Philips Unveils a Vision for the Future of Cardiac Care at ESC 2011

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PARIS, August 28, 2011 /PRNewswire/ --
From 3D Simulated Heart Surgery and Digitized Patient Discharge Planning, to the World's First Sleep Apnea Mobile App for Cardiologists - Philips gets to the Heart of Innovation
Royal Philips Electronics (NYSE: PHG, AEX: PHI) will provide clinicians from across the globe with a glimpse of future innovations designed to advance cardiac care, including the current management of cardiovascular disease (CVD) and associated cardiac conditions, during the 2011 Congress of the European Society of Cardiology (ESC), which opens today in Paris.

Cardiovascular disease remains the main cause of death in the European Union, claiming more than two million lives each year and costing the economy more than €100 billion annually.[1]

"Philips has been a consistent game-changer in the area of health care for almost 100 years, developing innovative and integrated patient-focused solutions, including some of the earliest X-ray technologies," commented Joris van den Hurk, general manager, Cardiology Care Cycle, for Philips Healthcare. "At this year's ESC, we want to highlight our vision of how future innovation will enable care-givers to transform the way cardiovascular disease is managed at each stage - from early detection and diagnosis, to hospital treatment and health care at home, in order to reduce the burden of cardiac disease for patients, doctors and society at large."

THE FUTURE OF CARDIAC CARE

Solutions that will transform detection, diagnosis and treatment

This vision of future innovation is exemplified by the launch of the world's first sleep apnea mobile application ("app") designed specifically for cardiologists, and aiding early detection and diagnosis amongst their patients. It's estimated that over 100 million people worldwide are suspected to have Obstructive Sleep Apnea (OSA), of which more than 80 percent remain undiagnosed.[2]

OSA is particul
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