Building a global brand and a thriving online B2B community
What comes to mind when you think Philips?

a) Televisions
b) Screwdrivers
c) MRI’s
Taking the Plunge

- Clarify objectives and strategy
- Road mapping the conversation
- Building the infrastructure
- Promotion
- Listening and engaging
- Adapting
Define Objectives and Strategy First

Objective
Building awareness and credibility of Philips in bringing simplicity to health and wellbeing

Target Audience
- Thought leaders in health and wellness
- Care providers

Strategy and Tactics
- Fish where the fish are
- Partnership
- Content relevance
Road mapping the conversations

• Monitoring and sharing what’s new and interesting in healthcare

• Macro issues affecting health
  – Chronic disease
  – Aging population
  – Lifestyle and prevention
  – Access to care

• Input from the group
Building the infrastructure

• Leadership support
• Recruiting a core and extended team
• Understanding the potential landmines
• Regular meetings to review, learn and adapt
• Group policies
A well thought out group policy will help stay on strategy no matter what is thrown at you.
What to do about Reiki?
Now that’s a good idea

Join our first subgroup, "Caring for an Aging Population."

As we begin diving into 2016 with exciting new health topics, I'd like to let everyone know that we will be starting our first subgroup. Due to an overwhelming response to Martina Keens-Betts’ request to start a subgroup to discuss issues related to Dementia, we have decided to introduce ‘Caring for an Aging Population.’ Dementia is clearly one of the big issues regarding aging, and we feel that the dialogue will be richer if we broaden it to include the other factors that impact the health and wellbeing of seniors.

The ‘Caring for an Aging Population’ subgroup has been created to provide a more focused group within Innovations in Health, enabling members to discuss topics of interest within healthcare, such as caring for an aging populations. We encourage members of this subgroup to discuss the challenges and opportunities that we are faced with as the population in the developed world grows older. Our goal is to collaborate and share knowledge and ideas for progression and discuss how we can work together both nationally and regionally if we are to adapt as a society to ensure we take advantage of the opportunities that come with this change.

The subgroup aims to host discussions surrounding concerns and issues around the implications on health services, research, costs, standards in living, long-term care, and society as a whole, due to the aging populations around the world. Some examples of topics include independent living, dementia/Alzheimer’s disease, therapeutic options, next steps in preparing more effectively for later life, rehabilitation and mental health practices, and healthcare policies.

Please join the subgroup if you would like to take part in the conversation.

Best,
Frank
Inviting more people to the party

• Internal membership drive within the company
• Customized emails from sales reps to key customers
• Linked In “In Mails” to a targeted group of linked in members
• Cross promoted on Philips other online properties
Benchmark and Measure Success
Membership has been driven through promotional display, InMail and viral activity.
Conversations are growing steadily

- 1,903 Comments
- 343 Discussions
We are bringing the right people to the party

Top Three Industries

Represented By Membership

1. Hospitals & Healthcare
2. Medical Devices
3. Pharmaceuticals

Popular Job Titles

Director
President
Account Manager
Radiologist
Business Development Manager
Owner

Membership across 74 countries

60% of members above manager level

US: 37%
Canada: 1.43%
India: 3.4%
UK: 20%
NL: 23%

Other: 20%
Getting Started

Define your objectives from the beginning
Don’t underestimate the need for internal support
Look for the quick wins
Fail (and learn) fast
Ask yourself repeatedly - What’s in it for my customer?
Questions?