



Transforming MR examinations

Philips Ambient Experience improves workflow and reassures patients

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A new vision on healthcare

Philips Ambient Experience makes the entire examination procedure less stressful and more efficient.

Let's face it; patients are generally unhappy at being in a hospital. They can feel apprehensive, nervous and in some cases plain scared. It's understandable; the sights, sounds and smells of a hospital are at times overwhelming, especially for young children. Sedation is often required.

But there are also consequences for others. Clinical staff can become frustrated because examinations take longer and throughput decreases. There is less job satisfaction as a result. It also affects motivation when efforts to reassure and placate patients are in vain. Meanwhile, management and administrators have to promote their healthcare facility as an appealing place for both patients and personnel.

With Philips Ambient Experience, you address all these issues. You create the conditions in which patients feel more at ease, clinicians are able to work more effectively, and which enhance the appeal of your organization.



- Patients feel more at ease
- Clinicians are able to work more effectively
- Enhance the appeal of your organization
- Personalized environment gives greater reassurance
- Greater contact between patients and staff
- Improved throughput and workflow
- Contributes to better clinical outcomes
- Makes the hospital a better place to work



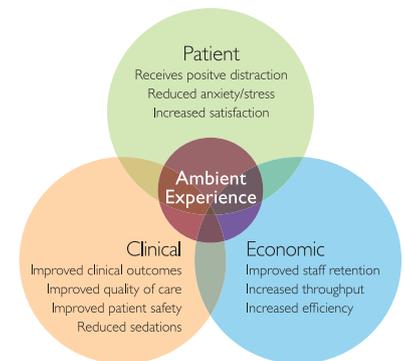


A truly human-focused MR environment

Ambient Experience is uniquely appealing because it allows the realization of an entire environment designed around the patient. Through a combination of projection, lighting, music and architectural elements, the examination room becomes a more soothing place.

Yet it's not just the patient that benefits. The open design increases the level of contact between patients and staff, which boosts throughput and workflow as well as contributing to better clinical outcomes. Ambient Experience allows a hospital to really offer something different and beneficial to existing and new patients. It also becomes a more interesting and efficient place to work, which will help retain and attract personnel.

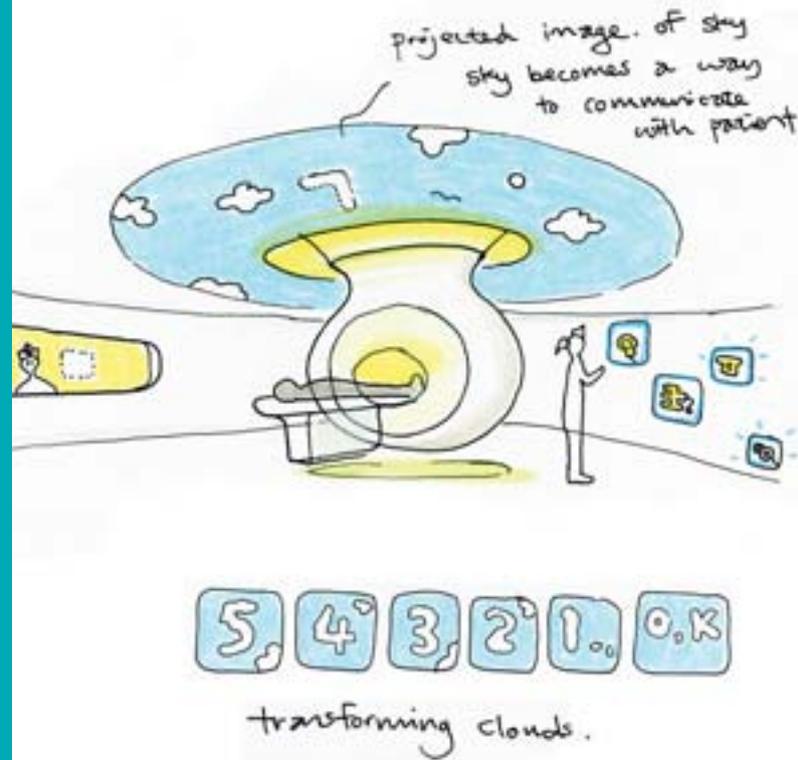
Philips has a proven track record of designing patient-friendly MR equipment. Both the Philips Panorama 1.0 Tesla and the compact Achieva were designed specifically to reduce feelings of claustrophobia and therefore promote patient well-being. It was therefore a logical step to make the environment around this equipment more patient-friendly as well.



Results that reach the bottom line

While Ambient Experience design began as human-focused solution, it brings positive results for the entire organization.

From
concept
to reality...



Healthcare from the patient's perspective

People research led to the identification of 4 main themes, with a solution developed for each of them.

- Improvement of workflow, was based on re-arranging a waiting room, changing room and preparation room into one so-called Personal Preparation Room.
- Improvement of comfort, both on a physical and emotional level. Radiologists and assistants can visit and prepare patients in this comfortable and more intimate room, from which there is also direct access to the examination area. This makes the procedure more transparent and less intimidating.
- Improving the quality of contact between patients and staff, as well as between patients and waiting family or friends. By installing 2-way audio/video communication systems, there is always a face to go with the voice. This gives extra reassurance at the time that can be quite daunting for those having to undergo an examination.
- Personalization, through RFID technology, patients are automatically recognized when entering the examination zone.





“The combination of the Ambient Experience and Panorama 1.0T is the most marketable MR solution I have seen over the past 20 years. In our first 8 weeks we experienced a 20% growth in referrals. Patients are going back to their referring physicians and talking about how positive their MR exam was. There is no better marketing than that.”

John Feller, MD Desert Medical Imaging, USA

A single solution that meet everyone's needs...

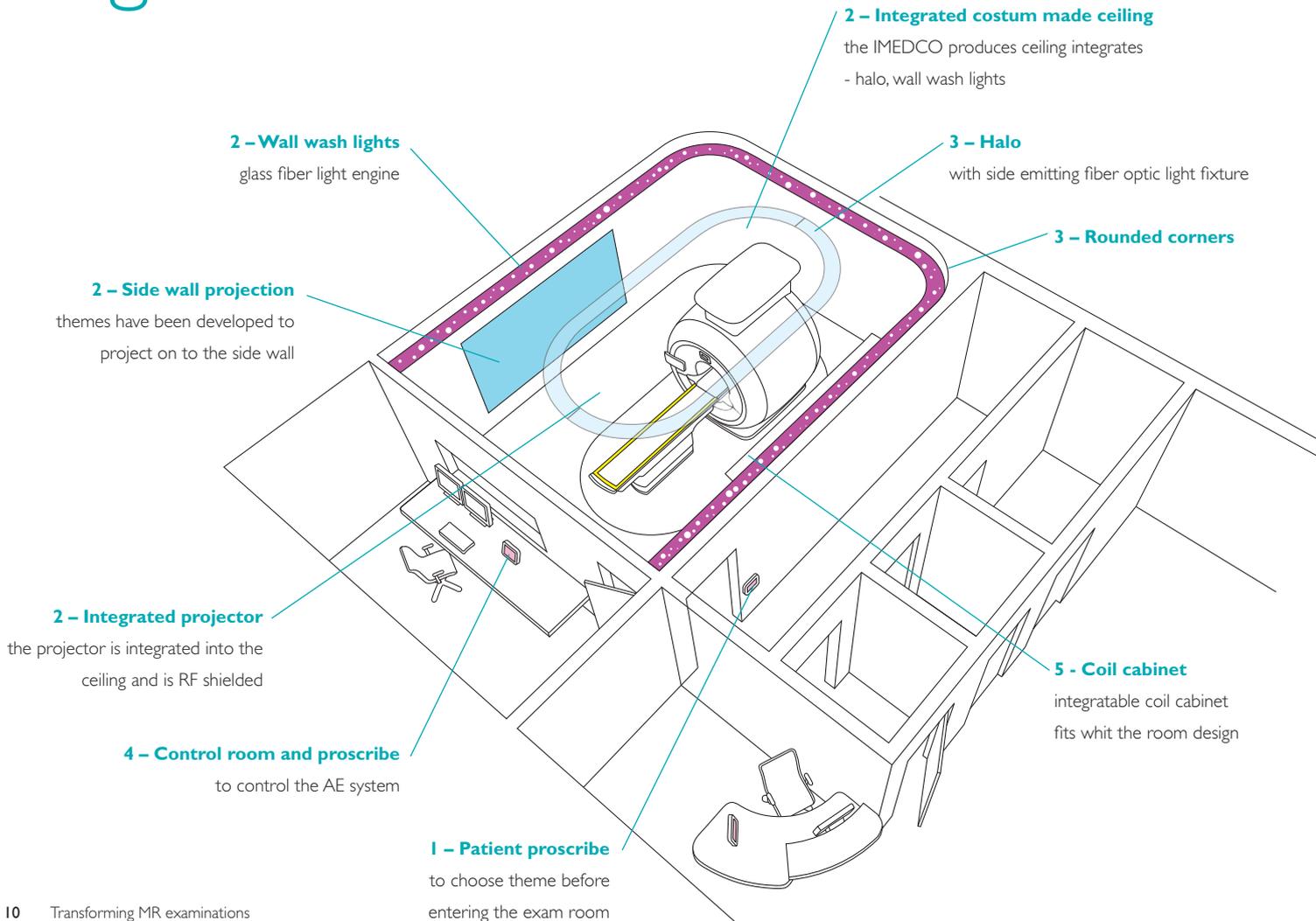
With Ambient Experience, patients can choose the theme of the room themselves. By allowing the surroundings to be personalized, you also provide physical and emotional comfort in a way that is tailored for each individual.

Ambient Experience is a completely modular solution that integrates key Philips competencies like lighting, medical systems, advanced electronics and design. The specific needs of an organization are always assessed before a system design is proposed. On the next spread you will see some of the core elements that are typically included.

No two patients are the same. Why can't the examination environment change each time as well?



Core elements, guided tour





1 – Proscribe tablet

This is often the patient first point of contact with Ambient Experience. The simple interface, with its large touch keys, makes it easy to select a theme. In doing so, the technology appears friendly and accessible. It also gives patients – and especially children – the feeling of being in control.

2 – Projections, integrated lighting and audio

A projection relating to the chosen theme will appear on the walls of the examination room. This is complemented by colored lighting that illuminates the wall and even the ceiling. The experience is made even more multi-sensorial and immersive by the music that accompanies each theme. Patients may even forget where they are for a moment... which is exactly the intention.





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3 – Architectural elements

Even the physical design of the examination room contributes to increasing patient well-being. By using rounded corners a softer, more organic effect is created that is less threatening for patients.

4 – Control room

The control room window is significantly larger to promote eye contact with staff and prevent patients from feeling 'abandoned'. The room itself is ergonomically designed to facilitate the workflow and improve throughput.



5 – Coil Cabinet

The coil cabinet is a convenient and unobtrusive means of storing technical items that may be required for the examination. By keeping them out of sight of the patient, the intimidation levels are once again lowered. It also gives the examination room a cleaner and uncluttered feel, which contributes to the overall feeling of calm.

Making a real difference

Ambient Experience has already been used to transform MR examination rooms worldwide. Medical staff, patients and hospital administrators have expressed their satisfaction at what is widely considered to be a major step forward in people-centric healthcare technology.

Discover how Ambient Experience can give your facility a genuine competitive advantage. Watch the enclosed DVD and see for yourself how it makes a real difference.



Ambient Experience has already successfully been implemented in several hospitals e.g. DiaSana Hospital, Mill, The Netherlands Saint Barnabas Medical Center; Livingston New Jersey, USA.



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