



# touchpoint

The business magazine of Philips Medical Systems

Volume 2 | Summer 2006

From passive patient to healthcare consumer:  
a look at a key trend and how it's shaping the  
future of healthcare

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Online Learning Center now features more  
than 160 accredited tutorials, case studies

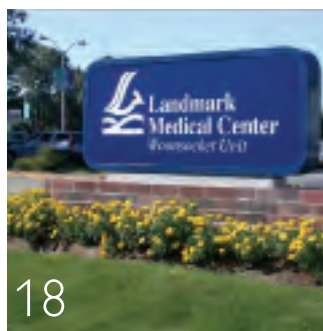
**PHILIPS**

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## Correction

We regret a miscommunication in the last edition of *touchpoint*. Our Gold service agreements offer a 98% uptime guarantee.

## touchpoint

The business magazine of  
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# Welcome

Dear Friends,

**Welcome** to the second issue of *touchpoint*. According to initial feedback, the January 2006 inaugural edition landed with all the verve with which it was launched. We believe this issue has the power to do the same. We begin with our cover story, *"From passive patient to healthcare consumer: a look at a key trend and how it's shaping the future of healthcare."* Turn to Page 10 for insight into the impact today's informed and empowered patient has on key business decisions. You will also discover how marketing-savvy healthcare providers are partnering with Philips to capture mindshare and marketshare. Future installments will include discussions on other key market trends, including *Aging and Realignment of Healthcare Providers*.

Staying true to our mission of delivering a customer-relevant publication, we are also presenting an inside look at some roadmap products. Turn to Page 8 to see how our ongoing collaboration

with Massachusetts General Hospital has led to a number of successful advances in electrophysiology diagnosis and treatment. In addition, the story featuring Dr. Jeff Geschwind, Director of Interventional Radiology and Associate Professor at Johns Hopkins University School of Medicine, highlights recent developments with interventional procedures aimed at treating specific types of liver cancer (Page 6).

Please see the Online Learning article on Page 4. Read it and you'll discover how we're using customer feedback to drive course development. Our goal is to provide you with insight into the market trends that will impact your business and enable you to provide cutting-edge, patient-focused care. We hope this edition of *touchpoint* will add to your understanding of the marketplace and its impact.

Best regards,



John Desch  
Vice President  
Philips Medical Systems North America



# Online Learning Center now features more than 160 accredited tutorials, case studies



The Internet is fast becoming the classroom of the future, and the Philips Online Learning Center (OLC) is keeping pace.

Online learning includes self-directed tutorials, live interactive presentations, web casts, video presentations and online discussion groups. More than 80,000 registered users have taken advantage of these tools since Philips Medical Systems launched the OLC in 1999.

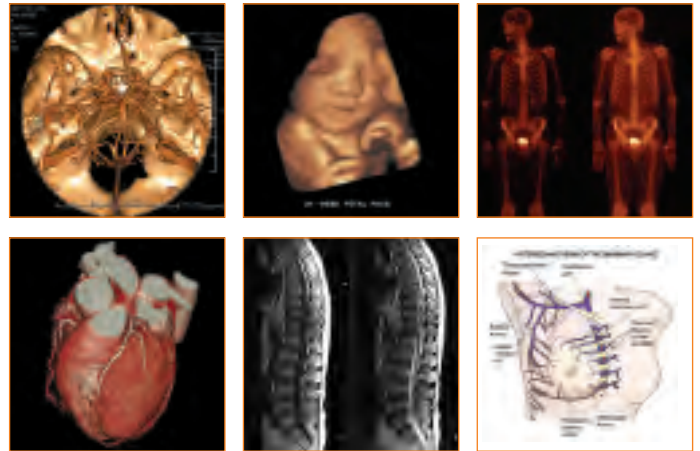
Established to meet the continuing education needs of imaging professionals, the OLC has supported thousands of healthcare employees with courses ranging from anatomy to management; and the number of courses expands each year.

Customers are at the heart of developing new subject areas. Each year, Philips surveys customers to identify hot topics. Subject matter experts then create the courses in about two to three months. New 2006 courses focus on cardiac CT, information technologies and patient monitoring for nursing. Philips is also building case studies in numerous clinical areas.

“The Online Learning Center provides accredited continuing education that is easy-to-use, cost-effective and convenient,” says Paula Sanderson, Director of Online Education for Philips Medical Systems. “In addition to applied anatomy and physiology and information technologies, the content development focus is about


the clinical applications, concepts and principles using the different modalities. There's something for everyone regardless of their clinical focus or the equipment that they use."

Professionals can take courses in their clinical expertise. Management courses are now in demand, as are business software tutorials. "This is very new," says Paula. "There is a lot of interest in topics such as leadership, motivation, management and diversity."



<http://theonlinelearningcenter.com>

OLC courses are available to all Philips Medical Systems customers. Customers can take advantage of obtaining accredited continuing education units (CEUs) through their Philips Gold service contracts or by buying directly from the site using their credit cards. Managers and administrators at the customer site can track the progress of team members online and see who has completed assigned courses through the OLC site in order to manage the continuing education process for their staff.

Philips investment in online education pays off for its customers. Says Paula, "You don't have to send people offsite to reap the benefits of continuing education. Regardless of the equipment you own or the size of your organization, you can use the Online Learning Center to meet your continuing education needs." 

### SCORM standard, licensing agreements broaden content

In 2005, the Online Learning Center became a SCORM® (Sharable Content Object Reference Model) compliant Learning Management System (LMS), which is the standard of delivery for Internet learning content. Implementing this standard expands exponentially the number of courses Philips can offer to its customers.

To further expand content areas, Philips has signed licensing agreements with organizations such as the American Society of Radiologic Technologists (ASRT). In 2004, the ASRT licensed use of the OLC platform to provide online continuing education to its more than 119,500 members. Licensing partners such as the ASRT receive a direct connection to the OLC database so that ASRT members can browse catalogues and take courses through an ASRT-branded OLC portal and receive member-only pricing on tutorials and case studies.

# Philips Allura FD20 plays key role in chemoembolization

An alternative to systemic chemotherapy



## Advances in vascular imaging aid interventional treatment delivery

Working with our Allura Xper FD20 interventional angio lab, Dr. Jeff Geschwind, Director of Interventional Radiology and Associate Professor at Johns Hopkins University School of Medicine, reports promising results with interventional procedures aimed at treating specific types of liver cancer.

Dr. Geschwind sees great potential for image-guided therapeutic procedures such as chemoembolization, especially for patients with non-resectable hepatocellular carcinoma (HCC).

## Image guidance for chemoembolization

Using our Allura FD20 for image guidance, Dr. Geschwind is performing trans-arterial chemoembolization (TACE) to treat patients with HCC. In TACE procedures, interventionalists working in angio suites, thread a catheter through the patient's groin, into the hepatic artery, and then through the small vessels feeding the tumor.

"We advance the catheter into the vessel that directly supplies blood to the tumor. Once we are in close proximity to the tumor, we deliver high doses of chemotherapy," explains Dr. Geschwind.


## Visualization is key

The key to successful chemoembolization is accurately visualizing and successfully navigating the vascular structure supplying blood to a tumor in the liver. That's where the Allura Xper FD20 comes in. The system's 2K by 2K imaging resolution provides a new level of vessel detail. And advanced functionality such as 3D Rotational Angiography is key to visualizing what is often "hyper-vasculature" associated with liver tumors.

Dr. Geschwind will soon be installing the Allura's new XperCT functionality. This CT-like soft tissue imaging will allow him to capture real-time soft tissue images right in the angio suite – a process that will streamline his ability to instantly verify that what he is treating is indeed the tumor.

## New tools, new hope

With the exceptional image quality of the Philips Allura FD20, interventionalists like Dr. Geschwind are finding they can see and navigate the fine vascular structures surrounding liver cancers with much more accuracy than in the past.

As a result, interventional procedures such as TACE now offer cancer patients a less invasive treatment option enhancing quality of life. 

“We know that only 10–25% of liver cancer patients are eligible for surgical intervention — either resection or transplant. For 75–90% of HCC cases interventional radiology is really the only option.”

– Dr. Jeff Geschwind



# Getting to the heart of Philips advancements in electrophysiology

with Robert Manzke, Ph.D., Clinical Sites Research Program at Massachusetts General Hospital

In 2003, Philips formed a partnership with one of the most highly regarded electrophysiology (EP) research and treatment centers in the world – Massachusetts General Hospital (MGH) in Boston. The result of this ongoing collaboration between MGH and Philips has led to a number of successful advances in electrophysiology diagnosis and treatment. To better understand the work being done at MGH, *touchpoint* recently sat down with Robert Manzke, Ph.D. A Philips employee for five years, Dr. Manzke is one of three Philips-employed researchers participating in the Clinical Sites Research Program at MGH. The following are Dr. Manzke's thoughts on the collaboration between MGH and Philips.



## **Dr. Manzke, what are you and your team focused on at present?**

My Philips colleagues include Raymond Chan, Ph.D., and Sham Sokka, Ph.D. The MGH part of the team includes Jeremy Ruskin, M.D., one of the founding fathers of electrophysiology, and Vivek Reddy, M.D. As specialists in the field of EP and interventional guidance, we are specifically researching ways to improve interventional guidance for complex EP procedures such as atrial fibrillation ablation procedures and cardiac resynchronization therapy (CRT). We're currently trying to find ways to improve interventional guidance by using multiple imaging modality approaches to make the procedures more efficient and effective.

### ■ Can you share an example or two of your work to date?

Sure. As the aging population grows, so will the number of patients suffering from heart disease. To improve quality of life of those patients, the MGH/Philips team is developing techniques to make it easier and more effective to implant biventricular pacemakers. Newest advances in pacemaker devices focus on improving the pumping of the heart (resynchronization), which in turn significantly increases the quality of life and the mobility of the patient. However, implanting the sophisticated units is a difficult procedure and can take several hours. The tricky part is placing the left ventricular lead, since it is deployed in the most accessible branch of the coronary veins or epicardially. The techniques being developed by our group aim at improving the guidance of placing the left ventricular lead in the coronary vein anatomy by fusing anatomical information (X-ray and ultrasound) and functional information (ultrasound). The goal of these new technologies and processes is to help clinicians treat patients much more effectively with better outcomes by placing the left ventricular leads at the most accessible spot.

### ■ Dr. Manzke, why does Philips partner with leading healthcare facilities like MGH?

Philips provides cutting-edge technology and in order to further develop Philips methods and products we are partnering with leading healthcare providers such as MGH. Our work at the clinical sites is the foundation for creating advanced technology that is easy to use and removes barriers between the healthcare provider and the patient, thereby enabling the physician to be more patient-focused. Another benefit of partnering with luminary sites is the ability to test the technology before we release it worldwide. This is a critical step in the process and helps assure the technique is robust and proven to improve procedures in the real world. It's a win-win situation. MGH gets access to latest technology; the clinicians have access to additional research manpower in order to achieve their goals, and the patient has access to solutions designed to improve quality of life.



### ■ You're at the heart of medical breakthroughs day in and day out. What kind of satisfaction do you derive from your work?

The clinical environment is highly complex due to the involved techniques and the contacts to be made, which is both challenging and interesting. There is no greater satisfaction for me, on a professional and a personal basis, than to see our work evolve into practical solutions, introduced into clinical practice, and then used to help patients and save lives. 🌱



Several team members of the Clinical Sites Research Program at Massachusetts General Hospital pose for a photo (l. to r.): A. Hanekamp, M.Sc. (research student), R. Manzke, Ph.D. and R. Chan, Ph.D.

# From passive patient to healthcare consumer: a look at a key trend and how it's shaping the future of healthcare.

One of the most important trends affecting the healthcare industry is the evolution, or what some have coined, the revolution, of the healthcare consumer. Armed with information and determination, today's sophisticated patient is more selective and more demanding than ever. From choosing providers to treatment options to facilities, proactive consumers have fast become the driving force behind many of the business decisions being made by today's leading-edge healthcare providers. This article explores the impact of the informed and empowered patient and how marketing-savvy providers are partnering with Philips to capture mindshare and marketshare.

When doctors were unable to determine why Madlyn Sitton's son's leg was swollen twice its size, she did what eight in ten American adults do, she turned to the Internet. "I sorted through 200 orthopedic surgeons until I finally found Dr. Weiner," recalls Mrs. Sitton. In the summer of 2004, Mrs. Sitton's son, Ronnie, was hit by a car, which left him with shattered femurs in both legs. Nearly a year post-surgery, the left leg began to swell. Scan after scan gave doctors little to go on and the family was finally urged to get a second opinion. "I knew something was terribly wrong with Ronnie's leg and that we had no time to waste. I asked everyone I knew, even strangers, for recommendations; I finally found Dr. Weiner through my Internet search. He saved my son's life."

Mrs. Sitton represents a growing trend of healthcare consumers taking a hands-on approach to ensuring their healthcare needs are met. According to a study conducted by Pew Internet & American Life Project (released in May 2005), more than 95 million American adults searched online for health information. Susannah Fox, Associate Director, Pew Internet, says the trend is expected to continue. "As more Internet users upgrade to high-speed access at home in the coming years, they will be more likely to turn to the Internet for all kinds of pursuits, including health."

### Making the connection

According to John Desch, Vice President of Marketing, Philips Medical Systems North America, the Internet along with traditional media, direct-to-consumer advertising and even medical-inspired dramas played out on televisions across the world, have created a knowledgeable and discerning populace of healthcare consumers. “We see a future that’s very different than today,” says John. “In order to compete and come out on top, healthcare providers must think in business terms. They must know their customer base — inside and out.” A challenge Texas Spine and Joint Hospital (TSJH) takes very seriously. In fact, orthopedic surgeon, Michael E. Russell, II, M.D., Azaela Orthopedics, and owner of TSJH, credits customer demand for their recent decision to add an open MRI system to their portfolio.

### Delivering the goods

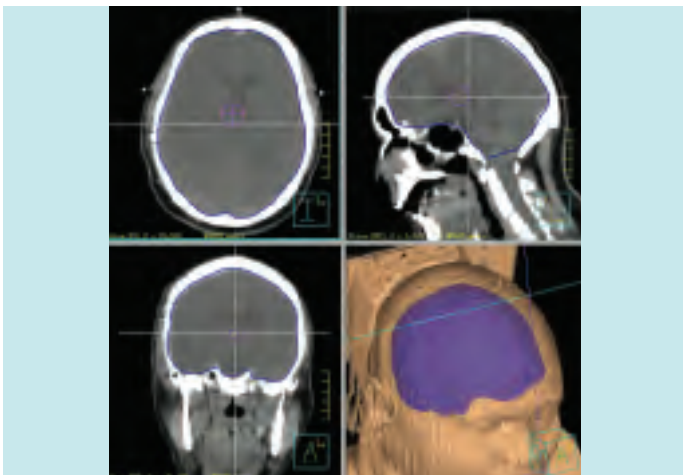
According to John, Philips ability to develop patient-focused technologies, like the Panorama 1.0T Open MRI system, requires a collaborative effort. “We partner with user groups and advisory groups, work closely with luminary sites and rely on strategic alliances to gather real-world feedback which we then loop back into the product development process. It’s this intimate and fluid exchange of ideas that allows our customers to meet patient demand and deliver the best possible care,” says John.

The Philips Precedence SPECT/CT system is a perfect example. Lenox Hill Hospital (LHH), a Philips strategic alliance partner, was the second installed site and is one of 12 facilities in the world to lay claim to this cutting edge technology. It is the same system Stephen C. Scharf, M.D., Nuclear Medicine Chief, LHH, used to diagnose Ronnie Sitton’s leg.

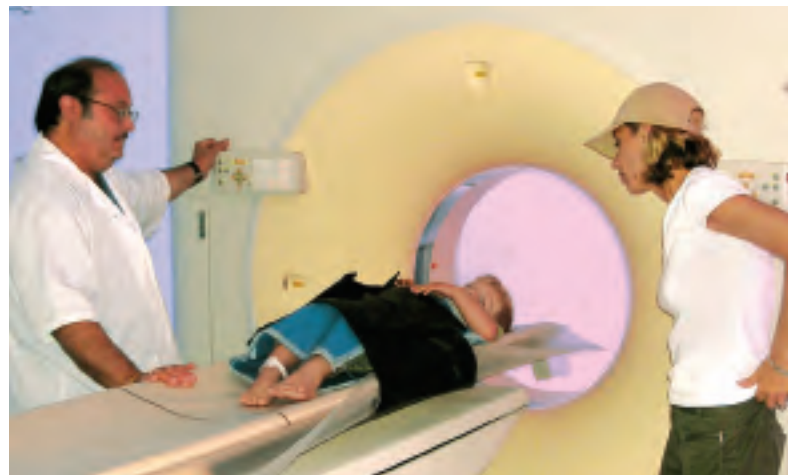


“As much as we want to provide all of our patients with a comfortable experience, including claustrophobics and larger size patients, we knew if we were going to go open, we were going to have to go high-field,” says Dr. Russell. Unwilling to sacrifice image quality for an open environment, Dr. Russell and his team were excited to discover the new Philips Panorama 1.0T MRI system. “I’m an orthopedic surgeon who specializes in spine surgery, so image quality is vital; 90 percent, even 99 percent accuracy is not good enough. We chose the open, high-field Philips Panorama 1.0T MRI system because I was convinced the image quality met our standards. I was right.” Laura Haggard, Radiology Director, TSJH, reports positive feedback from patients, surgeons and referring physicians alike. “We scanned our first patient in January 2006 and we’ve been booked ever since. Doctors are surprised with the exceptional image quality, especially on extremities.”

“Dr. Weiner suspected an occult infection. I recommended a gallium scan with SPECT/CT. We immediately detected an abnormality in the leg. With SPECT alone we would have been able to confirm infection. However, by fusing the SPECT image with the CT image we were able to pinpoint the location of the infection and provide the surgeon with a level of detail never before available,” says Dr. Scharf. (See the story on Page 14.) ➔



Using Philips new Pinnacle<sup>3</sup> Model-Based Segmentation software, Comprehensive Cancer Centers of Nevada is meeting its goal to reduce overall contouring time for many, if not all, of its patients.



Calm and comfortable, three-year-old Jack Law selected a cartoon theme and prepares for his CT scan as his equally calm mother looks on.

Comprehensive Cancer Centers of Nevada (CCCN) is also benefiting from the Philips team approach to product development. When CCCN agreed to be an alpha test site for the new Philips Pinnacle<sup>3</sup> Model-Based Segmentation (MBS) software, Elizabeth Therezo, RTT, CMD, was thrilled. “When patients get a diagnosis of cancer, they want to begin their treatment as soon as possible. Philips Pinnacle<sup>3</sup> MBS software allows us to start treatment faster than ever before.” True to the Philips mission of delivering advanced technology that’s easy to use, Philips MBS provides clinicians with organ models that they can drag and drop onto the patient’s image data, and then automatically adapt their shapes to fit the patient’s anatomy. This automated process helps reduce the time spent by oncologists, physicists and dosimetrists to manually draw contours around organs and other anatomical structures. “The doctors push me as hard as they can to get the patient’s treatment started as soon as possible,” says Ms. Therezo. “Philips MBS helps me give them what they want. In fact, this new tool set has helped us shave four and a half minutes off our brain contouring time. We’re saving nearly seven minutes on femur contours, and almost five minutes on kidney contours.”

**Considering the softer side of technology**

There’s no arguing that having access to advanced medical equipment and qualified care providers makes all the difference in effectively diagnosing and treating today’s patient population. Just as important, are the new and alternative technologies designed to meet the emotional, human needs of the patient. Take Advocate Lutheran General Children’s Hospital. A leader in its field, Advocate Lutheran is home to the world’s first Philips Ambient Experience, an interactive scanning environment designed to ease fears and instill a sense of calm among its young patients — a dream turned reality for Jack Law, a three-year-old with an immune deficiency requiring repetitive CT scans. Jack’s fear of hospitals had grown to the point of being unbearable. “To see your little boy suffering is heartbreaking,” says Cindy Law, Jack’s mom. Everything changed when the two visited Advocate Lutheran and Jack was able to choose his own environment for the procedure — right down to an underwater cartoon that told him when to hold his breath. Mrs. Law was speechless as she watched her child respond to the colorful and soothing environment that surrounded him. “I started to cry. I was so proud of Jack and so grateful. At last, we felt like we had some control.”

Organ/Structure	Manual Time		MBS Time		Time saved
	Time per organ	Total time	Time per organ	Total time	
R Femur	5:31	9:53	1:37	3:03	6:50
L Femur	4:22		1:26		
R Lung	4:03	7:34	3:34	6:08	1:26
L Lung	3:29		2:44		
Cord (C3-L2)	-	4:42	-	3:15	1:27
R Kidney	2:41	5:23	0:48	1:39	4:44
L Kidney	2:42		0:51		

MBS is helping CCCN to reduce overall contouring time for many, if not all, of its patients.



Philips Ambient Experience at Advocate Lutheran General Children's Hospital allows patients a choice of cartoon, meditative or nature atmospheres for the room's walls and ceilings.

### Championing safety and security

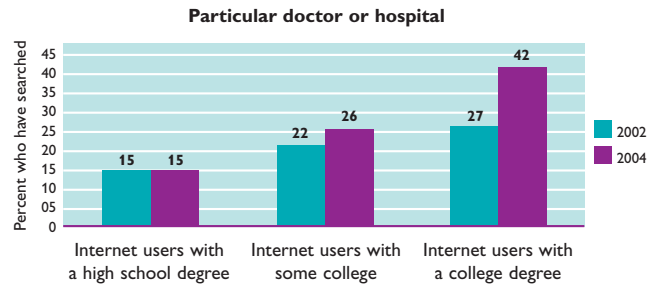
Patient safety continues to be a hot topic for both patients and healthcare providers. "Safety by design. That's how we approach product development," says John. Intelligently managing radiation through simple, automated and customizable programs like DoseWise, a set of techniques, programs and practices that enhance patient management with minimal risk to patient and staff, reflects Philips commitment to better patient safety. A commitment that moved Philips to become a founding member of the Corporate Council of the National Patient Safety Foundation — an organization dedicated to measurably improving patient safety in the delivery of healthcare.

"You can't talk about safety and security without talking about electronic patient records," says John. "That's why one of our major initiatives is to offer customers state-of-the-art Philips Healthcare Informatics solutions." Industry researcher, Gartner Group, has pointed to the fact that dated IT architecture and applications in hospitals, as well as the diversity of incompatible applications available, are impeding changes in the U.S. healthcare system that could reduce costs and improve patient safety. In a 2005 report, they stated that "IT is an essential part of the healthcare ecosystem, and...done right, IT can save time, effort, lives and even the organization. [1]"

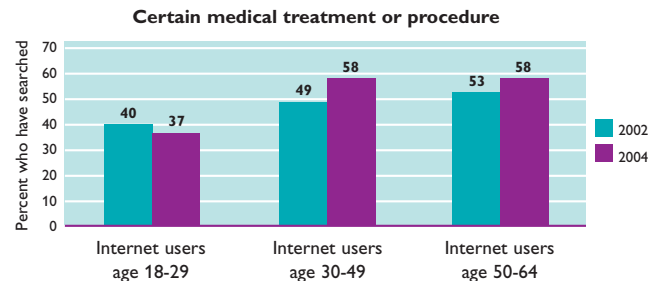
Additionally, a recent study by the Rand Corporation indicated that computerized medical records could save the United States more than \$81 billion annually through greater efficiencies and reduced errors [2]. While traditional PACS focuses on radiology, Philips iSite PACS offers a solution that recognizes the complete medical enterprise. The results are a comprehensive information management system that helps provide improved quality of care via images and reports that are available online, anywhere, anytime.

## Eight out of ten American adults turn to the Internet for health information

A study conducted by Pew Internet & American Life Project and released May 2005, reports eight out of ten (79%) American Internet users have searched for information on at least one major health topic online. According to Susannah Fox, Associate Director, Pew Internet, that translates to about 95 million American adults who use the Internet to find health information. "When it comes to online health searches, specific diseases and treatments continue to be the most popular topics. But the greatest growth is in seeking information about doctors and hospitals, experimental treatments, health insurance, medicines, fitness, and nutrition."



28% of Internet users say they have used the Internet to search for a particular doctor or hospital, up from 21% who did so in 2002.



Just over half (51%) of Internet users have searched online for information about a certain medical treatment or procedure.

### Practicing what we preach

As the healthcare system grows more complex and healthcare consumers become more demanding, proven strategies for sustainable growth are critical. To help customers meet their business objectives, Philips has changed its thinking process. "Rather than looking at modality trends, we're focusing on market trends," says John. "We're looking at what CEOs are looking at. This C-level view of the world gives us the insight we need to develop advanced technologies that meet today's needs and tomorrow's demands. It's an elevated approach that keeps us ahead of the curve and on top of the trends, right where we and our customers belong." 

[1] Gartner Group Report - Hype Cycle for Healthcare Provider Technologies, 2005

[2] Electronic Medical Records Could Increase Savings and Quality of Care, Rand Corporation, Sept. 14, 2005

## A mother's determination, a surgeon's suspicions, a new technology reinvented: Fusing SPECT and CT images to diagnose infection with pinpoint accuracy.



In the case of Mrs. Sitton, her dogged pursuit for an answer to her son's malady led her to renowned orthopedic surgeon Lon S. Weiner, M.D., Section Chief, Orthopedic Trauma, Lenox Hill Hospital (Manhattan, New York, USA). When he agreed to see Ronnie Sitton, he had no idea just how grave the situation was. Until he saw the leg. Hit by a car in the summer of 2004, Ronnie was lucky to be alive. Rushed to a nearby hospital, surgical fixation to repair two shattered femurs had left him immobile for three months and on crutches for six.

"By the time I saw him, nearly a year and a half post surgery, I knew we had just a matter of time to reverse a potentially tragic outcome," says Dr. Weiner. "Ronnie had no knee mobility. His left leg was twice as big as the other; it was so swollen and angry that we thought he might have a vascular situation. When his Doppler came back clear, I suspected we were dealing with an occult infection. That's when I sent him to Dr. Scharf.

Stephen C. Scharf, M.D., Chief of Nuclear Medicine, Lenox Hill Hospital, performed a gallium study using the new Philips Precedence SPECT/CT system and immediately discovered an abnormality in the leg. "With SPECT alone, we would have been able to confirm a soft tissue infection. However, by fusing SPECT images with CT images we were able to pinpoint the exact location of the infection. In this case, the SPECT/CT scan showed infection in the screws with soft tissue infection in the lateral part of the thigh," recalls Dr. Scharf.






Dr. Steven Scharf and Dr. Lon Weiner



Today, 17-year-old Ronnie Sitton credits his mom, Madlyn Sitton, Dr. Lon Weiner, Dr. Steven Scharf and Philips for getting him back on his skateboard.

“We used the power of the scan to help us save this boy’s leg. Not only did the scan confirm one of our suspicions, but it also guided us and allowed us to intervene with tremendous accuracy. We removed the plates and screws, cleaned out the infection, and most importantly, stayed away from the knee,” says Dr. Weiner. “We eliminated the ‘maybes’ by fusing the two images — by connecting the what with the where,” adds Dr. Scharf.

Mrs. Sitton shudders to think of the “what ifs?” and credits Dr. Weiner, Dr. Scharf and Philips for saving her son’s life. “I knew I had to find an answer. I sorted through 200 names until I found Dr. Weiner. The fact that he knew Dr. Scharf and that Dr. Scharf had the technology to diagnose the problem ... it’s a miracle.”

As for Ronnie, he’s not only walking, but is also back on his skateboard. “Folks kept telling me how lucky I was to have survived the accident with just two broken legs. But the lucky part was having my mom with me — she never left my side and never let me give up.” 

“I knew I had to find an answer. I sorted through 200 names until I found Dr. Weiner. The fact that he knew Dr. Scharf and that Dr. Scharf had the technology to diagnose the problem ... it’s a miracle.”



Note: This story is based on the recently released Lenox Hill Advertorial, which is one of a series of patient stories that make up Philips current branding campaign.

# Philips Multi-Vendor Service Solutions allow you to focus on what you do best. Patient care.



“Technology will be  
the defining feature  
of our offering in the  
future.”

– Dan Asbrock, Vice President,  
Philips Multi-Vendor Operations

Multi-Vendor Services is part of Philips  
CUSTOMerCARE Services.

If your healthcare facility is like most others, you probably manage 30 or more contracts to keep all the imaging and biomedical equipment in your facility serviced and repaired. Just keeping track of the details can be daunting – what their terms are, who to contact, what they cost, and when they expire. But that’s just the beginning. On top of that is the pressure you’re under to make sure your equipment gets world-class, timely repairs.

#### Service and repair designed for you

With these kinds of problems in mind, we created Philips Multi-Vendor Service Solutions. Conceived in 1996, our goal is to be the one-stop solution for customer service and repair needs.

#### Making it easier to control costs

Imagine receiving reliable service and repair on all your medical imaging and biomedical equipment regardless of the manufacturer, at a budgeted cost with one invoice. That’s what Philips Multi-Vendor Services provides. Another example of how we help control costs is our Glassware Solutions. Even with the rising expense of X-ray glass, you can set a fixed price for the otherwise escalating costs of replacing tubes when they fail. With depot locations across the nation, replacement glass is available when you need it.

#### Advanced technologies address age-old problems

From remote service and diagnostics to preventive maintenance, Philips Multi-Vendor Services is responding to the needs of customers with sophisticated technology and solutions.

“Our expectations are high... Philips (Multi-Vendor) meets and exceeds those expectations on a daily basis.”

– Brian Geier, Director Facility Services  
Methodist Medical Center, Peoria, IL



“Philips (Multi-Vendor) provides the best solution and best value for both the service and equipment”

– Mike Dowd, Director Bio-Engineering  
Montefiore Medical Center, NY

“I can sleep knowing that if there is a problem in the middle of the night Philips (Multi-Vendor) will be there.”

– Fred Lauzier, Sr. Director,  
Diagnostic Support  
Services, University of California,  
Irvine Medical Center




### Remote service and diagnostics

To help increase your equipment uptime, we use advanced remote diagnostics and repair technologies that make it possible for us to quickly fix your equipment remotely – even CT and MRI gear from GE and Siemens. When a visit is necessary, you still save time. Because we know what is wrong in advance, time isn't wasted by ordering the wrong parts, and time is saved because the onsite engineer can get right to the problem.

### Preventive maintenance tracking

Our award-winning STAR TC asset management software lets you automatically track and maintain records of all preventive maintenance, repairs, service histories and costs. It even gives you automatic monthly service reports.

World-class service. Fixed-price invoicing. Remote service and repair. Preventive maintenance tracking. These are just some of the ways Philips Multi-Vendor Service Solutions simplify your workday so you can get back to what you do best: providing for your patients. 

### Simplified Endoscope Service

Philips has partnered with a world-class endoscope repair facility with a track record of proven quality and the only ISO 13488-certified facility in the endoscope repair industry. The result: We can now deliver low-cost, one-invoice endoscope maintenance and repair, including:

- Full service coverage for endoscope repair, including all parts and labor
- One-day turnaround time for minor repairs
- One contact and one invoice for all service
- A complete program that includes overhauls and chip repair
- On-site preventive maintenance and training to improve scope dependability and availability

# Behind-the-scenes direction leads to meticulous performance

New anesthesia machines, articulating arms, booms, remote displays, and cameras had been delivered. But any action in the two new cardiac ORs at Landmark Medical Center, an acute care hospital in Woonsocket, Rhode Island, would require expert behind-the-scenes direction.

John Ackles, Director of Materials Management, in charge of clinical technology acquisition and capital equipment, needed to identify technical specialists to deliver a comprehensive clinical solution within the hospital's guidelines.

"We had finished construction, received the equipment and were proceeding with installation, but it was clear we needed a plan for getting all these highly technical products to mesh perfectly," said Mr. Ackles. He called the key players together, stressed the need for a high level of accountability and cooperation, gave Philips Medical Systems the producer's role and never had reason to look back.



Landmark Medical Center's cardiac OR staff in one of the new rooms, which opened on schedule with systems integrated with help from Philips Customer Services.



“This was an extremely important step for Landmark and the community. John stepped up to the plate for his hospital, recognizing the need for a central point of coordination and communication.”

*Ed Myers*

*Solution Delivery Consultant, Philips Medical Systems*

### **Three vendors, one solution**

The challenge before the Philips CUSTOMerCARE Value-Added Services team was to integrate the displays, monitoring activity and all associated technology. “The ultimate goal was to have the right image at the right time on the right display,” Mr. Ackles said.

The hemodynamic monitors for patient waveforms and numerics were from Philips. There were also surgical cameras, lights, tables and booms from other companies. “I knew it was going to take a masterful level of coordination and technical know-how, and Philips led the multi-manufacturer team to a meticulous outcome,” Mr. Ackles added.




### **Mutual commitments met**

“We had made a significant commitment to bringing the highest quality resources for open-heart surgery to the community,” said Mr. Ackles. “I expected the same level of commitment from Philips Medical and all suppliers involved.” He put his confidence in people like Ed Myers, Solution Delivery Consultant for Philips Medical Systems, whose work delivering value-added services has made him accustomed to demanding roles and tight schedules.



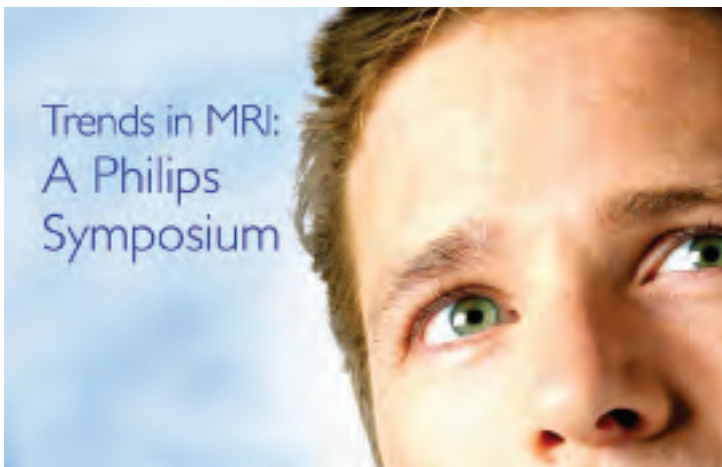
### **Teamwork and communication were key**

“The schedule was incredibly tight,” said Mr. Ackles. “I put very challenging demands on Ed and his team.” Ed coordinated a project manager, installation team leader and other resources. They designed the video network and purchased, pulled and connected the cables, essential to ensuring the remote monitors displayed the right information at the right time. Ed called it “threading the needles,” precision work to weave an integrated solution. Mr. Ackles called it excellent leadership and follow-through. “I can’t say enough about the level and quality of service we received. I accomplished my objectives for the hospital – and it went well – because of the value-added skill and services provided by Philips.” 

# MR Roadshow Update

## Trends in MRI

Listen and learn – that’s the approach Philips takes to gathering feedback on what drives the market: the competitive landscape, government regulations, clinical realities. Customer input is critical to Philips product development and is reflected by technological advancements that make sense. MRI is a perfect example.




This year, MR trends and technologies are on display across the country. A 10-city MR Roadshow is showcasing some of the most innovative advances in 3.0T MR, high-field open MR and workflow efficiency. Roadshow stops included San Francisco, Houston, St. Louis, Orlando, Atlanta, Detroit, Chicago, Los Angeles, Washington, DC and New York.

San Francisco bay area customers gathered at the Westin St. Francis Hotel on March 21 to get a first-hand look. They were treated to presentations by Dr. William W. Orrison and Dr. Amaar M. Malik of Nevada Imaging Centers who discussed the clinical applications and market advantages of the Achieva 3.0T and the Panorama 1.0T.

With both systems in place at their Las Vegas facilities, Drs. Orrison and Malik feel they are prepared to meet any clinical challenge that comes their way. In addition, the systems help Nevada Imaging Centers differentiate themselves in the highly competitive Las Vegas market, a must for attracting patient referrals.

Another event highlight was a live SmartExam demonstration from the Philips Netherlands.

“SmartExam really wowed the crowd,” said Michael Rodgers, Director of MR Marketing. “The power of SmartExam was evident as customers saw in real-time how automatic planning, scanning and post processing can impact their practice. Our team from Best, The Netherlands, did a fantastic job of demonstrating how this new technology delivers consistent image quality and boosts operator efficiency, all with a single mouse click. When physicians and technicians saw it for themselves, they came away impressed.”

Philips believes that peer-to-peer discussion is the primary catalyst for the adoption of new technologies. The MR roadshow is intended to spark this kind of dialogue. 

To learn more about the MR Roadshow, please visit <http://medical.philips.com/us/products/mri/mrroadshow/>

# Product updates

## Computed Tomography

### Cardiovascular CT

No two cardiac patients are alike. Philips Brilliance CT overcomes this challenge with patented Rate Responsive cardiovascular CT (CVCT) technology. Uniquely designed to adapt to a patient's physiology, it automatically adjusts to variations in patient heart rate and rhythm during the scan and subsequent image reconstruction. This adaptive technology makes the use of beta blockers optional. And scan times are shorter.

Time-to-diagnosis in cardiac cases is often critical. Rapid processing and analysis of large datasets is possible with Comprehensive Cardiac Analysis (CCA) software. Designed for ease of use, CCA substantially reduces the time and complexity of cardiac CT evaluations. Once the scan is complete, CCA automatically generates a variety of "views" to help visualize the coronary anatomy, perform detailed coronary arterial assessments and analyze ventricular function. CCA is based on total heart segmentation, enabling visualization of the entire coronary tree.



Philips has a deep appreciation of the clinical needs of both patient and clinician. Rate Responsive technology in conjunction with CCA has a profound impact on the CVCT experience, ensuring that more accurate data is collected faster – enabling a more confident diagnosis. “Additively they’re what gives Philips the market edge in CVCT workflow and productivity,” says Stephen Whisenhunt, Director of CT Marketing, Philips Medical Systems. “At the end of the day it’s really about two things – the comfort of a quick scan for the patient and reduction of post processing work for the clinician.”

Philips Rate Responsive CVCT technology and Comprehensive Cardiac Analysis software are now available on all Brilliance CT 16, 40, and 64-slice systems. ➤

To receive more information,

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## MR

### SmartExam – the first MR with IQ

Fully automated planning, scanning and processing with a single mouse click – that's SmartExam. And that's intelligent MR.

How does it work? SmartExam has the capability to apply the MR technologist's approach to planning for examinations. Pattern recognition software applies the technologist's preferences for slice positioning and angulation for specific anatomies.

Subsequently, SmartExam recognizes anatomical landmarks, remembers what the technologist has selected and automates the complete process including planning, scanning and processing – all at the click of a mouse. Absolute consistency of the clinical examination is assured for every patient.

"For example, a mid-sagittal scan will never be misangulated or mislocated," says Jacques Coumans, PhD, VP of Philips Global MR Marketing. "It will always come in at exactly the same location: every day, every patient and every operator."

This huge step toward simplification promises dramatic results. The technologist works more efficiently and radiologists get consistent image quality.

An early adopter of the technology, Dr. Steven Braff, Medical Director of Fletcher Allen Health Care's Radiology Department, Burlington, Vermont is already seeing benefits. "With SmartExam, reproducibility is 100%. Even when the patient tilts his head sideways, the exact same image comes out."

The ability to drive a complete examination automatically, according to a user's own conventions and preferences, is another example of Philips desire to streamline departmental workflow and bring simplicity to the MR suite.

SmartExam for cranial anatomy is currently available on all high-end Philips MR systems: Achieva 3.0T, Achieva 1.5T and Panorama 1.0T Open.

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“When it comes to workflow solutions for increased productivity, Philips without question has the edge.”

## Ultrasound

### iE33 for heart failure management

According to recently updated heart failure guidelines published jointly by the American College of Cardiology and the American Heart Association, echocardiography is the main tool for heart failure assessment. Philips is addressing this growing need with complementary 2D and 3D imaging and quantification tools that help clinicians answer the major questions related to heart failure management.

If you can't see it, you can't diagnose it. High quality images support the ability to assess patients quickly and accurately. Furthermore, high quality images form the basis for accurate measurement and quantification. The Philips iE33 ultrasound system, with new PureWave crystal transducer technology, renders 2D images with the detail necessary for proper cardiac assessment. And 3D images using Live 3D Echo reflect actual heart size – with no geometrical assumptions.

From a foundation of excellent imaging, the system's QLAB quantification tool can effectively help assess cardiac function. This advanced software calculates accurate ejection fraction in less than a minute, quantifies dyssynchrony and compares multiple segments simultaneously. These capabilities enable clinicians to not only evaluate heart failure patients, but to determine which patients will benefit most from cardiac resynchronization therapy. According to Dr. Roberto Lang, Director of Noninvasive Cardiac Imaging Labs at University of Chicago Hospitals, “With the iE33, in just minutes I have a 3D image, an accurate ejection fraction, and can measure synchronicity – right at the patient's bedside.”

This strong feature set makes the iE33 system the logical choice for comprehensive assessment, planning, and post-procedural follow-up through every stage of heart failure. ➤

To receive more information,

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## CMS Q-CPR™

When performed properly, CPR creates a metabolic condition favorable to electrical defibrillation, thus improving a patient's chances for survival. Philips introduces a new monitoring parameter designed to help improve the delivery of CPR. Co-developed with Laerdal Medical, the world leader in CPR training and therapy solutions, Q-CPR\* assists care providers in performing quality CPR, by providing objective measurement and corrective feedback.

Q-CPR helps to ensure continuous compressions, optimal ventilations and the relationship with effective defibrillation. As an integral part of the Philips HeartStart MRx monitor/defibrillator, the tool is easy to set up and use. The only thing that is added is a small compression sensor. Standard defibrillation pads, which ordinarily would be applied to the patient's chest, detect ventilation activity.

Q-CPR goes to work as soon as the caregiver begins either chest compressions or ventilations. Onscreen numerics and indicators track the caregiver's CPR performance in real-time. Visual and audio prompts are given only when CPR performance differs from established AHA guidelines. The audio feedback is prioritized and delivered in order of clinical significance. Q-CPR reinforces CPR training with each and every use.

Q-CPR, the world's first CPR measurement and feedback technology in an ALS monitor, is available exclusively on Philips HeartStart MRx.

\*Q-CPR is a trademark of Laerdal Medical Corporation

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### CareVue Chart

Throughout the healthcare industry, comprehensive quality improvement initiatives are a part of today's accountability procedures. Required reporting for regulatory agencies is increasingly time consuming and poses a challenge for hospital staff already working at capacity.

CareVue Chart is a clinical information system designed for the critical care continuum – ICUs, intermediate care and medical-surgical bed settings. Clinical data is collected from multiple sources (monitors, laboratory reports, pharmacy orders, etc.) and from members of the multi-disciplinary patient care team. The result – easy to access centralized patient information and improved communication among the entire patient care team.

But where CareVue Chart really shines is in its ability to offer real-time clinical decision support and generate essential reports for regulatory compliance.

Real-time patient advisories are issued by applying a detailed set of evidence-based rules to the full range of clinical data. For example a clinical advisory is issued when data shows a patient to be at risk for developing sepsis, thereby giving the caregiver proper time to intervene.

CareVue Chart's reporting tool is unique in the industry. A multi-tiered approach provides reports for research, operational review, quality improvement analysis and all mandatory documentation to ensure regulatory compliance and quality improvement initiatives.

Easily integrated into the hospital information system structure, CareVue Chart is a versatile solution in an ever-more regulated world. ➔

To receive more information,

please check the appropriate box and return the [Additional Information](#) reply card.



### SureSigns VM Series monitors

Built on a strong heritage and industry leadership in patient monitoring, the Philips portfolio is expanding to meet customer needs throughout the continuum of care. The new SureSigns VM family of sub-acute care monitors delivers proven measurement technology and monitoring capabilities at an affordable price.

These durable, scalable compact multi-parameter monitors are perfect for a variety of general care environments including medical/surgical floors, special procedural areas, step-down units as well as out of hospital care settings such as surgery centers, dental offices and out-patient clinics. All SureSigns monitors offer industry-leading standard of clinical parameters such as ECG, SpO<sub>2</sub>, and non-invasive blood pressure. For more flexibility, other available measurements include temperature, invasive blood pressure, capnography and respiration.

Whether it's the VM4, VM6, or VM8, the uncomplicated interface has an easy-to-read color display and "flat-menu" navigation facilitating easy access to all essential monitoring and measurement capabilities. Each is backed by a flexible warranty and award winning 24-hour customer support. And each is designed to serve reliably for years to come.

To receive more information,

please check the appropriate box and return the **Additional Information** reply card.

## Healthcare Informatics

### PACS webinars: another way to stay in touch with customers

To help improve customer communication, Philips introduced its new PACS Webinars Program on February 22. Designed to reach out to its EasyAccess users with timely and customer-relevant information, the new Webinar series works in conjunction with Users Group meetings, and provides information accessible at the user site for those unable to join Philips representatives at offsite meetings. The February 22 Webinar focused on the progress Philips is making on its new service initiatives, its Customer Advocate Program and heard the success stories resulting from its new Proactive Remote Monitoring Program.

More than 80 people signed up to be a part of the event, including an analyst from *MD Buyline*. In an article published in the *MD Buyline Intelligence Briefing* for March 1, 2006, he noted, "With its focus on new iSite PACS offerings since the acquisition of Stentor, Philips has needed to address its large customer base of EasyAccess clients and reassure them that the company would take care of their service issues. Philips plan to remedy some of the service issues regarding EasyAccess is a positive step for both the company and its customers. After the Webinar update, it is clear that Philips has a plan to help them." ("Philips Reveals New EasyAccess Customer Satisfaction Plan," *MD Buyline Product News*, 3/1/06; [www.mdbuyline.com](http://www.mdbuyline.com))

Future Webinar topics will delve into such matters as Hanging Protocols, Digital Mammography, Management Reports Utilization Techniques, Orthopedic Templates, Clinical Utilization of ViewForum Protocols, and more. To sign up or for more information, contact Deanna Huber at [pacsuser@philips.com](mailto:pacsuser@philips.com).





## NM/PET/CT

### GEMINI TF

Today, there is a breakthrough in PET/CT. The Philips GEMINI TF, with TruFlight PET technology, is the first commercial PET system to measure photon arrival time differences to deliver improved image quality and consistency, promoting earlier disease detection in patients.

GEMINI TF is the world's first commercially available time-of-flight PET/CT system, in which gamma rays are more accurately tracked using minute time measurements. Raising effective image sensitivity by more than two times over conventional PET, the GEMINI TF benefits both patients and clinicians. Image acquisition is shortened to less than 10 minutes for a whole-body PET scan, even for larger patients, who previously required additional scan time.

Philips TruFlight PET technology provides the combined benefits of faster sampling, longer useful imaging times from short-lived isotopes, and the use of new radiopharmaceutical tracers to significantly increase the utility of PET/CT for a variety of healthcare stakeholders. The technology also opens the pathway to enable the molecular imaging applications of the future.

Philips is the first healthcare technology provider to translate these benefits into a solution for consistent and reliable clinical use. ➤

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## GXR

### Practix Convenio

Ease-of-use is a priority with Philips new power-driven mobile X-ray system. The Practix Convenio's size and smooth motorized maneuverability put the operator in control. Mastering inclines and tight corners is never a struggle.

The Convenio is outfitted with a microprocessor-controlled 30kW X-ray high power generator for superb image quality over a wide range of applications. And 36 automated exam settings APRs (anatomically programmed radiography) mean clinicians work faster and more efficiently in critical situations such as ICU or trauma rooms.

Proper positioning of the tube head is a breeze. The system's swiveling column and telescoping arm (with power-assisted fine positioning control) help move the X-ray tube into place over the patient.

With average use, the Convenio's long battery life can do a week's worth of studies without having to be recharged. This high performance, cordless design is based on what customers say makes the most sense in today's busy hospital environment – convenience.

### PCR Eleva

Workflow optimization is the Eleva concept. Philips Computed Radiography (PCR) systems offer a streamlined approach to digital radiography, adaptable to any work environment.

This easy-to-handle cassette-based approach combines reliable reader technology and excellent image quality with a clear, intuitive user interface. Workflow efficiencies are pleasantly simple, as patient information coming in from the RIS (Radiology Information System) is used to automatically program exam pre-sets, so manual data entry is unnecessary.

At the Eleva workspot, technologists can monitor the processing, manipulate the image, automatically export the results to PACS and send the final examination information back to the RIS. The reader/workspot configuration is totally flexible. One PCR Eleva reader can be connected to up to eight PCR Eleva workspots, or the reader can be networked directly to other readers for improved workflow.

Flexibility in configuration is just one benefit. Outstanding image quality with UNIQUE (Unified Image Quality Enhancement) advanced image processing software is another. Philips state-of-the-art algorithm automatically harmonizes the differences between over-exposed and under-exposed areas, offering enhanced image quality as a result.

A cost effective alternative to direct digital radiography, the PCR Eleva is a true example of having the best of both worlds.

To receive more information,

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### MultiDiagnost Eleva with flat detector

Philips award-winning MultiDiagnost Eleva with flat detector technology is a universal X-ray system designed to provide faster, more confident diagnoses and exceptional digital quality images at a low X-ray dose.

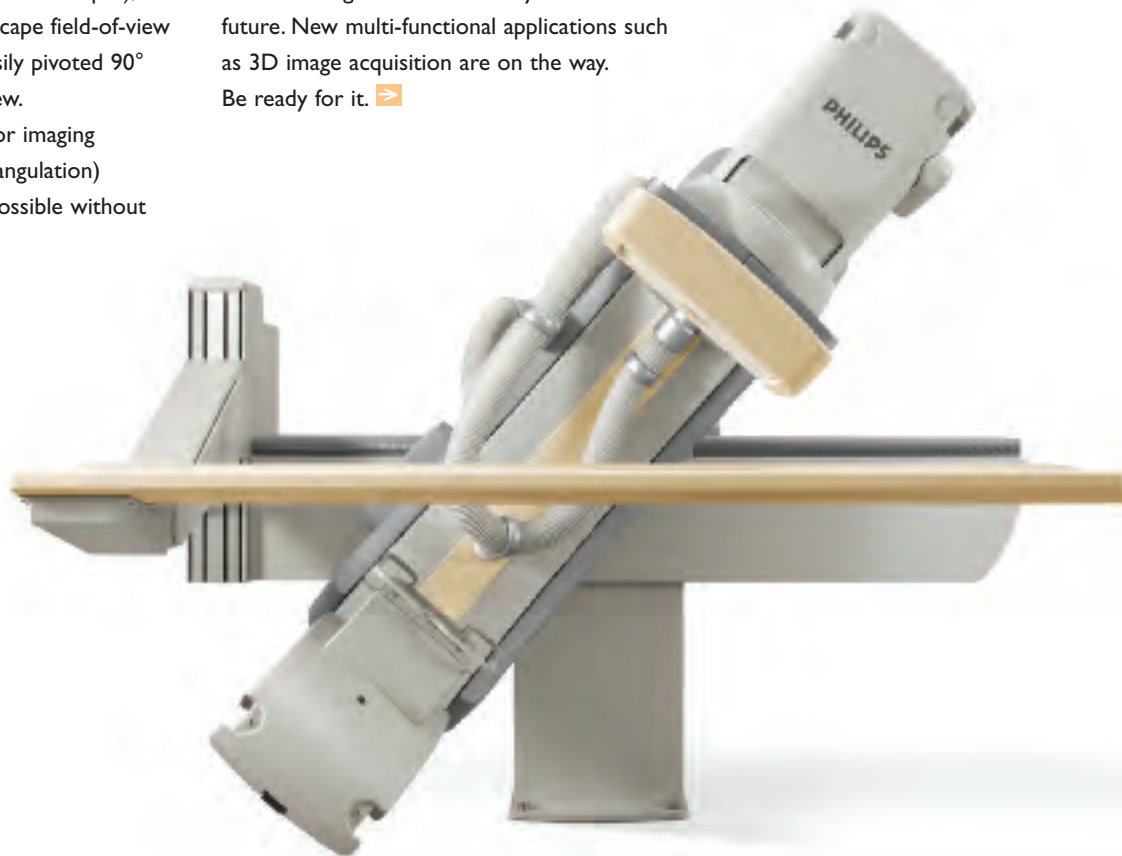
The addition of the Philips digital flat detector to the MultiDiagnost Eleva gives the revolutionary Eleva technology an extraordinary edge, with higher spatial resolution, larger coverage area and improved projection flexibility.

- At 2480 x 1920 pixels (14 bits depth), the detector has a landscape field-of-view of 30 x 38 cm and is easily pivoted 90° for a portrait field-of-view.
- With an optimal angle for imaging (180° rotation, 45°/45° angulation) lateral projections are possible without turning the patient.

Working smarter means working more safely. Exclusive features on the system keep patient safety at the fore during every examination.

The C-arm on the MultiDiagnost Eleva moves around the stationary patient at a safe and accurate scanning speed. A 407 lb. capacity table means larger patients need not be turned away. And for vertical applications, the patient can remain standing comfortably on the floor.

Designed for today's challenges and prepared for more sophisticated imaging techniques, the MultiDiagnost Eleva is ready for the future. New multi-functional applications such as 3D image acquisition are on the way. Be ready for it. ➤



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### DigitalDiagnost Compact

Now there is an economical way to go digital and still get unmatched Philips performance. With the same image quality and workflow efficiencies of high-end digital X-ray systems, the DigitalDiagnost Compact is perfect for outpatient clinics and smaller hospitals.

Designed for multi-purpose use, the DigitalDiagnost Compact covers the full range of radiography applications, making even difficult cross-table lateral exams (i.e., cervical spine, hip) easy to accomplish.

Don't be fooled by the small footprint. This system is versatile. The vertical stand has a uniquely designed swiveling detector arm, which easily allows for any projection required. And the long vertical travel range ensures that even the tallest patients are fully covered.

High-quality digital imaging from a cost-effective system – that's the value proposition. Simplified, time-saving processes are the tangible result. Clinicians will find:

- The large square detector does not need to be rotated when changing views
- APR parameters for typical exams are available at the touch of a button
- UNIQUE image processing software can be personalized and automated
- Exam results are automatically sent to PACS and RIS

In fact, this digital system further simplifies the workflow process by integrating seamlessly into the hospital network environment. So get into digital with the DigitalDiagnost Compact. It just makes sense.

To receive more information,

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## CV X-ray


### XperCT and 3D Roadmap for interventional radiology

A new Philips technology is breaking ground in interventional radiology. XperCT, which provides soft tissue visualization in the interventional lab, is now available on the Allura Xper FD20 and FD20/10 systems.

Physicians can produce CT-like images right in the angio lab, so they can instantly refer to them before, during and after procedures.

Clinicians are using XperCT imaging for neuro, abdominal and spinal work. One of the key advantages of this technology is that it allows the combination of soft tissue imaging with high-resolution 3D angiography reconstructions, providing good correlation between the vessel (used by interventional radiologists as the roadway for treatment delivery) and the pathology of surrounding soft tissue.

Improvements in treatment delivery continue with 3D Roadmap. This technology further enhances navigation through the vessels during neuro interventions. Philips dynamic 3D Roadmap tool (an option on the Allura Xper FD20 and FD20/10 systems) uses the 3D Rotational Angiography volume overlaid with a live 2D fluoroscopic image. 3D Roadmap maintains this alignment in real-time regardless of changes in C-arm position, magnification or source-to-image distance adjustments.

A dynamic 3D Roadmap can reveal hidden pathways through complex vasculature by allowing clinicians to view pathology from several different angles – angles that could not be seen using conventional roadmapping technology. Such an improvement means a reduction in X-ray dose and contrast medium for patients, while providing more confidence to clinicians. 



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# 2006

## Calendar of events

<p>July 17-18 Cambridge</p> <p>Healthcare Unbound 2006</p>		<p>JULY 30- AUG 3 Orlando</p> <p>AAPM Association of Physicists in Medicine</p>	
	<p>JULY 31-AUG 2 Las Vegas</p> <p>AHRA 2006 American Healthcare Radiology Administrators</p>		<p>SEPTEMBER 7-9 Montreal</p> <p>ASNC 2006 American Society of Nuclear Cardiology</p>
<p>SEPTEMBER 14-16 San Antonio</p> <p>ENA 2006 Emergency Nurses Association</p>	<p>SEPTEMBER 27-29 Las Vegas</p> <p>EMS Expo/NAEMT 2006 EMS Expo</p>		<p>October 15-17 New Orleans</p> <p>ACEP 2006 American College of Emergency Physicians</p>
	<p>October 15-17 Chicago</p> <p>ASA 2006 American Society of Anesthesiologists</p>	<p>October 19-20 Calgary</p> <p>AWHONN 2006 Canadian Association of Women's Health, Obstetric and Neonatal Nurses</p>	<p>October 23-25 Washington</p> <p>TCT 2006 Transcatheter Cardiovascular Therapeutics</p>



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