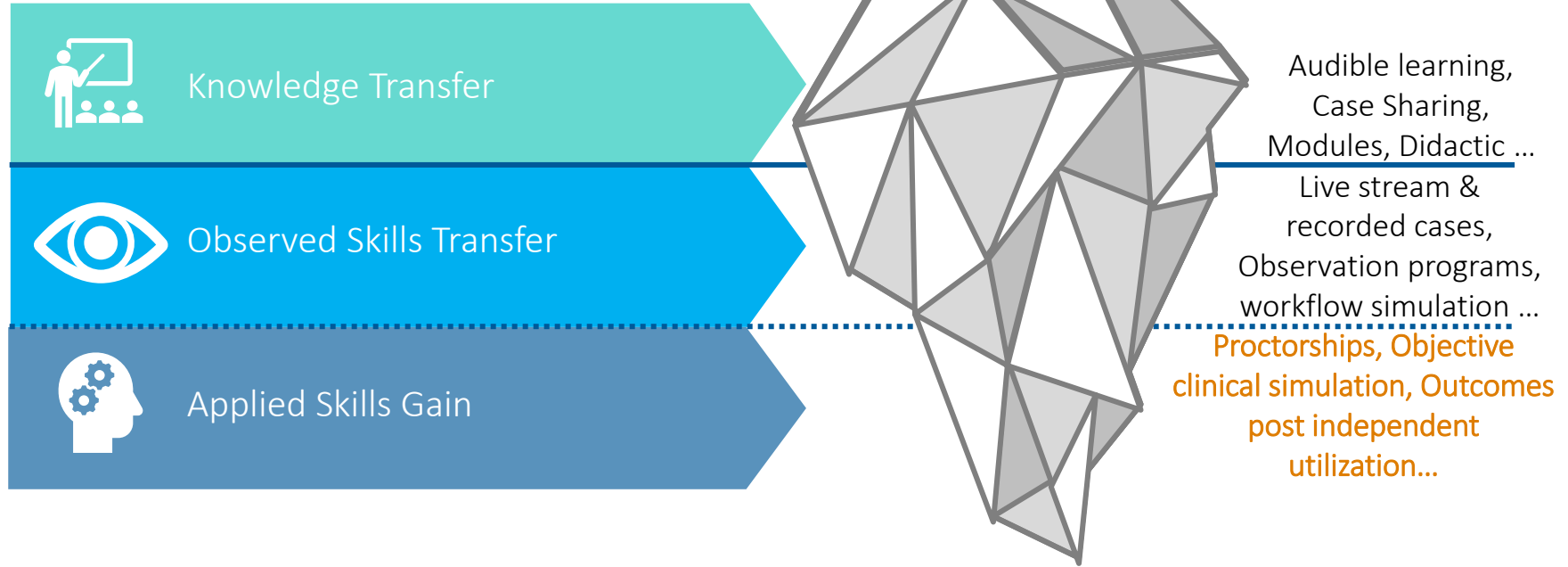


Coronary Medical Education 2023



Medical Education Strategy 2023

Heavy focus on Applied Skills Proficiency Gain



Medical Education Process Improvement

RSM Approval, Targeting & Follow up





Available March 2023

Regional Round Tables

\$172K
18 Programs
9 Per zone



**Targeting
critical**



**Follow up
essential to
defining next
steps**



Program Objective

Frontline program, facilitated by KTLs who actively integrate the coronary portfolio into practice. This program drives knowledge transfer of clinical indication & application through didactic exchange, case review and dialogue on practical patient scenarios in which the portfolio impacts diagnosis, workflow, treatment and outcomes.

Learning Objective

After attending this program, the attendee will be able to articulate their clinical/technical gaps and establish a defined learning pathway generated with the support of the local Philips Representative.

Target Audience

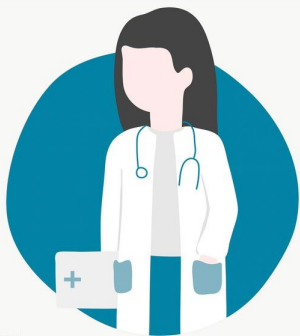
Pre-adoption, non-believer & slow adopters that are interested and curious but not quite committed to the portfolio. This is an entry to the learning pathway.

Metrics

Demonstration of adoption post program, NPS and survey data, engagement % in advancement into a clinical pathway next step.

Topics:

- IVUS
- Physiology
- Co-Reg
- ULCPCI
(DCR & SV)
- Complex PCI
(Therapies + Imaging)



Topics:

- Therapies
- IVUS
- Portfolio pull-through



CATH LAB

Observational:

Attendee
travels to KTL
*Knowledge
Transfer*

Proctorship:

KTL travels to
learner
Applied Skills Gain

Peer to Peer Observation & Proctorship Programs

\$64K
8 Programs
4 Per zone



Customized
learning with
mentorship



Follow up
essential to
defining next
steps



Program Objective

Observational- Observe product utilization in clinical setting to build competence and confidence in device utility and safety. Develop mentorship with expert operators and advance through the learning pathway

Proctorship – Articulate the clinical indication & demonstrate technical application of devices in diagnostic & treatment algorithms. Apply learned skills in clinical setting, build confidence in the practical application of observed skills.

Learning Objective

After attending this program, the attendee will be able to articulate any remaining clinical/technical gaps, establish a defined learning pathway generated with the support of the local Philips Representative and/or demonstrate adoption that scales in complexity based on gains through case experience

Target Audience

Observational – Has familiarity with the product through early rep engagement must have product on the shelf or in VAC process, their goal should be defining where the product(s) fit into their algorithm

Proctorship – Current customer who has the product on the shelf and who has attended prior training programs, (rep-launch with identified competency gaps, awareness program/congress)

Metrics

Rubric based proficiency assessments for observed skills proctorships pre and post, demonstration of adoption post program, NPS and survey data, Personalized objectives assessed pre and post



Topics:

- Renalism
- IVUS
- Physiology
- Co-Reg
- ULCPCI
(DCR, Device Detection
& full suite of SV tools)

ULCPCI Hands-on Workshops: St. Francis; NY

\$100K
4 Programs
12 Attendees
6 Md's & 6 Reps per
program



Targeting
critical



Follow up
essential to
Applied Skill
Gain



Program Objective

Unique hands-on proctorship designed to drive knowledge & applied skill through an algorithmic approach to Ultra Low Contrast strategies. Attendees discuss Renalism & observe product utilization in clinical setting to build competence and confidence in device utility, safety & develop best practice. Attendees articulate clinical indication, discuss & demonstrate practical application of coronary physiology, IVUS, DCR, SyncVision tools and Co-Registration techniques, guiding scenario-based application of learned skills in clinical setting,

Learning Objective

After attending this program, the attendee will be able to demonstrate competence and confidence in the clinical use of IVUS MLD MAX, SyncVision tools & Dry Co-Registration techniques to reduce contrast during Diagnostic assessment & PCI

Target Audience

Current customer who has hardware installed & disposable product on the shelf. Customer should have practical experience with IVUS & Physiology and has attended prior training programs, (rep-launch with identified competency gaps, awareness program/congress). ***Customer agrees to host Rep in lab for a minimum of 1 week post program***

Metrics

Rubric based proficiency assessments for observed skills pre and post, demonstration of adoption post program, NPS and survey data, Personalized objectives assessed pre and post



Topics:

- Renalism
- IVUS
- Physiology
- Co-Reg
- ULCPCI
(DCR, Device Detection
& full suite of SV tools)

ULCPCI Hands-on Workshops: **Baylor; TX**

\$50K

4 Programs

8 Attendees

**4 Md's & 4 Reps per
program**



**Targeting
critical**



**Follow up
essential to
Applied Skill
Gain**



Program Objective

Unique hands-on proctorship designed to drive knowledge & applied skill through an algorithmic approach to Ultra Low Contrast strategies. Attendees discuss Renalism & observe product utilization in clinical setting to build competence and confidence in device utility, safety & develop best practice. Attendees articulate clinical indication, discuss & demonstrate practical application of coronary physiology, IVUS, DCR, SyncVision tools and Co-Registration techniques, guiding scenario-based application of learned skills in clinical setting,

Learning Objective

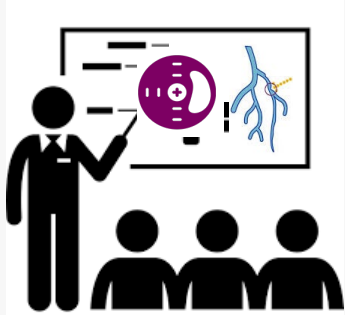
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Metrics

Rubric based proficiency assessments for observed skills pre and post, demonstration of adoption post program, NPS and survey data, Personalized objectives assessed pre and post



Topics:

- Full Coronary Portfolio
- Streaming from CEC
- Use of gamification
- Use of Mentice simulation
- Use of Cloud Simulation

PIT Virtual & Regional Allied Health Programs

\$70K

6 Virtual Programs
(**\$1.6K per program**)

12 Regional Programs
(**\$5K per program**)



Virtual: 50 Attendees per course Max

Regional: 25 Attendees Max



Follow up essential to Applied Skill Gain



Program Objective

Drive awareness of clinical/technical indication & application of full coronary portfolio through didactic and demonstration. Elevate skill level & drive proficiency in workflows, trouble shooting, interpretation of clinical data. Focus on Buttonology & ease of use as competitive advantage and to aid in removal barriers to utilization & adoption

Learning Objective

After attending this program, the attendee will be able to independently support cases as well as educate fellow staff on foundational theory, buttonology, trouble-shooting tips & tricks & workflows.

Target Audience

Allied Health Professional with dedicated interest and/or targeted as a super user. Product must be on the shelf with established utilization.

Metrics

Rubric based proficiency assessments for observed skills proctorships pre and post, demonstration of adoption post program, NPS and survey data, Personalized objectives assessed pre and post

