



# Turning healthcare into humancare

Philips Ambient Experience creates a people focused environment

**PHILIPS**



### What is Ambient Experience?

Ambient Experience is an interactive, people focused healthcare environment that combines design and technology to create a more comfortable experience for patients and staff, improve workflow and increase operational effectiveness.

# People focused healthcare

A better experience for patients and family, clinicians and hospital management

Imagine breaking down the barriers that can make going to the hospital an intimidating experience for patients. Imagine creating a more pleasant place to work for staff. Imagine harnessing technology to enhance patient comfort and understanding, while providing a personalized experience that eases patient anxiety.

Ambient Experience can do this and more. Its solutions focus on the values and needs of both patients and medical staff, addressing the total experience flow. It integrates architecture, design and enabling technology (e.g. lighting, sound, projection, RFID) to create environments that the patient can personalize, wrapping the patient in a relaxing ambience.

The benefits of Ambient Experience are multi-faceted. It improves the patient experience, helping individuals to feel more relaxed. A relaxed patient can help procedures progress more smoothly, making the clinician's job easier. Ambient Experience provides opportunities for improved throughput, increased efficiency and differentiation in the marketplace.



# Comfort and reassurance

## Changing the perception of hospitals

Going to the hospital is not something people look forward to – it's a time when they are concerned and vulnerable. Research has shown that hospital design can be used to create a more reassuring environment, improving the way patients feel during a variety of processes, including scanning procedures.

As part of its research initiatives, Philips has focused on four key experiences that can be impacted by the clinical environment:

### **Uncomfortable**

Patients can feel anxious and intimidated, unsure of what will happen next as they manage concerns about the medical condition that has brought them to the hospital.

### **Lonely**

Patients may not have visual contact with clinical staff during some procedures, including scanning. At the same time,

they are separated from family and loved ones, resulting in feelings of isolation.

### **Impersonal**

An individual may feel like “just a number” with no control over what's happening.

### **Slow**

Hospital procedures can be time consuming and staffing shortages can contribute to long waiting times, resulting in stress for staff and patients alike.

Ambient Experience can help.





“Ambient Experience is all about putting control in the patient’s hands and making him or her an active participant. The more pleasant sensory info you can send to your brain, the more it blocks out frightening sensations from the situation you’re in. Ambient Experience helps with that.”

Kenneth Gorfinkle, Ph.D., Assistant Clinical Professor of Medical Psychology at Columbia University, New York, USA

# Transforming the environment

## The four pillars of Ambient Experience

Based on extensive research, Philips identified four fundamental pillars of Ambient Experience. When tied together, these pillars provide a strong foundation for approaches to optimize the clinical environment for patients, family members and staff. Turning healthcare into humancare.

The four fundamental pillars of Ambient Experience:

- Physical and emotional comfort
- Patient and staff contact
- Experience personalization
- Hospital flow



### Patient and staff contact

Maximizing contact between patients, family and staff

Medical technology can be intimidating and patients can feel isolated during some procedures. For example, lying motionless on a scanning bed while the staff completes preparations for the procedure can cause anxiety. Design strategies that enhance patient-staff contact can reduce feelings of isolation.

### Physical and emotional comfort

Using technology and design to promote relaxation and well-being

A well thought-out design for a hospital environment can aid in the physical and emotional comfort of patients, family members and staff.

A soothing, uncluttered environment can reduce stress. Techniques can be introduced to provide positive distraction, enhancing patient comfort.





### Experience personalization

#### Giving the patient control through customization

With Ambient Experience, the patient can be an active participant in the process. The opportunity to personalize the environment provides a sense of control that facilitates confidence and comfort.

### Hospital flow

#### Optimizing the environment to facilitate patient flow and staff satisfaction

Ambient Experience can help improve hospital flow through a combination of diminished patient stress and an efficiently designed work and storage environment that helps staff be more efficient.



# Personalizing healthcare

The hospital environment designed for patients and families

Nobody likes going to the hospital. It can be a frightening and overwhelming experience. Philips works with you to make the clinical experience more positive for patients and their loved ones.

Personalization starts when the patient selects one of several themes via a wireless touch screen. This small act can provide control and distraction, reducing stress and discomfort. This immediately makes the patient feel more involved in the procedure and more comfortable. When the selected theme is activated, the room is transformed into a multi-sensorial experience through dynamic lighting, projection and sound.

Every aspect of the examination room has been designed with relaxation, efficiency and comfort in mind. The architectural elements include designed storage cabinets and rounded corners that help keep the room functional yet clutter-free. The whole experience is friendly and accessible, helping patients feel less intimidated.

For children, we also offer the KittenScanner, an educational tool to help explain in a playful way how a scanner works. It is a fun way to give pediatric patients information about the scan. It prepares them for their own procedure and assists in reducing anxiety levels.

## The benefits

- **Greater involvement in own treatment** – When the patient can personalize the examination room according to his or her own preferences and tastes, the environment can become more comfortable
- **Reduced anxiety and increased comfort** – Positive distraction provides a way to minimize stress
- **Potential reduction in sedation rates, procedure time and repeat exposures (where applicable)** – Objectives for Ambient Experience strategies focus on reduced stress and more comfortable surroundings

Personalizing the environment allows the patient to become a partner in their procedure.





“It’s a lot different than it used to be. It’s brighter, and you feel better about the whole thing than in the old rooms. That ceiling is really nice... you just concentrate on that and you really don’t care so much about what’s going on around you.”

Mr. B. Brand, patient Ambient CathLab, Catharina Hospital, Eindhoven, the Netherlands



“We are pleased how this Ambient CathLab takes into account the sometimes difficult working conditions we physicians encounter – extremely long working hours where concentration and patient focus are essential.”

Dr. J. Koolen, Head of Cardiology, Catharina Hospital, Eindhoven, the Netherlands

# Creating contact

A customized environment for clinical staff

Ambient Experience is a unique way of shaping and customizing the hospital environment to meet the specific requirements of clinicians and their patients. Clinicians can personalize an array of settings and benefit from advanced features that increase efficiency and improve working comfort.

Clinicians have a difficult job to do.

Increased patient numbers and less time for each patient can make everyone involved feel tense and hurried. Nervous patients require more time. In some cases they require unplanned sedation.

Ambient Experience can help. It facilitates better communication with the patient, and can provide a more efficient working environment with the potential to impact staff morale, retention and recruitment.

## The benefits

- **Increased working comfort** – Ambient Experience can make the working environment a more pleasant and dynamic place to be
- **More patient contact** – Because patients feel at ease, more comfortable and more informed, the procedure may proceed more smoothly. This enables staff to give more time to their patients
- **Improved workflow** – Patients are easier to work with when they're relaxed and comfortable so procedures can take less time
- **Increased efficiency** – Convenient storage cabinets, innovative technology and logical design make the examination environment more organized and efficient



Clinicians benefit from advanced Ambient Experience features that increase efficiency and improve working comfort.

# Changing perceptions

## Ambient Experience for hospital management

Ambient Experience can change the way your hospital is perceived. It is a flagship service that can enhance the image of your hospital in the eyes of all your stakeholders.

With Ambient Experience, you make your hospital a more attractive place to work, so you can attract and retain the best people. Patients are more likely to return and recommend your hospital to others because Ambient Experience addresses their feelings of anxiety and helps procedures go more smoothly. Together, these can translate into higher throughput and better return on investment.

### The benefits

- **Improved workflow and optimization of facilities** – An improved workflow generates value for your hospital by

streamlining the clinical process

- **Unique expression of hospital**

**'brand'** – It raises patients' expectations about the healthcare domain, ultimately creating a demand for Ambient Experience from the patients themselves

- **Staff retention may increase** – People who are satisfied with their working environment are far less likely to seek employment elsewhere

- **Differentiation of your institution on the market** – Ambient Experience can really differentiate you from other healthcare facilities and act as a 'magnet' for staff and patients





“If we sedate a (pediatric) patient we add at least four hours to the procedure time. Without sedation, most scans can be accomplished within 30 minutes. The time savings allow us to schedule four patients a day versus one patient a day.”

Chris Semler, R.N., B.S.N., Advocate Lutheran General Hospital (Park Ridge, IL), USA



# Why Philips

Improving people's quality of life with technology

We are dedicated to improving the care people receive in hospitals through our expertise in medical technology. It is our mission to make the experience of going to the hospital a less stressful one. And we are achieving this through Ambient Experience.

Clinical practice is the starting point for everything Philips does. We map every stage of the 'cycle of care' – the stages of patient experience, from prevention through to diagnosis, treatment and recovery.

Our comprehensive ethnographic research provides an insightful awareness of the ways patients and clinicians experience the healthcare environment. In an integrated, holistic approach, we identify needs and solutions throughout the experience.

## **A solution that stands apart**

Philips is a partner able to offer a comprehensive approach to your healthcare environment. From technical imaging and monitoring requirements, to how patients and staff will interface with those technologies. We have combined our expertise in healthcare technology, lighting, consumer electronics, design and applied technology. And brought in experts and researchers, in the fields of architecture, psychology, sound and interior design, to make every possible improvement to the healthcare environment. Philips moves beyond system design to experience design.

## **A unique service in the world of healthcare**

Philips has the unique strengths and capabilities that make Ambient Experience possible:

- The experience and expertise gained from over 100 years of developing medical technology
- This history of interacting with patients and clinicians around the world has given us key insights into clinical processes and healthcare operations
- Our approaches are based on a deep understanding of the values and needs of patients and medical staff throughout the 'cycle of care'
- A complete approach, working with customers, architects and building companies to implement customized designs
- We continually invest in research collaborations to broaden our fundamental understanding of the workings of healthcare environments
- In Philips Design, we have an integrated design capability embedded within the organization. It is one of the largest and most prestigious design organizations in the world, staffed by individuals obsessed by the human technology interface



“Providing a supportive and soothing environment for our pediatric patients and their parents is something we take very seriously. So does Philips - our Ambient Experience CT suite is proof.”

John Anastos, D.O., Chairman, Department of Radiology, Advocate Lutheran General Hospital (Park Ridge, IL), USA

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