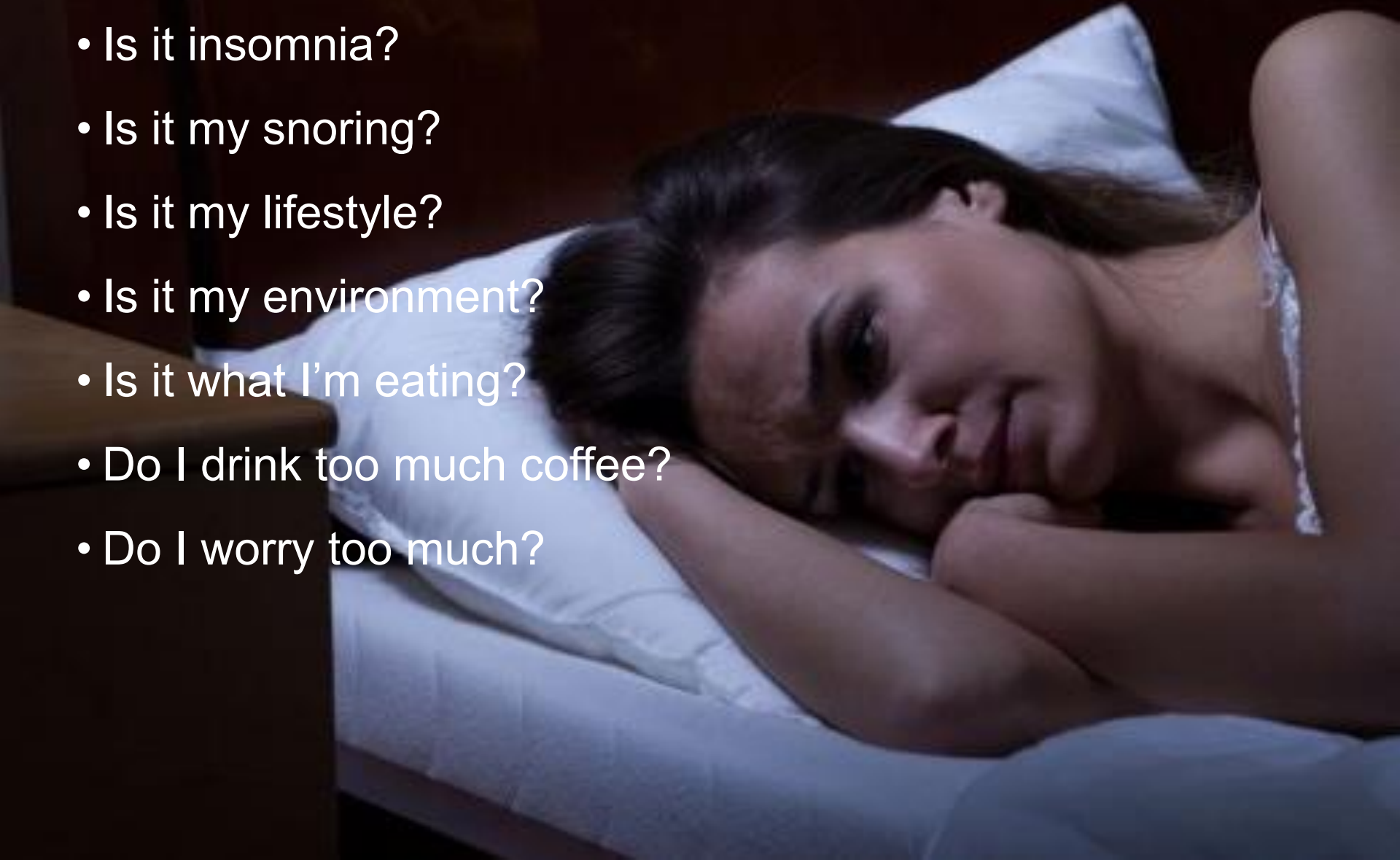


Why am I not sleeping well?



Why am I not sleeping well?

- Is it insomnia?
- Is it my snoring?
- Is it my lifestyle?
- Is it my environment?
- Is it what I'm eating?
- Do I drink too much coffee?
- Do I worry too much?



Many people would like to improve their sleep but don't understand the underlying issues or behaviours



Confused



Apathetic

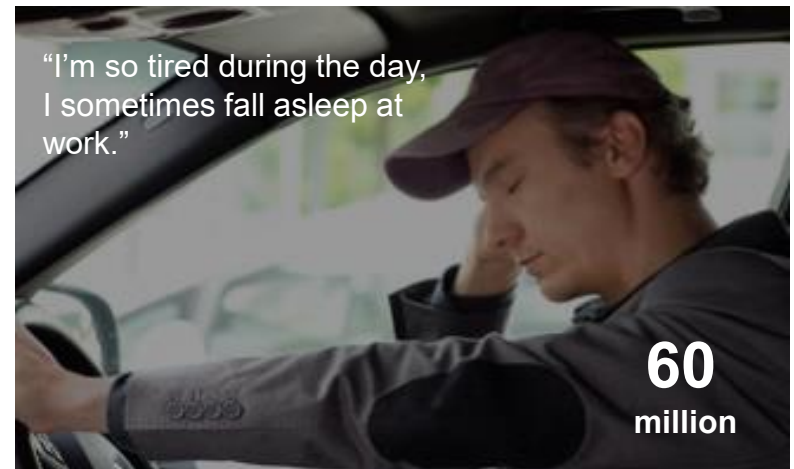


Informed

There are around 90 distinct sleep disorders

Most are marked by one of these symptoms:

- excessive daytime sleepiness
- difficulty initiating or maintaining sleep
- abnormal events, such as snoring, or sleep walking, during sleep



Sleep is recognised as a health issue in the US

Lack of sleep is costing the US economy up to \$411B a year (2.28% of GDP)

Sleep disorders are adding \$15.9B to national healthcare costs and resulting in \$50B in lost productivity

Source: "Why sleep matters, the economic costs of insufficient sleep" – RAND – November 2016

Source: http://www.nhlbi.nih.gov/health/public/sleep/yg_slp.html

Insufficient Sleep is more prevalent in the US than obesity!

UNHEALTHY BEHAVIORS



Currently a smoker.



Less than seven hours of sleep per night.



For women, four or more alcoholic drinks in one sitting or an average of greater than one drink per day; for men, five or more alcoholic drinks in one sitting or an average of greater than two drinks per day.



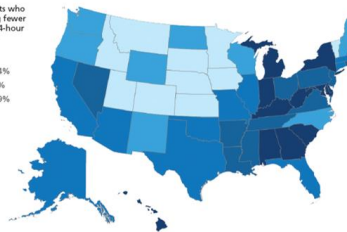
Body mass index ≥ 30 .

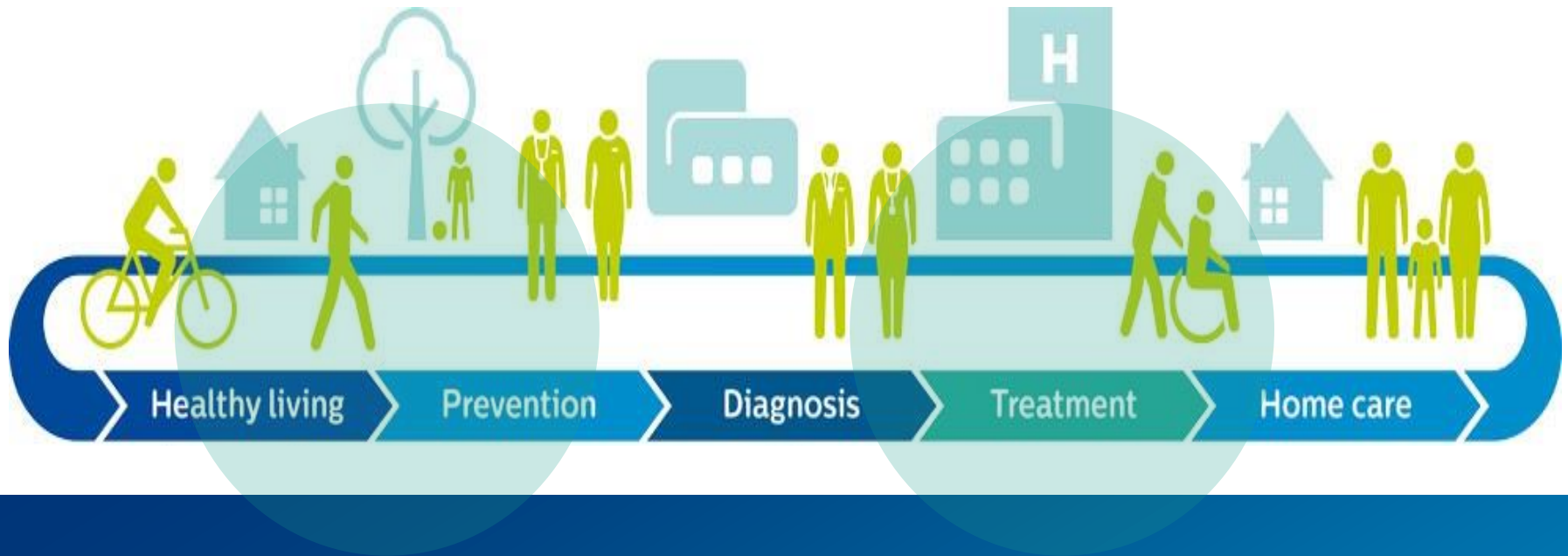


No physical activity outside of work.

Insufficient Sleep Prevalence by State (BRFSS 2014)

Percentage of adults who self-report sleeping fewer than 7 hours in a 24-hour period, on average





Sleep in the Philips Health continuum.

It is estimated that **50 to 70 million** Americans chronically suffer from a disorder of sleep and wakefulness, hindering daily functioning and adversely affecting health and longevity.¹

1. <http://www.ncbi.nlm.nih.gov/books/NBK19961/#>

Sleep Matters

Design a product, service, campaign or system to improve health and wellbeing by encouraging and/or enabling better sleep

- A product-service-system that facilitates good sleep
- An environmental or spatial design solution that improves the conditions for good sleep
- An activity that increases mental wellbeing or boosts positive behaviours towards sleep
- A response that addresses one of the clinical reasons for bad sleep
- A behaviour change campaign around better sleep
- A design that improves the experience around sleep
- A resource or initiative that educates people about the importance of sleep

Somneo sleep & wake-up light



DreamStation Go



Connected, data driven



2 Awards

Philips

Award of

£2,500

RSA Fellows'

Award of

£1,250

Why this Brief?

- **An important problem.** Sleep is important to ALL areas of health
- **An under estimated problem.** Potentially only becoming bigger in the future
- A problem that **effects us all** at some time in our lives. Why should something so simple be so difficult?



One more thing . . .

One more thing . . .

We have strong interest in offering **student internships** in our locations in **Eindhoven and Amsterdam**. For fresh graduates we have also established a newly formed **‘residency’ program** for highly talented individuals

Tips & Tricks

- Choose your **target group** - we're looking for quality and depth of research. Preferable first hand, direct contacts, observations & insights
- Think in terms of product-service, product-campaign, service-campaign (**system solutions**)
- Critical hypothesis – what's the **make or break** of the idea?
- **Design doing** in addition to design thinking - Experiment, Prototype, Test & Evaluate

very excited to see your
students **great**
ideas



