



Press Information

Date: November 9, 2017

Philips partners with Dutch health insurer ONVZ for enhanced oral care prevention

'Smart dental insurance combined with the most advanced Philips Sonicare toothbrush support better oral healthcare

Amsterdam, the Netherlands – [Royal Philips](#) (NYSE: PHG, AEX: PHIA), a global leader in health technology, today announced that it is collaborating with Dutch health insurer [ONVZ](#) to provide an industry first, strategic cooperation focused on oral care prevention. The unique partnership's first offering is a supplementary health insurance in combination with the advanced [Philips Sonicare DiamondClean Smart](#) toothbrush.

A smart technology partnership

This collaboration combines an oral care insurance in the Netherlands, Tandfit Preventief from ONVZ, with Philips' latest connected electric toothbrush – the Philips Sonicare DiamondClean Smart – to protect against cavities, gum inflammation and other oral diseases. The insurance fully covers dental hygienist visits and dentist check-ups and includes an accident insurance and a new brush head every quarter.

With this partnership, ONVZ and Philips want to emphasize that investing in prevention, can contribute to better oral hygiene and a reduction of oral care costs. Sinead Kwant, Business Leader Oral Health Care at Philips, explained, "Philips and ONVZ are the first two parties to invest in oral care prevention in such a way. We share a passion and ambition in helping people live healthier lives. By offering this toothbrush in combination with the supplementary insurance, we make innovative oral health available and affordable for more people."

Personalized brushing advice

The DiamondClean Smart helps users track their daily brushing technique to tackle the ongoing challenge of not knowing how well they are doing in-between check-ups with their dentist. Thanks to its advanced smart technology, the Philips Sonicare DiamondClean Smart can be linked to an app that gives its users personalized feedback about their brushing behavior. Every brush head has a micro-chip, so all personal settings are recognized. Users can also take a progress report with them to the dental hygienist or dentist to obtain further tips and information based on their brushing behaviors. Finally, when connecting the DiamondClean Smart to the Philips Sonicare app via Bluetooth®, a 3D mouth map is visible so users can see exactly where they have brushed and where they haven't.



The DiamondClean Smart, Philips' most innovative and intelligent toothbrush enhances Philips' complete oral care platform, offering data driven insights to transform oral healthcare. For more information on Philips Diamond Clean, you can visit [here](#)

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About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' health technology portfolio generated 2016 sales of EUR 17.4 billion and employs approximately 73,000 employees with sales and services in more than 100 countries. News about Philips can be found at www.philips.com/newscenter.

Homepage

Publish on homepage?	Yes
Hero item on homepage?	Yes o

SEO + Tagging, see checklist for details

Tweets create 1-3 tweets of approx. 115 characters excludes link to the release.	@Philips partners with ONVZ health insurer for enhanced oral care prevention
Assets included (Y/N), add the titles of your assets	4 visuals that can be downloaded from here As far as the Title : please simply use Media Assets
SEO/Page title (max. 55 characters, excl. space)	Philips partners with ONVZ health insurer
SEO/Meta description (max. 160 characters, ex.)	Smart dental insurance combined with the most advanced Philips Sonicare toothbrush to enhance data driven insights and support better oral healthcare

Indicate 2 to 5 tags with an 'X', and identify your primary tag with a 'P'.

Content types		Specialties		Industry topics	
Blog		Cardiology		Access to care	
Event		Fertility, pregnancy, parenting		Artificial Intelligence (AI)	
Executive profile		Oncology		Care staffing	
Press release	X	Radiology		Cost management	
Whitepaper		Sleep & Respiratory care		Precision medicine	
				Data privacy & security	
				Health economics	
Company performance		Philips' solutions			
Awards		Consumer health	X		
Financial performance		Consumer products	X	Themes (non-visible, extra tag)	
Governance		Diagnosis & Treatment		Digital health	X
Mergers & acquisitions		Digital pathology		Enhancing patient experience	
Partnerships		Health informatics		Improving health outcomes	
Sustainability		Home care		Lowering health costs	
				Improving the work life of healthcare providers	
		Image-guided therapy			
		Integrated Solutions			
		Patient data			
		Patient monitoring			
		Population Health Management			
		Telehealth			