

# The Circular Emergency

## Briefing

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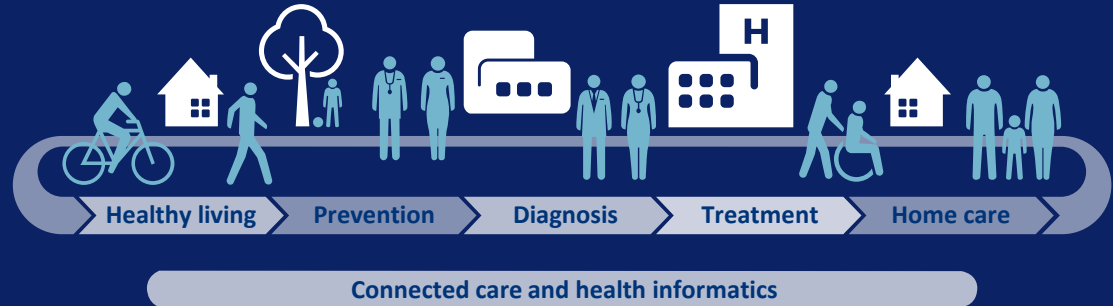
September 25, 2018

innovation  you

# Ready to take on the healthcare challenge



**At Philips, we take a holistic view of people's health journeys,** starting with healthy living and prevention, precision diagnosis and personalized treatment, through to care in the home – where the cycle to healthy living begins again.





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

We're aiming to **improve the lives** of

**3 billion**  
**people a year**  
by 2025

## Emergency care **process**

Despite lots of variations in acuity, the emergency care process is very consistent.



Identify



Triage



Evaluate

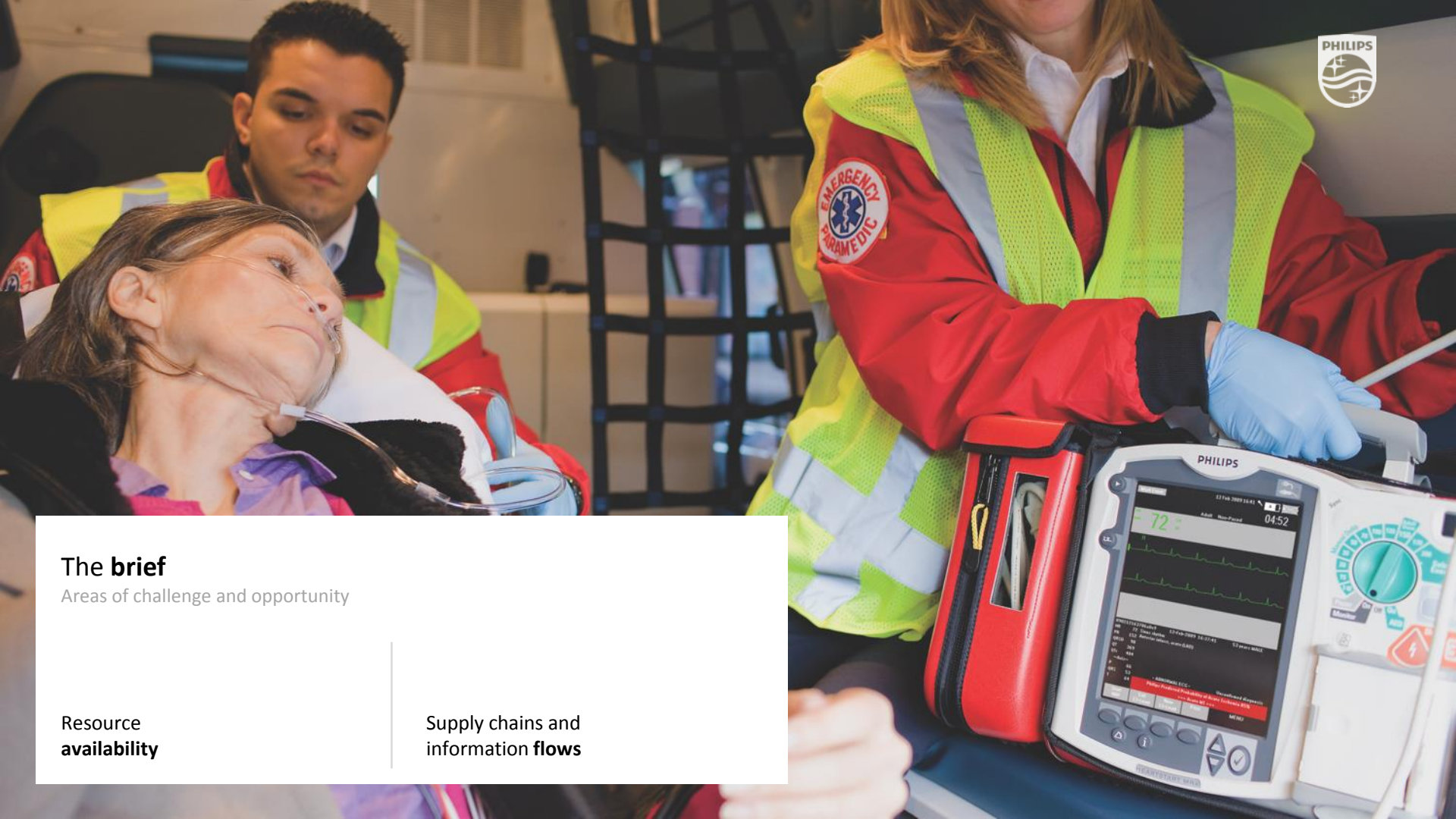


Treat



Disposition





## The brief

Areas of challenge and opportunity

Resource  
availability

Supply chains and  
information flows

# Tips

- We're looking for design thinking + systems thinking
- Approach health and circular economy as one
- Pick a strong focus to keep topic manageable
- Challenge your assumptions, go out and research!
- Healthcare is a service, not a product – we'd like systemic solutions that improve emergency care

## Philips award

Monetary award  
**£2,500**

Possibility of a 1-year  
**internship**

