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**Master of Business Administration
Marketing Management
LCMB7024**

**Assessment component 2:
Marketing Strategies Portfolio**

Philips MediBand AI: Smart Elderly Care Solution

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1 Introduction to MediBand AI

- The world aged population (60 and above) will have 1.4 billion individuals by 2030 (Grand View Research, 2025), which emphasises the increasing demands in the elderly care sector.
- Over two-thirds of the elderly need full-time medical care, which puts pressure on the use of smart solutions.
- Wearable healthcare market is expanding at a rate of more than 20% CAGR (2025-2030) (FMI, 2025), which means that there is a high market potential.
- Philips has an opportunity to integrate MediBand AI into its connected care ecosystem and provide AI-based monitoring, real-time alerts, and emotional support of holistic elderly care.

2 Brand Extension Concept

MediBand AI is an extension product in the market of wearable medical devices.

Key Features:

- Heart rate & health activity tracking (24/7 monitoring).
- Sleep analysis with artificial intelligence suggestions.
- Signal Fall detection and instant emergency notifications (under 10 seconds)
- Location tracking: Real-time GPS.
- AI Voice Companion (relieves loneliness by 30-40%)



3 Value Proposition

- 60%-75% Less frequent visits to hospitals.
- Increases self-sufficiency.
- Helps caregivers with real-time information.
- Prices that are affordable, £50-70, to make it accessible to middle-income families.



Philips MediBand AI: Smart Elderly Care Solution

Care Beyond Limits

4 Target Market

- Elderly (60+)
- Families & caregivers
- Healthcare institutions
- Philips also has an opportunity to provide a subscription-based service of AI insights and remote monitoring of devices as £3-8 a month.

5 Positioning

Getting started Product: Premium AI-based elderly care, a threefold approach to safety, health, and companionship.

6 References

- Grand View Research., (2025). Wearable Medical Devices Market (2025- 2030). <https://www.grandviewresearch.com/industry-analysis/wearable-medical-devices-market> (Accessed: 31 March (2026)).
- FMI., (2025). Wearable Healthcare Devices Market (2026 - 2036). <https://www.futuremarketinsights.com/reports/wearable-healthcare-devices-market> (Accessed: 31 March (2026)).