touchpoint

The business magazine of Philips Medical Systems
Volume 1| Winter 2006

Philips leads with new iSite PACS solution

Memorial Hospital puts disaster plan into action

Philips commitment to quantifiable satisfaction

PHILIPS

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Philips Medical Systems North America

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Welcome

Dear Friends,

It's with great pleasure that I welcome you to the inaugural edition of *touchpoint*, Philips Medical Systems new customer-focused magazine. Born out of your desire to hear from us on a more regular basis, *touchpoint* promises a quick, yet substantial look at the three "need to know" areas that 76% of you, in a recent survey, ranked as most important: Philips developments, product updates and market trends. I'm happy to report that this first issue delivers on all three accounts.

Our first *touchpoint* journey begins with a cover story that touches on our number one priority: customer satisfaction. Read it and you'll discover that our commitment to customer satisfaction isn't isolated to just one clinical segment, but that it is truly at the heart of all we do. Turn to page 8 and you'll see the extent of this commitment as our employees stepped in to help customers in the aftermath of Hurricane Katrina. Page 2 offers a close look at how our recent acquisition of Stentor and our new iSite PACS solution sets an industry standard and opens the door for radiologists across the country to improve quality of care, reduce costs and increase patient safety.

These are just three of the stories waiting for you. You'll also find product updates, a post-RSNA article and case studies that present real world solutions to real world challenges. In fact, you hold in your hands 28 pages of resource material designed to help you make better and more informed business decisions—and validate those you've already made.

While a good strategy is important, the real strength comes in how well that plan is executed. Our plan for *touchpoint* is to allow it to evolve, to become a source of information you look forward to receiving and to sharing with your colleagues. This is your magazine. That said, I invite you to read this first issue and tell us what you think. We've inserted a postage-paid reply card to make it easy. You can also drop me a note at OneTeam@philips.com. I look forward to hearing from you. Until then, happy reading!

Best regards,

Brent Shafer
President and CEO,
Philips Medical Systems North America

"Not only do we have long standing EasyAccess contracts throughout the world, we continue to sell and support EasyAccess worldwide. Our EasyAccess customers should have confidence that we will continue to support them and invest in that product with new releases and new functionality."

Lisa Howell
Philips Director of Sales and Training

Philips takes the lead and opens doors with new iSite PACS solution

What do you do when your customers are asking for Healthcare IT solutions proven to improve quality of care and patient safety while reducing overall costs? If you're Philips, you acquire a company with an industry-leading PACS product designed to do all the above. That's why in August 2005, Philips acquired Stentor, a leading U.S.-based Radiology PACS supplier. Ranked at the top of the KLAS PACS Report in Reliability, Quality of Products and Client's Best Vendor categories, Philips newly acquired iSite PACS solution is just what the doctor ordered.

Seizing opportunity, leveraging strengths

According to Daryl Tom, Vice President of Philips Healthcare IT, PACS is so critical to the overall Healthcare IT strategy, it was time for Philips to bring the product in house and offer a true One Philips solution. "When we were evaluating Stentor, we examined the characteristics of the iSite product. While the technology was the best available, what became very clear to us was that the product was designed around the patient and the patient experience, key principals that align perfectly with our brand pillars. Stentor's service-based model was also a deciding factor for us. They really have a handle on how to achieve and maintain exceptional levels of customer satisfaction. We're looking forward to leveraging their success in this area as we integrate the two companies and start to apply best practices."

Spearheading the integration of Stentor and Philips Medical Systems is Lisa Howell, Director of Sales and Training. She sees the acquisition as a way for Philips to help customers meet both their technical needs and business objectives. "The acquisition is a marriage of two companies that have a good reputation for customer advocacy and customer satisfaction. We share a common belief in doing the right thing for the customer." Lisa continues "Our commitment to providing our customers with leading-edge Healthcare IT products is evident when you consider we now provide the number one ranked, 'Best in KLAS' PACS solutions for Radiology and Cardiology. But the real benefit comes when you combine our Healthcare IT with our diagnostic imaging and patient monitoring systems. That's when customers really start to see improvement in their outcomes."

In October 2005, Philips iSite PACS was named the #1 PACS vendor for acute care facilities over 200 beds in the PACS - Acute Care 2005 Report from KLAS Enterprises for the third consecutive year.

Turning concerns into choices

Naturally, there were concerns when the Stentor acquisition announcement first came out. What would happen to customer equity? Would what had made Stentor unique and successful in its innovation in product design and delivery, customer focus, satisfaction and service be diluted? Would Philips still support its EasyAccess installed base? According to Daryl, "Philips goal is to provide its customers with PACS solutions that achieve their business and healthcare needs. Stentor's customer-centric approach will be the foundation for Philips Healthcare IT moving forward. Rather than modify their approach to fit ours, we will implement their best practices so that all of our customers will realize the benefit."

Lisa adds that EasyAccess customers can rest easy by emphasizing that Philips does not require customers who have EasyAccess to convert to iSite unless it's something they choose to do. "The Stentor acquisition gives EasyAccess customers flexible options that include continuing with EasyAccess, implementing iSite Enterprise or migrating to iSite Radiology. Customers who choose to remain on EasyAccess will continue to receive customer-focused support services and be offered regular product upgrades, software licenses, workstations and equipment to meet their needs as their organizations grow."

Dr. David Avrin, Chief, Body Imaging and Professor of Radiology and Medical Informatics, University of Utah, values his ability to choose his next step.

"If we choose to stay with EasyAccess, Philips will support us. That's all I need to know."

Bobbi Miller
Administrative Director for Radiology and Diagnostic Imaging
The Toledo Hospital of the Promedica Health System

During the November 3-4, 2005 Philips PACS Luminary meeting, EasyAccess customers were reassured to learn that Philips will continue to manufacture, sell and support EasyAccess on a global basis and that three dedicated sales managers will oversee all service and support.

Philips iSite PACS is the only image management system that can deliver full-fidelity, diagnostic-quality images anywhere, anytime and anyplace across a healthcare environment.

"We've had our EasyAccess system for about two years now. As advanced as we are, it's still challenging to convert a PACS system. It's certainly not something you undertake without thinking about it. Our intention is to stay with EasyAccess for as long as Philips supports it. When we're ready to make a change, we'll take a hard look at iSite because I do believe iSite is one of the better enterprise-wide solutions."

For Mike West, Director, Diagnostic Imaging Services, Memorial Hospital at Gulfport, the Stentor acquisition has proven to be a timely solution for his organization's needs. "EasyWeb has been our product of choice for viewing images. We are now looking for an enterprise-wide system that will work for both Radiology and Cardiology. The Stentor acquisition allows us to move seamlessly from EasyWeb to a new platform with iSite Enterprise. We keep what we like about EasyAccess while gaining the additional functionality that the web-based iSite Enterprise product delivers. The Stentor acquisition gives us the best of both worlds." tp

To learn more about Philips PACS solutions, please contact your Philips Account Manager.

Philips iSite PACS at-a-glance

Philips iSite PACS is a leading enterprise-wide medical image and information management system on the market today. Delivering on-demand diagnostic-quality images over existing hospital networks, advanced radiology reading stations for radiologists, and "always online" long-term storage, customers constantly rank it "Best in KLAS." Providing the only service-based delivery model, it shows the TCO and ROI. The total iSite PACS solution includes the following elements:

iSite Enterprise
This enterprise-wide, web-based image distribution solution allows physicians immediate access to diagnostic-quality images and associated patient information. EasyWeb customers and EasyAccess Web/CL.Net customers with Gold Member Service Agreements can upgrade to this product free of charge.

iSite Radiology
This diagnostic reading station provides full-fidelity diagnostic presentation of current and prior studies, and associated clinical information using a single application. Diagnostic image presentation and navigation are separated, improving reading efficiency.

iVault
The only "always online" medical image archive solution, iVault guarantees 99% reliability. The system scales to millions of studies per year and supports hundreds of concurrent iSite Enterprise and iSite Radiology clients across multiple sites.

RSNA Chicago 2005 wrap-up

Our philosophy of "sense and simplicity" brings with it a renewed focus. We must continue to ask ourselves, "Does technology really make a difference where it counts—with the patient?"

At the 2005 RSNA annual meeting, visitors to the Philips booth had a chance to see how patient experience and physician ease-of-use is reflected in technological innovations across our portfolio.

Perhaps most exciting was the demonstration of Xtenity Enterprise, iSite PACS, and CT working together in one integrated cycle of care. Now the entire healthcare team can share a patient's electronic health record (EHR) through all stages of care—across the enterprise and beyond.

Each advancement showcased at RSNA reinforces Philips commitment to sensible technological solutions—solutions that are both effective and easy to experience.

"The true differentiator today is found in the patient and clinical benefit," said Jouko Karvinen, President and CEO of Philips Medical Systems. "That's the winning edge."

At Philips, we can give you that edge.

Among the many offerings were found…

A friendlier, more efficient CT	MR planning, scanning and processing with one mouse click	Functional and anatomical precision in nuclear medicine	Digital X-ray that's versatile
With the new Brilliance CT Halo, we've done away with the control room. Now there's a complete operators console behind a moveable leaded glass shield—right next to the patient.	Get consistent reproducible scan quality with new SmartExam. Our pattern recognition software has the capability of adapting to your preferences and recording optimal slice position, thickness, and angulation for specific anatomy. Once stored, a single mouse click starts a scan sequence. No further interaction is required.	Philips is unique in offering a high quality diagnostic CT as part of the Precedence SPECT/CT system. We've done it because CT is a critical component in determining exactly where cancer is, on an anatomical basis.	One detector, two detectors, PCR integration, with a stationary or moving table. You decide. Our DigitalDiagnost radiography system also comes in a new compact design.
Benefits – improved patient comfort, faster exams, increased throughput	Benefits – consistent clinical results, faster exams, increased throughput	Benefits – PET-like resolution, faster exams, more confident localization	Benefits – all RAD exams covered, exceptional digital quality, increased throughput

Product security

What do we mean when we say product security? And how do we approach this sensitive topic with customers?

Philips answers these two questions by working in close partnership with you and building the most up-to-date preventive measures into Philips technology.

In our evolving world of cyber technology, even medical device manufacturers have to be prepared to handle security threats. Viruses, worms, and hackers have the proven capability to wipe out entire systems, violate private patient information, and compromise healthcare delivery—all of which can paralyze your facility and put patients at risk.

The Philips focus on security is comprehensive on two distinct levels: prevention and partnership. The prevention piece involves installing updated safety measures into medical system technology, to safeguard what comes in and goes out of a network. These include patch downloads and anti-virus software. But there's more.

"Product security includes more than technical security features," says Kris Knight, Philips Sr. Marketing Manager for Product Security. "It involves a defense-in-depth strategy, including administrative, technical and physical measures, aimed at ensuring the safe and effective use of medical devices, and protecting the information created, transmitted and maintained by those devices."

This is why Philips focuses on working in close partnership with you, and providing you with vulnerability information, general product security data and well-defined emergency response procedures when a system is invaded.

"Our customers are required to comply with security and privacy regulations, and we are committed to providing them what they need in a safe and effective manner," Kris says. "Customers look to us to address various aspects of their security compliance strategies in our medical devices and to provide appropriate solutions while ensuring that these complex devices continue to perform as intended."

Product security is not a passing trend. Adds Kris, "Philips has a very realistic point of view. Security risks and vulnerabilities exist. Only a comprehensive, expert, and proactive approach can effectively mitigate safety risks. That's why partnering with our customers is the best way we know to help our customers provide their patients with the highest quality of care." tp

For more Product Security Information, go to:
http://www.medical.philips.com/main/company/connectivity/hipaa/

Memorial Hospital puts disaster plan into action

How one hospital stayed up and running during Hurricane Katrina, delivering uncompromised patient care

"Many of our staff had no idea if their families were alive or if they still had homes to go to."

Mike West
Director of Diagnostic Imaging Services, Memorial Hospital

There's no denying the physical destruction wrought by Hurricane Katrina. But it's the memories of the events immediately following the Category 3 storm that remain forever fresh in the minds of those who witnessed its brutal devastation firsthand.

Mike West, Director of Diagnostic Imaging Services at Memorial Hospital (Gulfport, MS), still has a hard time talking about what he heard and saw during those uncertain hours when the flood waters raged and casualties began flooding in. "I had no idea when I reported to work the afternoon before Hurricane Katrina hit that I would be working and living at the hospital for eleven days straight—none of us did. But that was the easy part," says Mr. West. "Finding the courage to look into the eyes of a child who saw his parents washed away in the flood waters and telling him that they're missing … that's the real tragedy."

One of the few hospitals to stay up and running during the hurricane, Memorial Hospital provided healthcare for all of Mississippi's Harrison and Hancock Counties from August 29 to September 8, 2005. For Mr. West and his 18-member Radiology Team, their life-changing journey started on Sunday, August 28 at 5 p.m. Unaware of the depth of destruction that had hit their region, they braced themselves for the worst. "These people had no idea if their families were alive or if they had homes, yet they stayed on the job, worked unbelievably hard, and never faltered." Three days passed before Mr. West was able to make contact with his own family. "Hearing that my wife was alive and well gave me the strength to keep going," he recalls.

Ten days post-storm, Memorial's ER Department workload more than doubled. Prior to and after the storm, the Diagnostic Imaging Hurricane Alert Team was in full force. Mr. West says the only real hiccup came when power fluctuations from the hospital generators compromised the hospital's

air conditioning system. "High temperatures required us to power down our PACS servers on two separate occasions. The first time, I was able to access telephone support from our PACS administrator and from the Philips PACS help desk team. They did such a good job walking me through the process that when I had to power down a second time, I was able to get the system up and running on my own."

Mr. West says Radiology maintained limited PACS functionality and credits much of his department's success to having a dedicated web server. "With all that was going on, things got a little hairy. But we had a downtime plan and we worked the plan. Our Philips PACS EasyWeb web-viewing product allowed our radiologists and clinical staff to review digital images without missing a beat. We didn't print a single film. Information was entered into the RIS and images reconciled when they could be." Mr. West says that no matter what happens to the hardware, patient records in a RIS and PACS are less likely to be destroyed. "Unlike our old film libraries, as long as PACS is properly backed up, we have less to worry about and the patient record stays intact. That record takes on a new meaning when everything else in that patient's life has been swept away."

While Mr. West hopes that Memorial and its patient population will never again face such devastation, he's quick to point out that the best defense is to have a disaster preparedness plan. When asked about lessons learned, he doesn't hesitate, "Always include the PACS Administrator as a member of your disaster response team." tp

Editor's note:

Philips works with customers to develop fully integrated Disaster Recovery Plans for their facilities. Hospitals looking to disaster-proof their Radiology Departments can look to Philips PACS iSite products, which includes iVault, our off-site disaster recovery solution. Featuring 99% uptime, iVault restores all data within 72 hours, and ensures immediate access to images in case the central database server or WAN is unavailable. To learn more about iSite, iSite Enterprise and iVault, contact your Philips Account Manager.

Helping customers

in times of hurricane crisis

When hurricanes Rita and Katrina ripped through the Gulf region, area hospitals were left with power outages, damaged medical equipment and a flood of patients. For a medical equipment manufacturer, such as Philips, this means going to great lengths to take care of our customers so they can take care of their patients.

At Philips, the first on the scene during a time of disaster are Philips Medical Systems Field Service Engineers (FSE), whose job is to go in and get medical equipment up and running as soon as possible—or bring in new devices.

A unique challenge of this relief effort was the fact that some of these service engineers were evacuees themselves. "Even though their homes were destroyed and their families displaced, they still managed to make service calls and work on equipment," said Jeff Hartnett, Mid-America Zone Hurricane Coordinator.

When a natural disaster is this invasive, there are layers to providing aid. "Not only were there the challenges of supporting our customers [the hospitals]," said Lance Halley, Senior Director, Support Operations, "but we had the additional challenge of providing the infrastructure to support the FSEs going in to support our customers. This included bringing in gas cans, tools, test equipment and laptops and driving in rented RVs from Dallas as temporary homes for engineers. All the while these same people were trying to take care of their own families who were displaced by the storms."

Another critical member of the relief efforts, Brad Kissling, Director of Service Operations for the Mid-America Zone, shared this poignant observation, "None of us can begin to imagine [the devastation of the Gulf region and] what these people are going through. So many have lost everything they know: home, belongings, keepsakes, family pictures, neighbors, neighborhoods, schools, community and church. Their lives have been completely turned upside down and will never be the same again."

"There's still a long way to go. Little by little, people are beginning to adapt to a new state of normal," said Lance. Philips will be there every day, helping our Philips families and our Philips customers.

The power of online marketing at your fingertips

If you're one of our 480 customers who currently take advantage of Philips Marketing Assistance Kits, you'll definitely enjoy the upgrades we've made to our marketing support website. If you own a Philips system and haven't registered for this incredible resource, now is the time. According to Jennifer Huffman-Swift, Philips Online Marketing Communications Manager, the redesigned website supports the One Philips solution message. "The new interface reflects the same look and feel as the Philips Medical website. Sharing a uniform look across sites creates familiarity. We're not confusing customers with a unique interface and navigation. Plus, our customers can now access the rest of Philips Medical from the marketing support website. Not only does the new site provide a more user-friendly experience, the server structure gives us better control and our customers a better experience."

Strategic marketing and greater flexibility is a click away

Available with nearly every Philips system, our Marketing Assistance Kits provide customers with customizable, printer-ready marketing materials. While the kits have always been available on CD, the new extranet site delivers a whole new level of flexibility. For example, facilities with multiple sites don't have to worry about sharing a CD. Whether across the hall or across the street, each user can access the site from the comfort of their desk. The new extranet also provides Philips with the flexibility to make changes on the fly. Instead of publishing 500 kits and sending them out to various customers, Philips can now post updates to the web and notify customers via email. We're no longer dependent on hard copies or CDs and neither is the customer.

Philips Marketing Assistance Kits are a cost-effective way to share your clinical excellence with your community. If you haven't registered, go to www.marketingsupport.medical.philips.com. To get Marketing Assistance Kits for the systems you own, please contact your Philips Account Manager.

The new and improved Marketing Support Website creates a user-friendly experience and a greater level of flexibility.

Why register online for your Philips Marketing Assistance Kits?

Purchasing your new Philips system shows your commitment to providing advanced healthcare solutions. Providing you with a Philips Marketing Assistance Kit demonstrates *our* commitment to helping you generate a return on your investment. So register today, online at www.marketingsupport.medical.philips.com and get immediate access to strategic marketing communications materials designed to help you:

- Communicate the clinical and patient benefits of your new Philips system.
- Establish your practice as a healthcare leader, offering advanced technology.
- Create top-of-mind awareness among your physician referral base.
- Increase self-referrals from educated patients.
- Share your vision with, and your commitment to, your community.

For more information, please contact your Philips Account Manager.

Lions and tigers and CAT Scans

Cleveland's world-class zoo opens the first-of-its-kind veterinary hospital, using Philips medical technology.

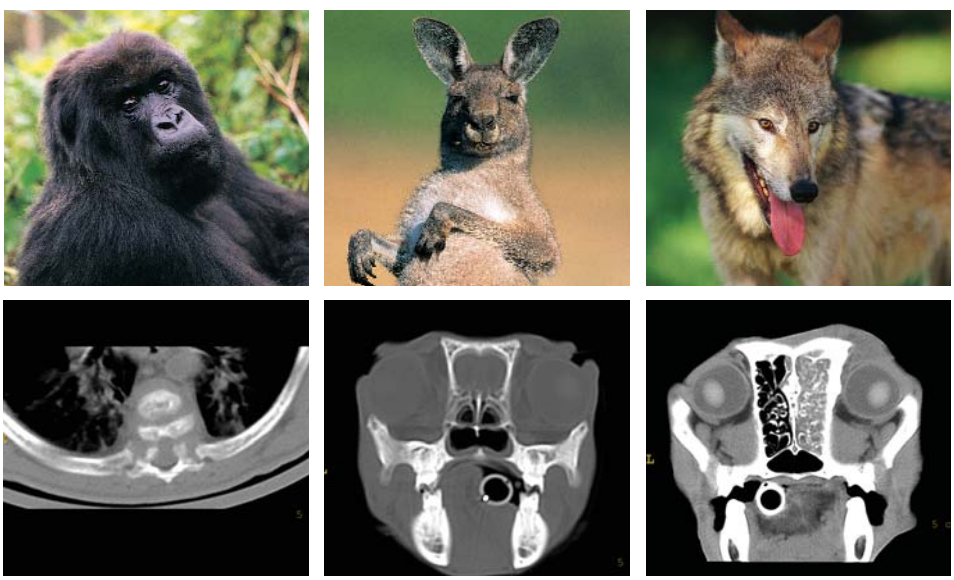
Cleveland Metroparks Zoo's commitment to the best in animal care and conservation is evident with the opening of the Sarah Allison Steffee Center for Zoological Medicine. That's because it's the first zoo in the world that will be equipped with a computed tomography (CT) scanner.

Donated by Philips Medical Systems, the scanner adds a new dimension to this state-of-the-art veterinary center, and is designed to provide the most advanced animal scanning methods in the world. The $9.1 million facility will include a hospital, quarantine area, conservation and science wing and an education pavilion.

"With this donation from Philips, we are better able to care for our animals right here in their own habitat instead of having to make arrangements to transport them somewhere else for certain examinations, like a radiological exam," said Steve Taylor, Director of the Cleveland Metroparks Zoo. "In addition, the CT scanner also helps continue our commitment to conservation by allowing us to create a database of anatomical images from many different species of animals, which will help improve animal care not only in our facility, but in other veterinary clinics around the world," continued Mr. Taylor.

Traditionally, CT scanners are employed as a safe, painless way to see inside the human body without surgical invasion. At the Zoo, its purpose will be very much the same.

In addition to being able to examine and treat animals on the Zoo premises, the CT scanner is helping to build a database of images to provide the most up-to-date and precise information to zoos, veterinary hospitals and animal researchers around the world on as many animal species as possible. Previously, the majority of medical CT scanning has been conducted on farm animals and racehorses, and with the help of the scanner, that same kind of valuable information can be added for other species.



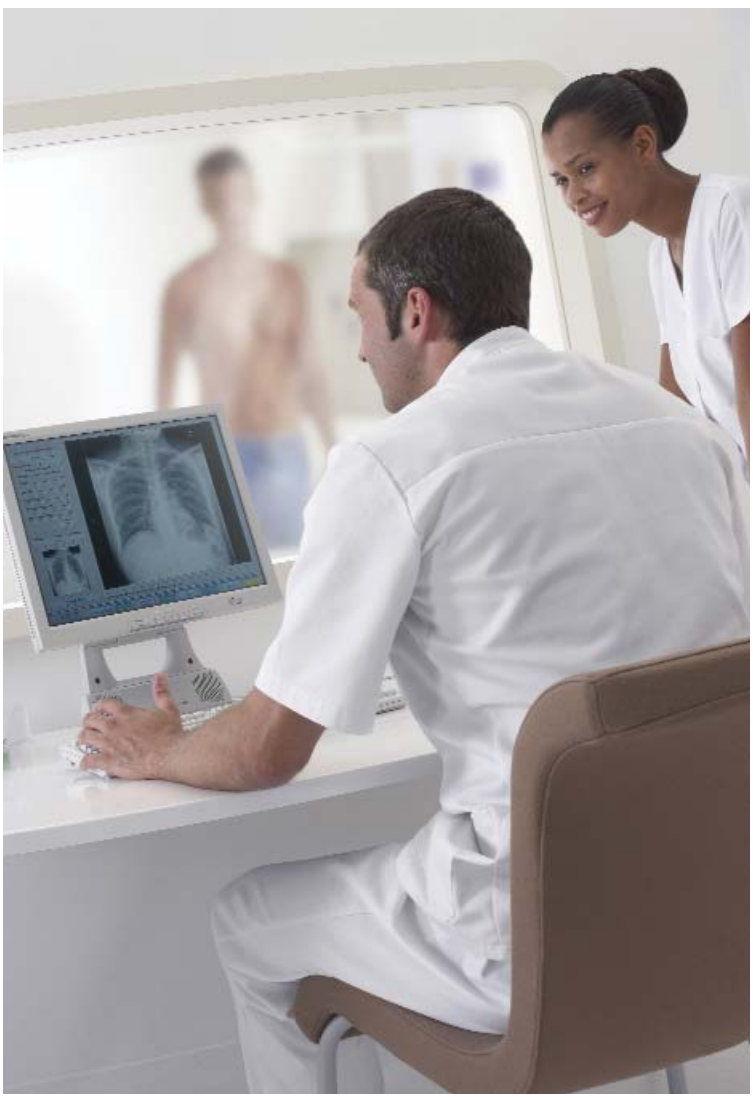
This donation by Philips to the Cleveland Metroparks Zoo is an excellent example of our company's commitment to social sustainability. Through our social investments and charitable endeavors, we are continuing our tradition of supporting the communities where we live and work. Since the CT scanner was a "gently worn" scanner, Service Training Engineers in Cleveland revamped it, replaced some worn-out parts and recycled it for better use for the Zoo.

The group did the same last year when Philips donated a revamped ultrasound machine to Cleveland's Cuyahoga Community College. The ultrasound was instrumental in helping the college open a new wing and curricula dedicated to nursing. Similarly, the Center for Zoological Medicine will offer unprecedented public access in an adjoining education pavilion—the Reinberger Learning Lab. Here, Zoo visitors can learn about veterinary care at all stages of an animal's life. The displays will feature hands-on interactives, tools-of-the-trade and views to surgical suites where visitors can sneak a peak at a treatment procedure in progress.

Next time you're in the area, be sure to stop by the Cleveland Metroparks Zoo to see for yourself how Philips technology is benefiting our four-legged friends. tp

Administrator's guide to going digital

If you're a hospital considering a transition from X-ray to digital radiology, where do you start?



Digital Radiology: An Administrator's Guide is a clear, friendly document written with input from Philips customers. It shows radiology administrators how to plan the transition, step by step.

These steps include: assessing needs, choosing vendors, evaluating options, implementing and budgeting. Steps for financial planning and leasing options are also provided.

Some customers think they can't afford to go digital. "We want to demonstrate how they cannot afford not to go digital," says Deborah Imling, Philips Marketing Manager X-ray Radiography. "It's where the market is going. Not just in radiology, but in the entire hospital."

Going forward, Digital Radiology will become a "living guide," Deborah explains. "We'll continue updating it with the newest wave of thinking, and provide a forum for discussion."

Philips is holding an educational Going Digital Seminar
April 19-20, 2006, in Nashville, TN.

For information contact:
Northwest Imaging Forums
(888)683-4930
nwforums@rio.com
nwforums.com

For more

information, or for a copy of the Guide, go to:

www.medical.philips.com/us/news/publications/articles/radiography/thebusinessofdigitalradiography.asp

Our goal: your quantifiable satisfaction

Philips commitment to your satisfaction is our primary driving force. Literally, from the ground up —from facility enhancement, to advanced multi-modality solutions, to financing, to training and service—we are dedicated to helping healthcare facilities in every segment of the medical community achieve their clinical and business objectives.

"Our goal is not just complete satisfaction, but quantifiable satisfaction."

John Desch
VP Marketing for Philips Medical Systems North America

Ambient Experience: quantifiable patient satisfaction

McAlester General Hospital (MGH) located in McAlester, Oklahoma recently conducted a patient satisfaction survey regarding the hospital's Ambient CT. The results are representative of what we're hearing from our customers about the Ambient Experience.

Using a rating scale of "1 = Not At All" to "5 = Very Much So," MGH surveyed 59 repeat patients and 26 new patients. With the mean response to each question hovering close to 5, these results speak for themselves.

- When you entered the room, did you find the environment reassuring?
  - Repeat Patients: Mean response 4.95
  - First-time Patients: Mean response 4.81
- Did the lighting and projection in the room help you relax?
  - Repeat Patients: Mean response 4.86
  - First-time Patients: Mean response 4.85
- If a family member required a CT scan, would you recommend this facility?
  - Repeat Patients: Mean response 4.96
  - First-time Patients: Mean response 4.85

Ambient Experience solutions can offer considerable advantages for the entire organization because the same principles that improve the patient experience also have the power to improve the workplace.

It makes sense that treating a relaxed, happy patient results in a more fulfilled clinician with improved job satisfaction, so staff retention becomes less of an issue. In addition, productivity and efficiency improvements can help increase throughput and even bring about market differentiation. And all of these benefits may ultimately result in an improved bottom line.

Imagine receiving all this from one place

- Recommendations for patient-focused, efficient facility and room design
- Installation, training and support that responds with speed and expertise
- All-inclusive equipment and service financing that's been customized for your financial ease
- State-of-the-art, ergonomically designed modalities and systems that enhance staff and patient comfort, as well as workflow

Philips is that one place.

"Our goal is not just complete satisfaction, but quantifiable satisfaction," vows John Desch, VP Marketing for Philips Medical Systems North America. "We are a people company as much as a technology company, and are totally focused on the customer experience—on the real-world needs of their staff and patients."

No matter what segment of the medical world you work in—orthopedics, electrophysiology, cardiology, oncology, or diagnostic imaging—our customer-focused approach is designed to ensure your quantifiable satisfaction.

Safe and efficient design

The safety and comfort of your patients and staff are a top priority at Philips. Safe and efficient floor plans, calming room ambience, comfortable product ergonomics and faster exams. The result? Lower costs, healthier staff and more comfortable patients.

Room ambience

The way staff and patients experience a room or exam can be almost as important as the equipment being used. With this in mind, Advocate Lutheran General Children's Hospital (ALG) located outside Chicago, worked with Philips to create an Ambient Experience pediatric radiology suite.

ALG's new soft-shaped suite turns an intimidating medical procedure into a more relaxing one. It uses the "positive distraction" of projecting, moving animation on the wall and ceiling of the exam room, including sounds and music. This animation relaxes the child during a procedure that is otherwise intimidating and sometimes frightening. The overall goal of the design is to make children more comfortable, potentially reducing the need for sedation and repeat examinations. Fewer retakes also minimize the patient's radiation dose—which is particularly important for young patients.

Throughput and workflow efficiencies

Faster imaging benefits both facility and patients. Our newest systems, for example, can perform whole body scans in a mere 35 seconds—a procedure that formerly took minutes. The faster the machine, the more throughput—and fewer re-takes because of increased patient comfort.

Also, a number of facilities in the U.S. have integrated various Philips imaging systems so their physicians can overlay X-ray, CT and MR images. Doing this improves image clarity for diagnosis and simplifies pre-intervention planning.

Products designed for safety, comfort and well being

Whenever we design our products, your staff and patient experience is foremost in our minds. We've listened to technicians' complaints of work-related aches and pains; we know how patients in distress have special needs; we understand the financial pressures of maintaining a state-of-the-art healthcare facility. Every "nut and bolt" of every product we offer is designed to alleviate the situations that cause these complaints.

Rolling Oaks radiologists find one-stop support

Just outside Los Angeles is the suburb of Thousand Oaks, a thriving community of 120,000 people. When a group of physicians decided to gain a competitive edge in that community by creating the ultimate, high-end imaging center, they relied on Philips as their one-stop support system to make it all happen.

Facility design

Planning and building the new facility

Taking a lease on additional space, Rolling Oaks Radiology and Women's Center did a build-out specifically for its new Philips equipment. Philips gave equipment site plans to the architect, who worked with Philips to optimize the space for efficiency and comfort—for both patients and staff.

Workflow

With ease of use, speed, and exceptional image quality, Rolling Oaks' new Achieva 3.0T MR can easily handle upwards of 20 patients a day, while its Brilliance CT 64-channel scanner provides patient scans in less than seven seconds. With equipment speeds like this, Rolling Oaks will be able to see more patients, do more scans—and achieve a quicker ROI.

Service and training

Like all imaging centers, Rolling Oaks is an entrepreneurial organization that can't afford to have expensive machines offline. That's why Philips provides a 98% uptime guarantee on our equipment and a full array of training and support services.

Financing

Knowing imaging centers have a need for comprehensive financing, we provided Rolling Oaks with customized ProPlus, our financing program that combines all our equipment and services into one low payment.

State-of-the-art products

Rolling Oaks now has a unique competitive edge with a complete line of upper echelon imaging modalities. With PET/CT, Brilliance CT 64-channel, Achieva 3.0T MR, and a gamma camera, they now have a high-end, full-service imaging center.

A leading-edge future for Rolling Oaks

The physicians at Rolling Oaks have big ideas for the future. And they plan to have Philips with them every step of the way.

Customized, needs-based financing

To provide better patient care, your physicians want to work with the most advanced equipment. We know that financing this equipment isn't an afterthought. For your facility to survive and thrive, it's essential that you conduct careful cash flow analysis about every piece of equipment on your physicians' "wish lists."

Before you buy anything, we will help you analyze the financial impact the desired equipment will have on your business. After we analyze realistic revenue potential and costs, we'll create a financing solution that is customized to meet your unique business and financial needs.

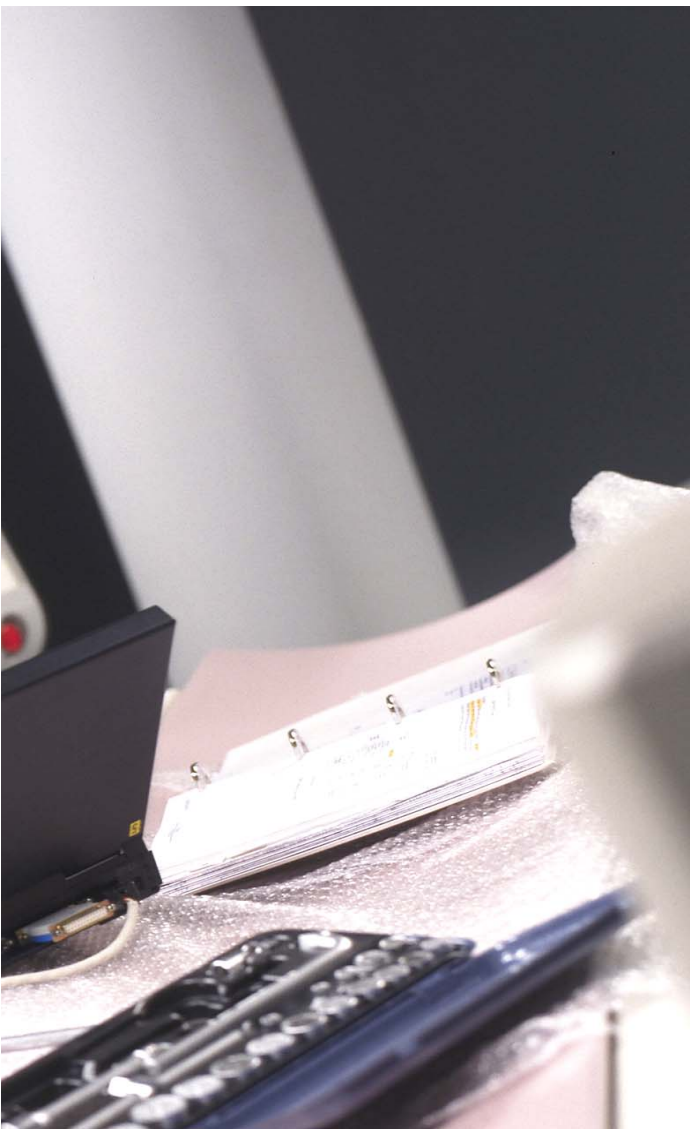
No matter what your business realities, we will make it affordable for you to buy state-of-the-art equipment that attracts healthcare professionals and consumers to your facility—while helping you manage a successful business with flexible financial solutions designed to meet your needs.

Customer-centric service and training

We understand you're investing a lot of money on each new piece of equipment and want to get the most out of it. That means having a fully trained staff who can use it to its fullest capabilities, as frequently as possible. What you can't afford is to have any down time.

We're so confident in the reliability of our equipment we often sign contracts with 99.9% uptime guarantees. However, on those occasions when service is needed—from single-unit uptime to facility-wide response to natural disasters—customers have rated our service #1 for speed and quality six years in a row.

In terms of training, you'll find that Philips follows through on its brand promise. Our products are easy to use, designed on customer feedback with intuitive interfaces that are quick to learn. And the training you'll get is second-to-none in helping your technicians and physicians improve workflow and throughput.



"When an organization chooses to do business with us, they want more than a vendor/customer relationship," says Brent Shafer, President & CEO for Philips Medical Systems North America. "They expect us to meet their needs for enhancing clinical experience and financial performance . . . and to go the extra mile for them."

To us, going the extra mile to achieve quantifiable satisfaction means helping you achieve improved diagnostic confidence and optimized workflow. It means providing you with advanced technology that's designed around the way you work, that's easy to learn and use. It means focusing on your staff and patient safety. It means helping you increase how much your community uses your facility.

We can help you achieve your facilities' loftiest goals by becoming your trusted partner for world-class facility enhancement, multi-modality solutions, financing, service and support.

Quantifiable satisfaction means delivering all this now . . . and in the future. tp

Multi-modality solutions for the entire patient care cycle

Every Philips product is developed in collaboration with our customers, not in the isolation of a corporate laboratory. By working alongside you as you move through your day, we've created products that have dissolved the boundaries between monitoring, imaging, and information technologies. Our advanced products can be linked to each other, including open architecture software that easily integrates into your IT environment.

John M. Gurley, M.D. Director of Interventional Cardiology, and Associate Professor, stands in front of the Philips Allura Xper FD20 in between classes.

Dr. Gurley gives his patient instructions during a procedure on the Philips Allura Xper FD20.

University of Kentucky

Dr. John Gurley, Associate Professor and Director of Interventional Cardiology at the Linda and Jack Gill Heart Institute, part of the University of Kentucky Medical Center, has good reason to think large field cardiovascular systems make sense for cardiologists today. "If you are just doing coronary work, a system with a smaller dedicated 10" view flat detector makes a fine room. However, if you want to do anything else, if you want to do ventriculography, atrial procedures, septal procedures, vascular, cerebral, any of these procedures you had better do it in a large field room." He is using a Philips Allura Xper FD20 with a 20" (measured diagonally) flat plate detector to perform a wide range of both coronary and non-coronary studies.

Excellent system for coronary studies

The Philips system is a true multi-functional large field-of-view room that provides outstanding image quality for both vascular and coronary studies. The Philips Allura FD20 features a 2k x 2k imaging chain and 14 bit depth image presentation. In Dr. Gurley's opinion it easily handles extremities, abdominal, carotids, pelvic and neuro studies. Yet as a cardiologist, Dr. Gurley finds no compromise in image quality for coronary studies. In fact he is quick to compare the coronary image quality on the FD20 with the image quality on the FD10 system. Pointing to a coronary arteriogram case performed on the FD20, Dr. Gurley says, "Look at the clarity of the image, the ability to visualize small vessels, and the sense of depth." He compares it to a similar coronary case on the FD10 system in the next room. "When we are looking at coronary image quality, these two rooms are virtually interchangeable. I wouldn't have believed that a couple of years ago."

Cardiologists may be surprised

Some cardiologists are still hesitant to see a large field-of-view cardiovascular system as a smart choice for the cath lab. Dr. Gurley used to advise against that as well. "I always felt there were too many compromises. When you used a bigger image intensifier on a smaller field-of-view the image quality deteriorated. And a machine designed to do coronary work was not well suited for large field vascular work." After performing procedures with Philips Allura FD20 for a year, Dr. Gurley has seen the proof and he is eager to share his experience. "I do see people," he says, "who are concerned they won't be able to do high quality coronary angiography with the FD20. They perceive this as a room designed for peripheral vascular angiography. And when I show them the images from this system, there's just no compromise, no drop off in quality here. They are pleasantly surprised."

In addition to avoiding compromises in image quality, Dr. Gurley points out that the Philips Allura FD20 design allows cardiologists to achieve the full range of cardiac projections, even the steepest angles. Larger image intensifiers require some trade-offs, but with the Philips FD20 there's no disadvantage. The profile on this compact flat detector, which can rotate and pivot, is only an inch or two larger in each direction than the 10" detector on the FD10. "As far as the operator is concerned," says Dr. Gurley, "the system feels just like an FD10. I have no problems doing all my coronary cases in here. If I had to select only one room for myself, there's no question the Philips Allura FD20 is what I would have."

Pointing to the FD20 with its large field-of-view, Dr. Gurley says, "This room is designed to be an all-purpose acute care room. That is the role of the cardiovascular lab in this decade and the decade to come. Whatever cardiovascular issue is at hand, we are equipped to address it." tp

Product updates

Panorama 1.0T Open MR

Finally, an open MR system that has it all: high-field image quality, unsurpassed patient comfort and an excellent return on investment.

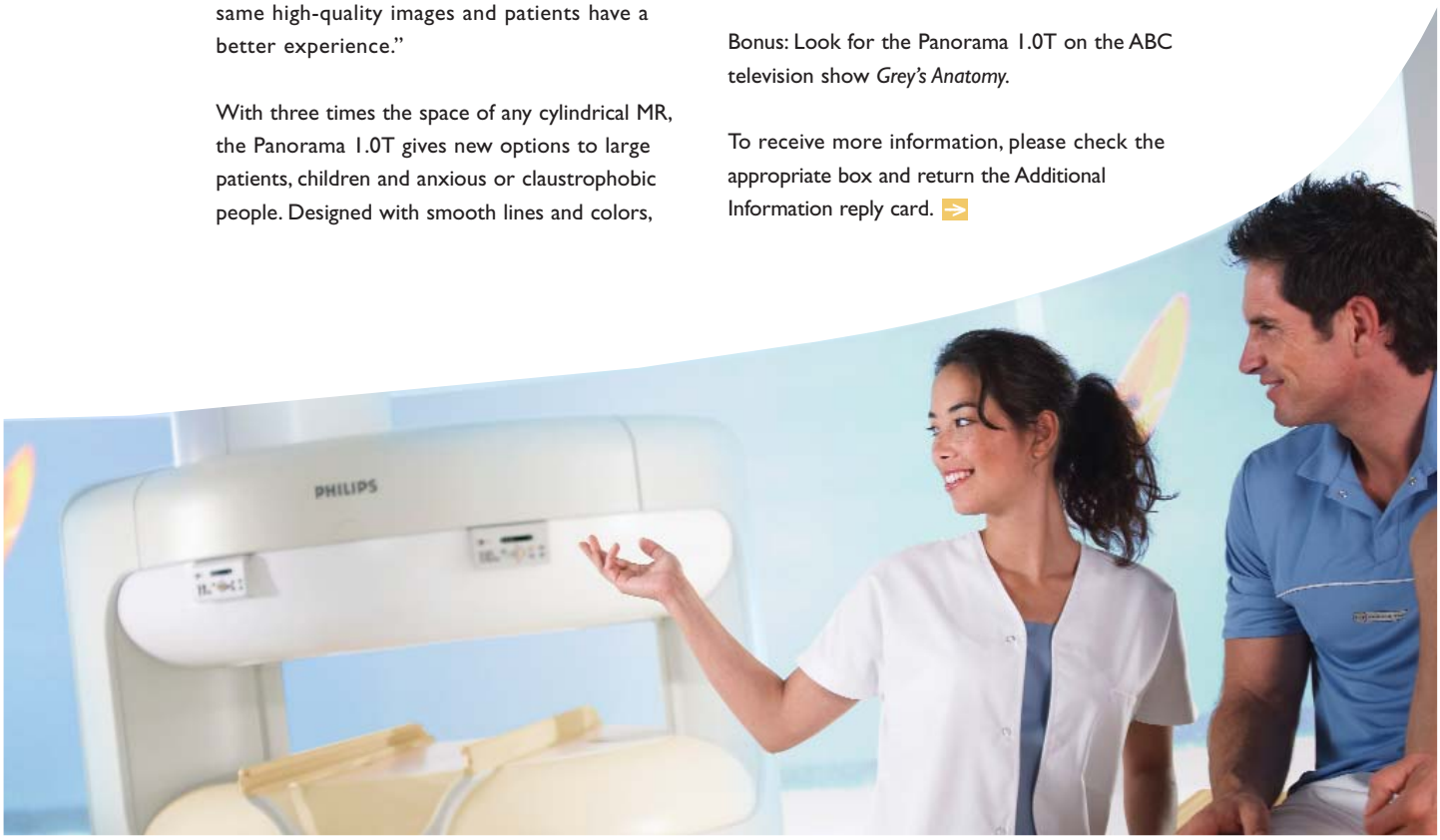
Open MR systems are known for offering patient comfort, but often providing inferior image quality and scanning times. Now, the Panorama 1.0T can perform all advanced MR capabilities, including cardiac, angiography and brain fiber tracking. "This one does everything a cylindrical system can do with similar scan times," says Michael Rodgers, Philips MR Marketing Director. "Plus, you get the same high-quality images and patients have a better experience."

With three times the space of any cylindrical MR, the Panorama 1.0T gives new options to large patients, children and anxious or claustrophobic people. Designed with smooth lines and colors, even the system's appearance plays a role. "When patients see the system, their anxieties are eased," says Michael. "They don't imagine themselves being trapped or restricted. And when MR patients are comfortable, it's easier for them to relax and hold still, resulting in a clearer image."

The Panorama 1.0T can be sited in about the same space as a cylindrical system, which is a big cost savings. Plus, easy patient positioning and drag-and-drop scanning software streamline workflow for MR technologists.

Bonus: Look for the Panorama 1.0T on the ABC television show *Grey's Anatomy*.

To receive more information, please check the appropriate box and return the Additional Information reply card.



Brilliance Big Bore CT

Oncology patients now have an imaging product designed specifically for their needs. And Philips customers now have new acquisition protocols that address oncology-specific needs: precise image definition, high speed and improved work flow environments.

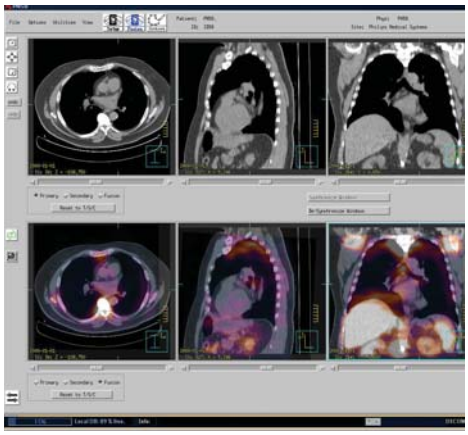
The Brilliance CT Big Bore was built with an 85 cm bore. This space offers increased comfort to oncology patients, especially larger patients, those undergoing breast cancer treatment and the very ill who have a hard time remaining still for a period of time. Patient comfort, along with the Big Bore's ability to render tumor definition, is key to advanced radiation treatment.

The tumor LOC (Localization On the Console) is a unique application new to the Brilliance Big Bore. It is a toolset which allows clinicians to perform tumor definition and first-pass simulation at the console while the patient is present. "This allows you to do everything in real time with accuracy and confidence," says Stephen Whisenhunt, Director for Philips Computed Tomography.

Acquisition protocols are different for oncology than for radiology. "When we do a plan for radiation delivery, we have to know details about the tumor inside the body," says Stephen. "Any distortion can render the treatment plan ineffective."

The Brilliance CT Big Bore remains a unique application in the field of oncology, esteemed for its improved patient experience, image definition and workflow environment. Adds Stephen, "We're continuously implementing advanced applications to keep pace with the research and development going on in this field."

To receive more information, please check the appropriate box and return the Additional Information reply card.



Precedence SPECT/CT

More confidence. More accurate diagnoses. A faster patient exam process. Increased workflow. This is just a short list of the benefits the Philips Precedence SPECT/CT offers physicians and patients.

Precedence, which was first installed at Lenox Hill Hospital in New York City in April 2005, is a hybrid imaging system that offers both nuclear medicine gamma camera and CT scanning capabilities. Although the SPECT and CT functions can be used separately, when they are used in a hybrid imaging approach, the Precedence system has the potential to change the way physicians diagnose and treat illness.

"Precedence allows for image fusion," explains Scott Tengowski, Clinical Marketing Manager for Nuclear Medicine, Philips Medical Systems North America. "With image fusion you can integrate functional SPECT data with anatomical CT data. This enhances the diagnostic accuracy."

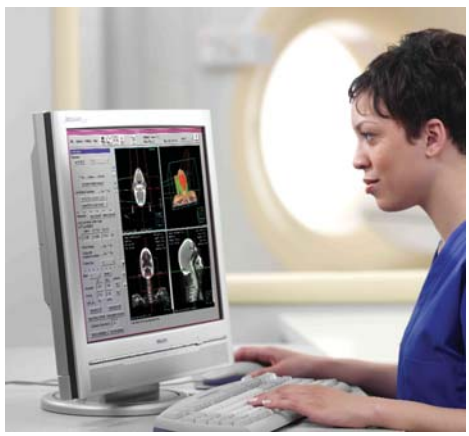
An anatomical study is a static image that shows structure, whereas a SPECT study can show actual metabolic activity within the part of the body that is being studied, sometimes through moving images. For example, a CT image of the heart shows the structure while a SPECT image shows the blood flow.

The result: faster reporting for diagnostic and treatment planning.

The Precedence SPECT/CT system is used by radiologists, cardiologists, oncologists and nuclear medicine physicists. Along with diagnostic improvements from the combined systems, time-saving qualities are everywhere. For instance, doctors can call up two images on one screen to look at them either independently or simultaneously. And technicians can now do in one scan what they formerly did in two. As a result, patients are treated to faster, friendlierone-visit scans.

So for hospitals that run an ER clinic, where time is always of the essence, the Precedence gives critical care needs a new standard of confidence.

To receive more information, please check the appropriate box and return the Additional Information reply card.



AcQSim

When product developers were planning upgrades to the original AcQSim simulation and planning system, they went to the best source of input possible: Philips customers. Radiation oncologists were asked to generate a wish list of tools they could not live without in a radiation therapy simulation and planning system.

Philips has now integrated all the wish list elements of radiation therapy simulation and 3D planning into one device. "We took the best features of AcQSim and Pinnacle³ and put them together," says Patty Root, Sr. Manager Product Marketing Philips Radiation Oncology Systems. "Now one box does all the work."

The AcQSim³ special features include near real time digital composite radiographs (DCRs), improved workflow tools and absolute patient marking with the Brilliance CT Big Bore scanner. AcQSim³, often configured with the Pinnacle³ dose engine, is flexible enough to work with other devices—the GEMINI PET/CT, Precedence SPECT/CT, MR and several Philips CT scanners.

AcQSim³ with Pinnacle³ is known for its high-precision radiotherapy simulation and planning. Its function is to capture images that can simulate how the radiation dose will affect a patient's cancer and the surrounding area. This way, radiation targets the affected area and limits the radiation to the adjacent normal tissue.

The big picture results: an enhanced level of patient care with less time on the scanner tables, and simplified, more efficient workflow through one integrated system. With all the data and software located in one box, customers save money on hardware and desktop space—not to mention that their wishes have come true.

To receive more information, please check the appropriate box and return the Additional Information reply card.

GEMINI GXL

In 2004, the Philips GEMINI PET/CT system received the Frost & Sullivan Market Penetration Leadership Award. Now, the second-generation GEMINI system, the GEMINI GXL, offers imaging to a wider range of patients over a wider range of applications.

"Image quality is something that we at Philips hang our hat on," says Johann Fernando, Ph.D., Director of Marketing, PET and Radiation Oncology Systems. Equipped with an image-fusion software package called Syntegra, physicians using the GEMINI GXL can develop a more accurate treatment plan than ever before. The GEMINI GXL is also designed around maximizing throughput and providing a friendlier environment for patients.

"We can do full-body scans in less than 15 minutes, thereby significantly improving the throughput capabilities of the scanner," says Johann. In the past, full-body scans took up to 40 minutes.

GEMINI is the world's first and only open PET/CT system, allowing clinicians to interact with patients through an opening in the gantry. The system's open design promotes a more comfortable environment for some patients than traditional, completely enclosed gantries.

A PET scanner is used for early detection, while physicians rely on CT scanners to provide the most accurate information for delivering a treatment plan. "With really small tumors, you sometimes can pick them up with PET much earlier than you can with CT," Johann explains. "PET can help reveal the extent of disease in a patient's body through visualization of metabolic activity." CT brings anatomic, or structural, details in with the PET information for a high level of diagnostic confidence.

Typically, the CT scanner is used for attenuation correction, tumor localization and diagnostic studies. The GEMINI GXL PET/CT combines the strengths of the PET and the CT scanners to provide comprehensive information necessary to target a lesion, minimize side effects and stay clear of surrounding organs.

"We are the only vendor that acquires and processes the data in 3D and the only vendor that offers industry-leading LOR (Line of Response) technology that enhances image quality," says Johann. "A lot of radiation oncology units are buying the GXL," he adds. "They can get PET/CT information on one scanner, and break even in fewer than four scans a day."

The GEMINI GXL PET/CT system is setting new standards in imaging excellence and flexibility.

To receive more information, please check the appropriate box and return the Additional Information reply card.

Brilliance CT 64

"I don't think there's ever been a better time in history for Philips in CT," says Stephen Whisenhunt, Director of CT Marketing, "especially if you take a look at the Philips Brilliance CT 64-channel, which offers a host of technological improvements."

With 40 mm of coverage, the Brilliance CT 64-channel provides clinicians with high-resolution images, broad coverage and an acquisition speed capable of imaging the heart and coronary arteries, as well as many other diseases in the body. For example, a CT scan will show not only the existing dead tissue, it will also show tissue that is at risk.

These advancements give physicians access to a robust arsenal of tools to diagnose, plan and treat patients. "We've made significant advances in helping physicians diagnose cardiovascular disease, stroke and cancer earlier and with greater accuracy," Stephen adds.

The improvements greatly benefit patients as well. In the diagnosis of coronary artery disease, what used to be a half-day procedure for a diagnostic cath, can now be accomplished in a half-hour outpatient visit.

"In addition to acquisition speed," Stephen explains, "our reconstruction engine is one of the fastest in the industry. This is key to improving total site productivity and reducing the time to diagnosis."

Equipped with superb image performance and a more accurate dose management system, the Brilliance CT 64-channel awards healthcare providers and patients with faster, less invasive and more effective medical treatment plans. "It's a benefit to the patient by reducing the anxiety of being ill," Stephen says. "It's more humane."

To receive more information, please check the appropriate box and return the Additional Information reply card.

Philips iU22 Ultrasound System making scanning easier, safer at Kaiser

Studies show that 80% of sonographers nationwide are now scanning in pain, and 20% will sustain a career-ending injury. Sonographers indicate that the shoulder, neck, wrist and lower back are the most prevalent sites for pain and discomfort. An example of how serious this epidemic has become: in October 2004, the Society of Diagnostic Medical Sonography (SDMS) and the Occupational Safety and Health Administration (OSHA) signed a formal alliance to provide SDMS members and others in the medical industry with education and training resources that will help focus on reducing and preventing exposure to work-related musculoskeletal disorders.

From a system design standpoint, adjustment capability is the key factor in reducing chances of injury. Fortunately, Kaiser is the proud owner of the latest state-of-the-art diagnostic ultrasound imaging technology from Philips, the iU22 Intelligent Ultrasound system.

An independent benchmark ergonomic study ("A Comparison of Six Ultrasound Systems with Regard to Conformance to the Industry Standards for the Prevention of Work-Related Musculoskeletal Disorders in Sonography," Thomas J. Abin, PE, CPE, July 2004) concluded that of six premium ultrasound systems studied, the iU22 ranked highest in addressing sonographer ergonomics. The iU22 was the only system to meet the industry standards recommendation created by the SDMS-hosted conference for independent height adjustment of the monitor and control panel, and for the full range of viewing distances.

The iU22 system's independently articulating monitor and control panel allow all users to customize system positioning to their individual needs for each exam, achieving neutral postures and improving comfort in the back, neck and shoulders. In addition, the system's Superflex transducer cables are thin, lightweight and extremely flexible, reducing stress and strain on the neck, arm, wrist, hand and fingers. And one-button automation options streamline exams and reduce repetitive motion. tp

To receive more information, please check the appropriate box and return the Additional Information reply card.

For more

information about the Philips iU22 Ultrasound system and the benchmark ultrasound ergonomic study, please visit:

i www.medical.philips.com/main/products/ultrasound/products/technology/ergonomics/

Philips bringing ergonomic workshop to Kaiser

With work-related injuries rapidly becoming a near epidemic in the medical industry, Philips Medical Systems is committed to promoting safer, more efficient working conditions for imaging technologists.

Philips is sponsoring an ergonomics lecture program for Kaiser sonographers on Saturday, February 26 at 1:15 p.m. at the Kaiser Radiology Meeting in Anaheim, CA. Carolyn Coffin, MPH, RDMS, RDCS, RVT of Sound Ergonomics, LLC will present a lecture on musculoskeletal strain injury in sonography, explaining the mechanisms for injury and educating attendees on how to identify and reduce the risk for work-related injuries.

Sound Ergonomics is unique in their expertise both as clinical sonographers and their certified training in Applied Workplace Evaluations.

"It is our goal to empower those in clinical ultrasound to reduce their risk for injury through ergonomic training, and to provide educational information to administrators so that work safety programs can be implemented," says Susan L. Murphey, BS, RDMS, RDCS, Director of Operations for Sound Ergonomics, LLC.

For more information about Sound Ergonomics, LLC and the workshop, go to www.soundergonomics.com. Or call Susan Murphey at (206)417-8151 or email her at slmurphey@soundergonomics.com.

2006
Calendar of events

Jan 13-14

Boston AFIB 2006
Boston Atrial Fibrillation Symposium

Jan 20-22

SCMR 2006
Society of Cardiovascular Magnetic Resonance

Feb 13-16

HIMSS 2006
Healthcare Information Management Systems Society

Feb 17-20

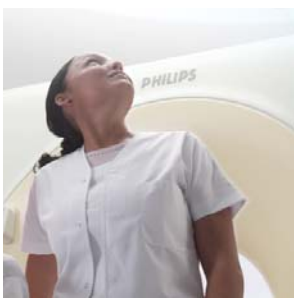
ASITN 2006
American Society of Interventional and Therapeutic Neuroradiology

Feb 23-25

ACRO
American College of Radiation Oncology

Mar 11-14

ACC 2006
American College of Cardiology



Mar 22-24

AAOS 2006
American Academy of Orthopaedic Surgeons

Mar 24-26

AIUM 2006
American Institute of Ultrasound in Medicine

Mar 30-Apr 4

SCIR 2006
Society of Cardiovascular Interventional Radiology

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