

Making the difference with Philips Live Image Guidance

Philips AlluraClarity family

PHILIPS



Making the difference with Philips Live Image Guidance

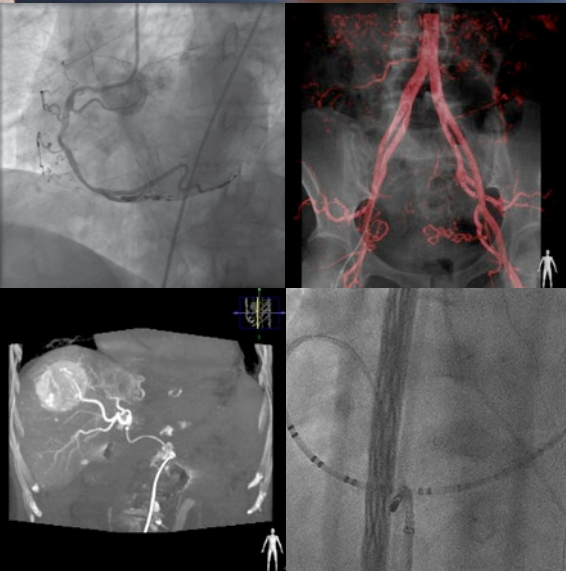
Together we make the difference in minimally invasive treatment to enhance patient outcomes and save lives. With our Live Image Guidance we aim to remove barriers to effective and reproducible treatments, delivering relevant clinical value where it's needed most - at the point of patient treatment.

Intelligent and intuitive integration of live imaging, patient information, and disease-centric tools help to augment therapy guidance. Our AlluraClarity family with ClarityIQ technology enables physicians to deliver fast and confident diagnosis, simplified procedures and an efficient clinical workflow. All while providing high quality imaging at low dose levels.

Together, we open doors to new procedures and techniques that truly make a difference to people's lives while driving growth and reducing the cost of care.

Key benefits

- Find and treat the problem with greater insight and confidence
- Enhance of user experience to promote consistency and efficiency
- Lower barriers for minimally invasive interventions
- Increased economic value in your investment



Delivering relevant clinical value where it's needed most 4

As our most powerful interventional X-ray system yet, AlluraClarity delivers clinical value where it's needed most; at the point of patient treatment.

Our AlluraClarity family 18

A comprehensive and powerful range of solutions to address your clinical needs and help you open doors to new procedures and techniques.

Increased Economic Value 28

Our flexible service contracts are tailored to your budget to protect your investment by providing easy access to the latest upgrades and innovations.

Delivering relevant clinical value where it's needed most

As our most powerful interventional X-ray system yet, AlluraClarity delivers relevant clinical value where it's needed most – at the point of patient treatment. With advanced Live Image Guidance, you benefit from high-definition, high-quality images of even the smallest vessels, disease-specific tools, and intelligent, intuitive integration of patient information.

With our new AlluraClarity family, you can now perform complex procedures with confidence.

Find and treat the problem with greater insight and confidence

Our Live Image Guidance expands clinical capabilities through intelligent and intuitive integration of multi-modality images at the point of treatment. This enables confident diagnosis and real-time therapy monitoring.

Optimization of user experience to promote greater consistency and efficiency

We are committed to enhancing the user experience to support the clinician in each of their specific procedures by combining disease-centric tools, patient data and procedural protocols in a single suite. This simplifies clinical workflows and promotes efficiency.

Lower barriers for minimally invasive interventions

We have a long-standing commitment and philosophy to manage dose through a set of techniques, programs and practices that focus on providing excellent image quality.

Increased economic value

We provide full support throughout the whole lifecycle of your interventional suite, providing investment protection by increasing uptime and giving you easy access to the latest upgrades and innovations. Our service contracts portfolio offers a comprehensive range of flexible coverage that aligns with your budget and in-house capabilities.

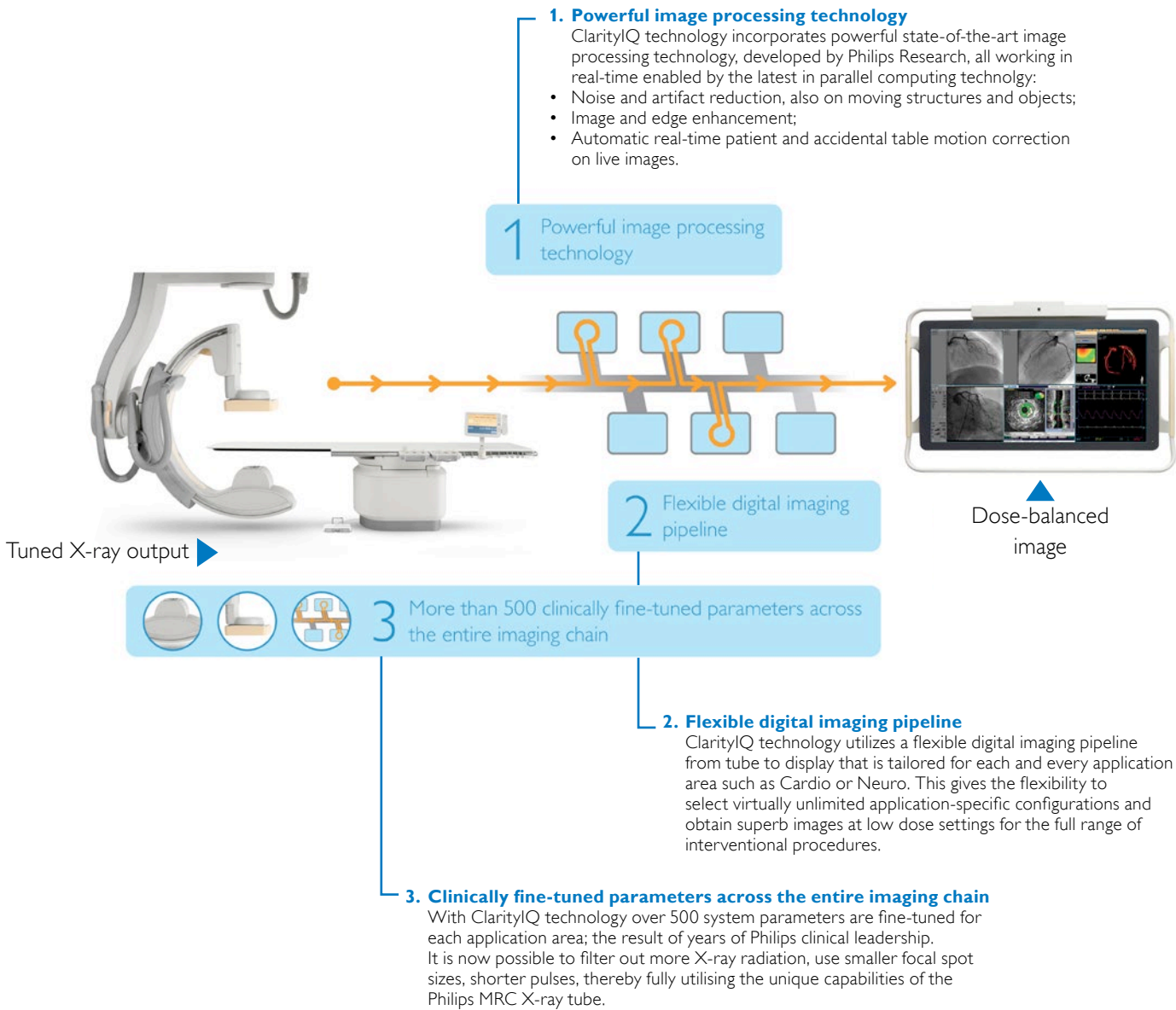


See with confidence - every time.

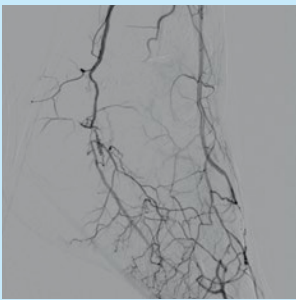
AlluraClarity with ClarityIQ technology

ClarityIQ is our breakthrough technology which maintains image quality while managing dose. Leveraging our imaging expertise and excellent technology, we collaborated with top interventional physicians in the development of ClarityIQ technology. Together, we redesigned the entire digital imaging pipeline.

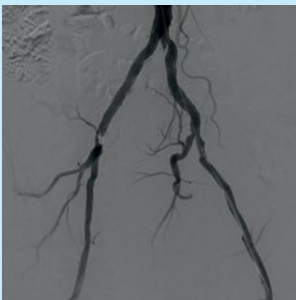
The result is high quality imaging for a full range of clinical procedures at low dose levels.



Interventional Radiology

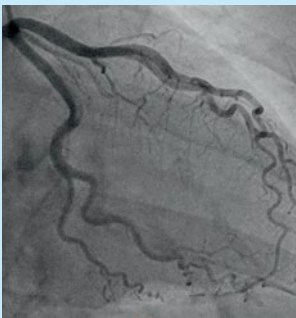


Patient suffering from critical limb ischemia

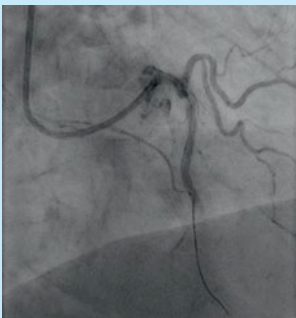


60 year old male smoker (BMI 24.7) with hypertension and hyperlipidaemia

Cardiology

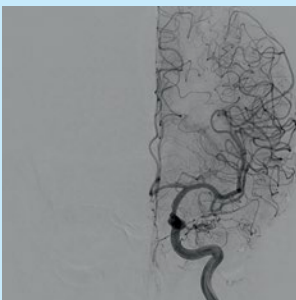


51 year old female (BMI 28) with angina pectoris

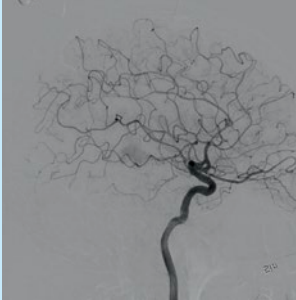


61 year old male (BMI 31) with diabetes and hypertension 2nd attempts CTO in RCA.

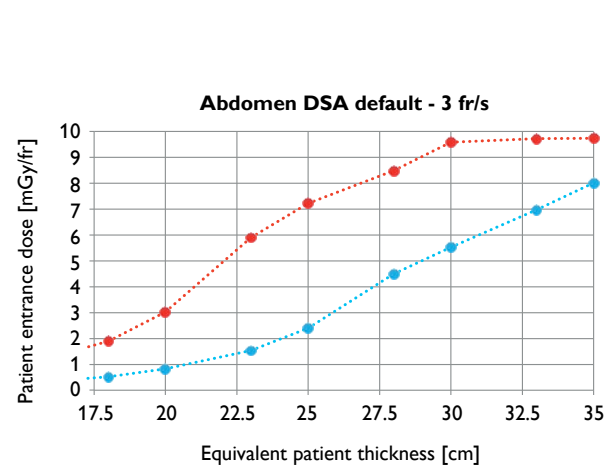
Interventional Neuroradiology



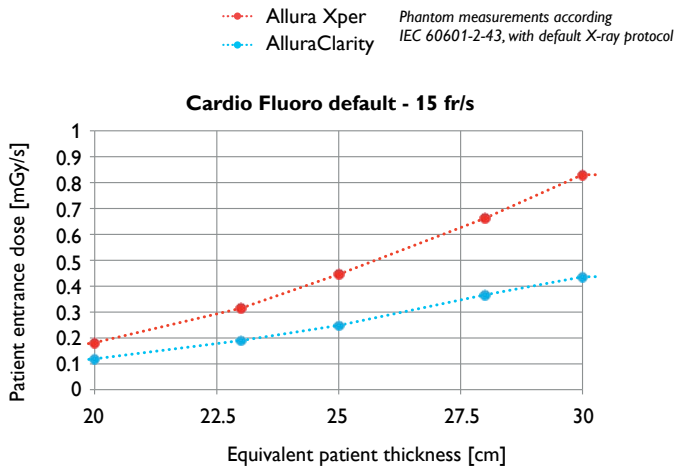
Cerebral angiogram of 53 year old male patient



53 year old male with aneurysm



Patient entrance dose vs. equivalent patient thickness Abdomen DSA



Patient entrance dose vs. equivalent patient thickness Cardio Fluoro

Pushing the boundaries of ALARA

Our AlluraClarity family with ClarityIQ technology is the latest breakthrough in our commitment to manage radiation exposure for patients and clinical staff. It sets a new standard by pushing the boundaries of ALARA (As Low As Reasonably Achievable). ClarityIQ maintains equivalent image quality at low dose. This may help remove dose as a barrier to new procedures and techniques.

Philips DoseAware family

Real-time dose feedback to increase radiation awareness and promote healthy working practices.

Philips DoseAware* family of real-time dose feedback tools is designed to make it easy for people working in X-ray environments to monitor their radiation exposure in daily work and adopt healthier working practices.

DoseAware Xtend* is a dedicated solution for rooms with Philips FlexVision XL display. Its integration with the Allura X-ray system allows it to provide detailed feedback on scattered X-ray dose levels per procedure.

DoseAware can be used in any X-ray room to provide real-time feedback on scattered X-ray exposure so staff can immediately adjust their working habits to manage radiation exposure.

* These products do not replace the thermoluminescent dosimeter (TLD) as a legal dose meter.

Increases radiation awareness

- Gives you the cumulative amount of X-ray dose received right after each procedure
- Reminds you to take secondary lead precautions
- Sends you weekly or monthly reports automatically on your procedure-based staff dose to help you identify your individual exposure trends
- Sends procedural data on X-ray dose in DICOM RDSR format to PACS or RIS to simplify data analysis

Advantages of a real-time dose meter

- Gives you the information you need to manage your own X-ray dose exposure
- You see when and where X-ray dose was acquired so you can act appropriately
- You can easily check your exposure level on the colored display in the examination room
- Facilities can archive, report, and analyze radiation data to maintain high levels of occupational safety

SpectraBeam Intelligence

Using SpectraBeam, AlluraClarity helps to manage dose by taking a more intelligent approach to the use of x-rays. To this end, the AlluraClarity uses special SpectraBeam filters in fluoro and exposures to remove unwanted 'soft' radiation, i.e. those X-rays that hit the patient but do not have enough energy to reach the image detector. The soft radiation is replaced by higher-energy radiation which increases image quality. Alternatively, you can 'trade off' some of this increased quality to further manage dose.

"DoseAware is one of the most important new tools available to help reduce occupational medical radiation exposure to physicians and staff. It's a much easier and practical way to monitor levels than conventional methods. Creating a better work environment is not only the right thing to do but our obligation."

J. Kiah, MS, RN Lab Manager, Director Cardiac and Vascular Services, Baptist Cardiac & Vascular Institute, Miami, USA



DoseWise

Our long-standing commitment to manage dose is founded in DoseWise; a set of techniques, programs and practices that focus on providing excellent image quality while maximizing the safety of patients and clinical staff in X-ray environments. DoseWise has the three pillars - Smart Beam, less time and more awareness - and is integrated into every level of our new product development.



Transforming minimally invasive therapy

The AlluraClarity family is based-on our industry-leading Live Image Guidance. Enabling fast and effective treatments, this advanced technology helps you to transform minimally-invasive therapies. With specific solutions for the treatment of cardiac and vascular diseases, you can open doors to new procedures and techniques, all while enhancing your interventional lab.

Our Live Image Guidance is complemented by advanced interventional tools, seamlessly integrated into the AlluraClarity family, to support your clinical workflow. Further support is provided by our comprehensive

clinical, technical and education programs. Strong partnerships with a worldwide network of clinical experts and customers have driven development of our Live Image Guidance technology. This has given us the opportunity to quickly address your changing needs and deliver truly meaningful innovation where it really matters – at the point of patient treatment.

Together, we drive growth and open doors to new procedures and techniques that truly make a difference in people's lives.

Treating cardiac diseases

From routine coronary heart disease to the most complex structural heart disease, congenital heart disease, cardiac surgery and ablation procedures, our AlluraClarity family with ClarityIQ technology enables clinicians to deliver fast, effective and simplified procedures with an efficient clinical workflow. Intuitive, procedure specific tools, integrated X-ray, multi-modality imaging, and patient information are combined

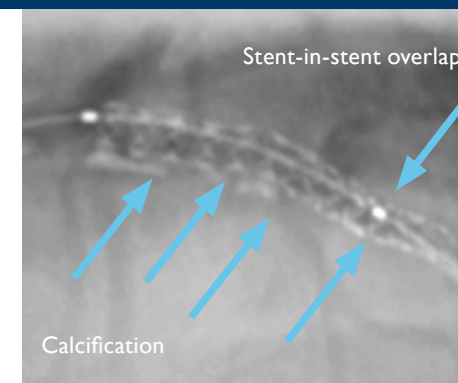
in an interventional lab or hybrid surgical suite. Quick and easy access to enhanced visualization and live navigation through soft tissue anatomy helps physicians to determine the excellent course of treatment with confidence. With AlluraClarity you can also realize high image quality with low dose settings, helping to manage exposure to patients and staff.

Coronary artery disease



XperSwing

Achieve all desired anatomical views in a single X-ray run for a complete visualization of complex coronary vasculatures as a result it manages radiation exposure.



StentBoost

Clearly visualize stents during positioning and deployment.



Integrated solutions

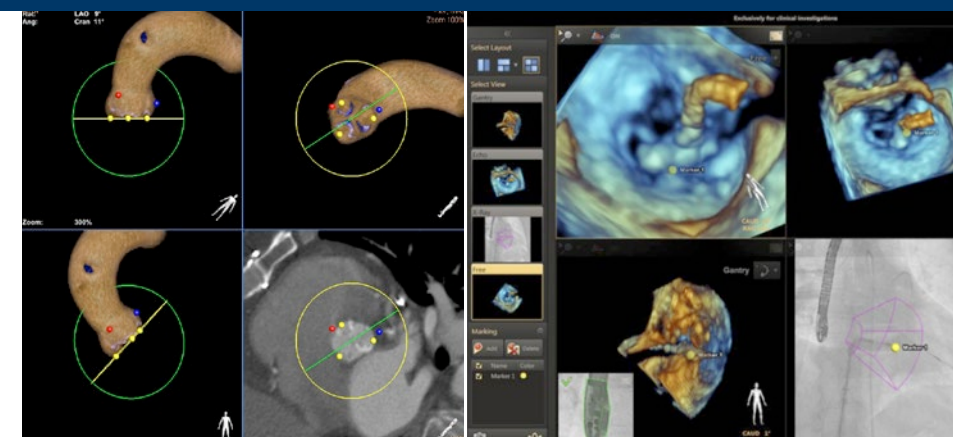
Gain immediate access to all required information such as hemodynamics, FFR, IVUS, OCT, NIRS in an easy and direct way.

Structural heart disease



CX50

High performance, compact ultrasound system that is seamlessly integrated with the AlluraClarity platform to enhance workflow. Also available with live 3D-TEE and ICE at tableside.

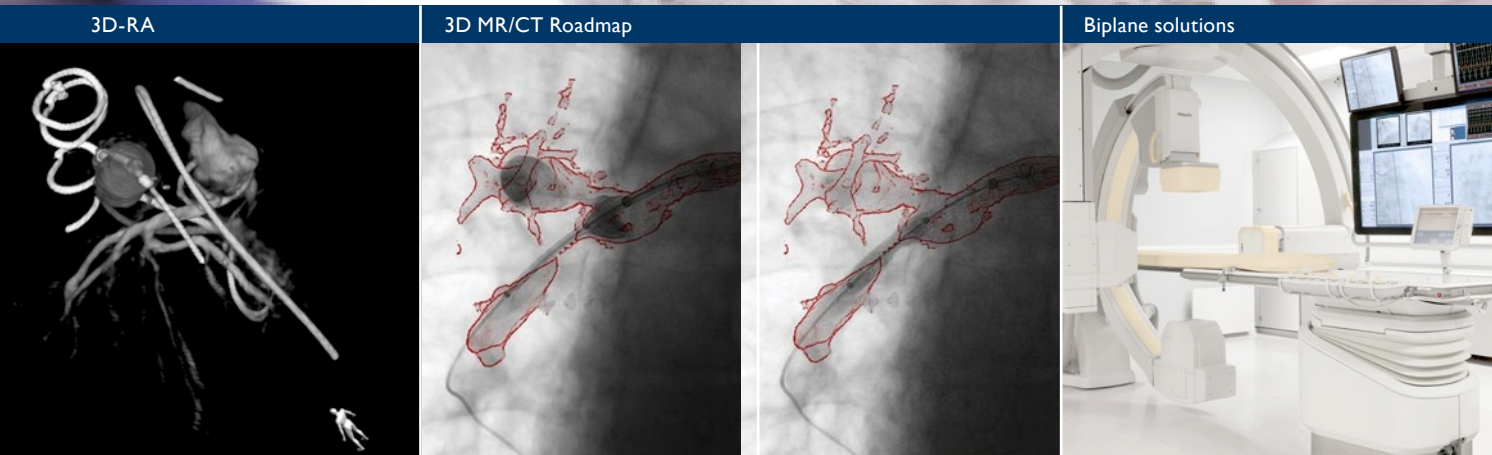


HeartNavigator

Simplifies planning, device selection, and choice of excellent X-ray viewing angle. Provides additional live 3D imaging guidance during device placement. Also gives insight into calcified plaque distribution in the ascending aorta and ostia of the coronaries.

EchoNavigator

Allows visualization of both devices and soft tissues which may provide confidence in performing complex structural heart interventions.



3D visualization in a single rotation for assessment of complex anatomical structures, allowing you to plan the excellent therapeutic approach.

Live overlay on 3D MR/CT Roadmap roadmap enhances visualization of anatomical structures and device navigation by re-using preoperative CT or MR angiographic images.

Our unique double C-arc allows steep lateral projections for complex anatomy without compromising accessibility.

Congenital heart disease

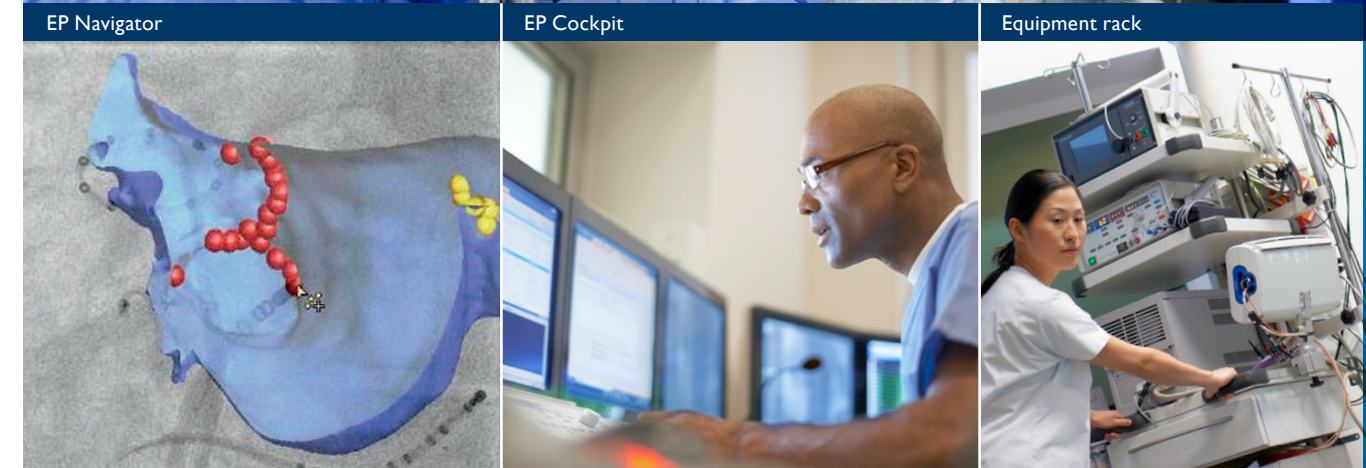
With access to enhanced live visualization and navigation you can confidently determine an excellent course of treatment. Intuitive, pediatric-specific tools, integrated multi-modality imaging, and patient information are combined in an interventional lab or hybrid surgical suite.

Our AlluraClarity family with ClarityIQ technology delivers high image quality at low dose settings for the full range of interventional procedures, while our other Live Image Guidance tools like MR/CT Roadmap enhance visualization for better navigation.

Cardiac arrhythmia

Intelligent and intuitive integration of multi-modality imaging, recording, mapping, robotics and IT applications provides you with ease of use, allowing you to streamline your workflow for enhanced lab efficiency. Our advanced 3D imaging tools give you insight into complex cardiac anatomies, and help you to navigate your catheters with confidence.

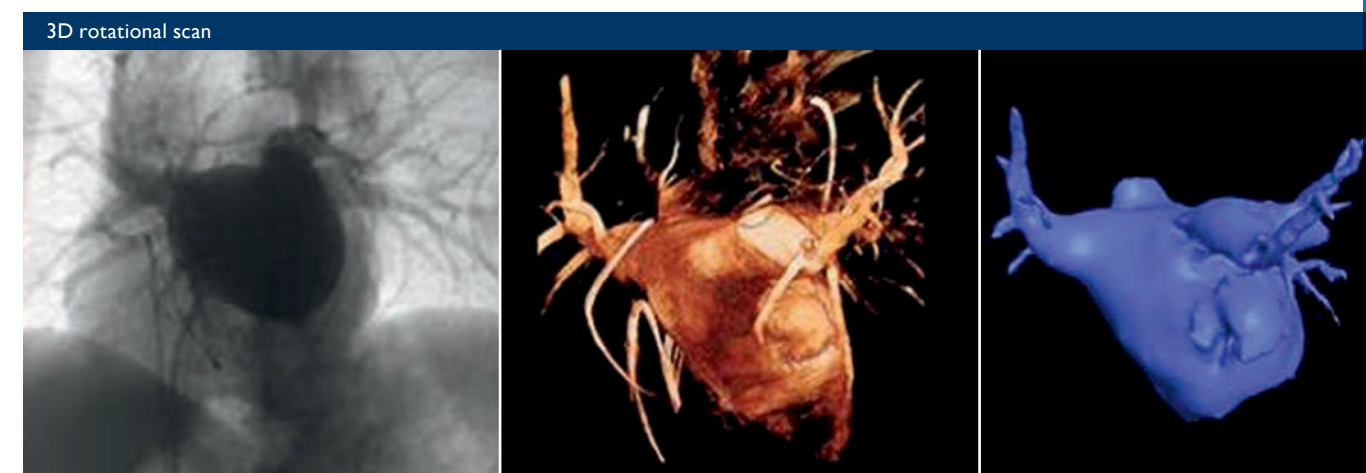
Whether performing an AFib ablation procedure or implanting a CRT device, our AlluraClarity family with ClarityIQ technology enables physicians to deliver fast, effective and simplified electrophysiology procedures with an efficient clinical workflow, all while delivering high image quality at low dose settings for the full range of interventional procedures.



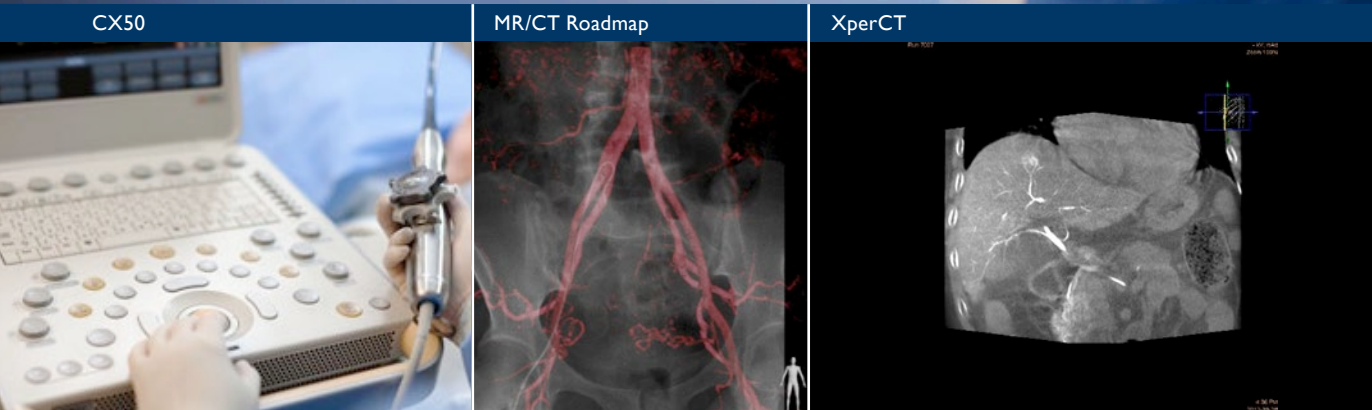
Intuitive 3D catheter guidance using precisely registered 3D cardiac anatomy and 2D fluoroscopy images. Its utility has been demonstrated in clinical studies.^{1,2,3,5}

Easy operation of multi-vendor equipment in the control room, and flexible viewing in the exam room.

Clutter-free integration of 3rd party equipment.



Advanced 3D imaging to acquire LA-PV anatomy at the time of the procedure with excellent scan trajectory.⁴



The only high-performance, compact ultrasound system that seamlessly integrates with the AlluraClarity platform to enhance workflow.

Navigate through complex vasculature with live 3D image guidance by re-using CT or MR angiography images.

Philips' next generation XperCT helps clinicians to assess treatment options and results within the Interventional Suite without transporting the patient. Now with fast protocols (~5 sec) and Metal artifact and BMI noise reduction capabilities.

Treating vascular diseases

With our Live Image Guidance we aim to lower barriers to effective and reproducible treatments, delivering relevant clinical value where it's needed most – at the point of patient treatment.

Endovascular interventions

Intelligent and intuitive integration of multi-modality imaging, patient information, and procedure specific applications deliver critical information to enhance real time guidance through complex vasculature and visualize tissue perfusion to identify treatment end-

point in peripheral vascular interventions. This results in a correction in the initial treatment strategy in up to 60% of the cases in patients with critical limb ischemia and non-healing tissue lesions.¹ Whether treating critical limb ischemia or embolizing a uterine fibroid, our AlluraClarity family with ClarityIQ technology enables physicians to deliver fast, effective and simplified procedures with an efficient clinical workflow. All while delivering high quality imaging at ultra-low dose levels for patients of all sizes.

Oncology interventions

Intelligent and intuitive integration of multi-modality imaging, patient information and procedure-specific applications help enhance intra-arterial interventions by delivering enhanced lesion detection as compared to standard DSA² and comparable to MR³ and conventional CT. Visualize and understand the nature and location of the lesion to effectively plan the most appropriate treatment. Leverage 3D information to reveal small Hepatocellular Carcinomas (HCCs) and their

feeding arterial anatomy⁴ and to provide early intra-op assessment of therapy response after trans-arterial chemo-embolization. Whether you are ablating or embolizing a tumor, our AlluraClarity family with ClarityIQ technology enables physicians to deliver fast, effective and simplified procedures with a more efficient clinical workflow. All while delivering high image quality at low dose settings for the full range of interventional procedures.

“What's changed with AlluraClarity is that everyone wants to work in that room”

Dr. B. Katzen, Baptist Cardiac and Vascular Institute Miami, FL, USA



Plan enhanced tumor coverage by visualizing the thermal characteristics of the ablation device.

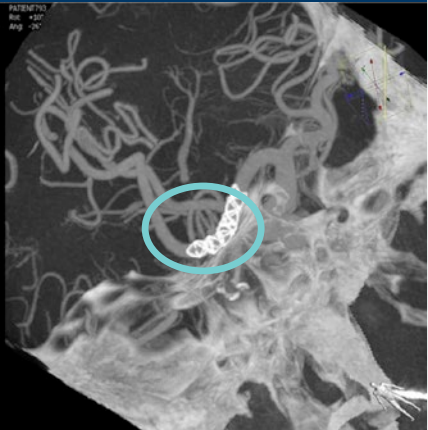
Fast detection and reconstructions (~5sec) of contrast-enhanced lesions and their feeding vessels in 3D.

Identify and target feeding tumor vessels on 3D Roadmap.

See sub-millimeter perforators and vessels at the capillary level in 2D and 3D. Flexible switching of video sources, as well as easy switching of screen layouts and image sizes from the table-side, enhances workflow.

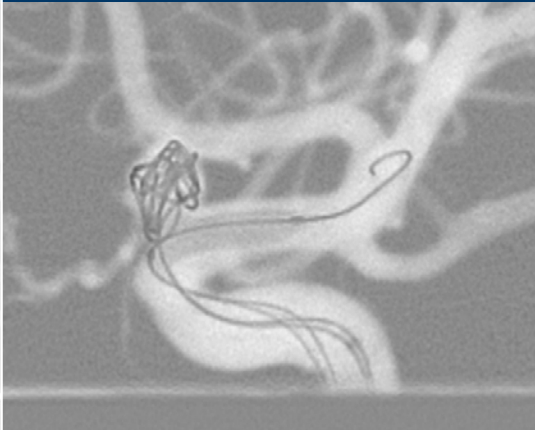


VascoCT



Visualize location, size and direction of an occlusion when dealing with an ischemic stroke.

Roadmap Pro



Confidently navigate in 2D with customized settings for each endovascular material.

MR/CT Roadmap



Navigate in 3D using real-time, motion-compensated MR/CT images.

Neuro interventions

Intelligent and intuitive integration of multi-modality imaging, acquired images of cerebral vessels and devices and procedure specific applications may help enhance real-time decision making through visualization, live navigation and immediate therapy feedback. Quickly assess the problem and confidently target the affected lesion while preserving healthy tissue. Whether

delicately maneuvering through complex anatomy to treat an aneurysm or racing the clock to remove a clot, our AlluraClarity family with ClarityIQ technology enables physicians to deliver fast, effective and simplified procedures for an efficient clinical workflow. All with high image quality and low dose settings.

Hybrid suite

Intelligent and intuitive integration of live imaging, patient information, and disease-centric tools in a single hybrid suite enables physicians to quickly and confidently determine the excellent course of treatment across a broad range of procedures. Move from EVAR stenting to a TAVI case or a Neurosurgery procedure and perform endovascular as well as hybrid and open surgery in a single suite.

Our FlexMove simplifies procedures and the transitions between them to increase lab utilization while our AlluraClarity family with ClarityIQ technology enables physicians to deliver fast, real time therapy guidance delivering high image quality at low dose settings for the full range of interventional procedures.

FlexMove

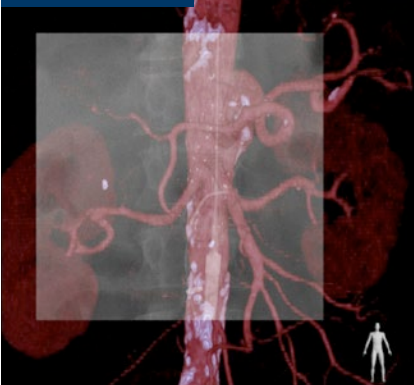
With FlexMove, you can easily move the C-arm anywhere it's required around the table – and then conveniently park it out of your way entirely when it's not required during open surgery. This gives the team more flexibility to work around the patient and outstanding access at the head area allowing the anesthetologist to work with ease.

Features like these, combined with the low dose levels possible with AlluraClarity, means long and often complex procedures can be carried out with a higher degree of comfort.

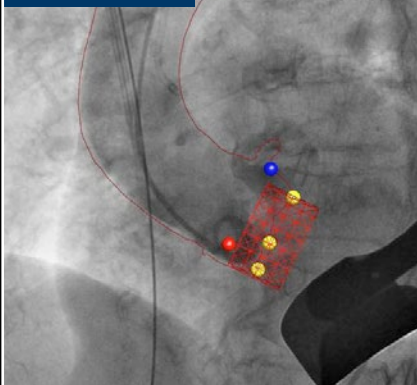


3D guidance

MR-CT Roadmap



HeartNavigator



Allura with MAGNUS table



Through innovations like 3DRA, XperCT, MR-CT Roadmap and HeartNavigator you can work with new confidence. By having access to high-quality images, unique 3D capabilities and innovative imaging solutions, you have invaluable support in the planning, visualization, and live guidance of even the most challenging procedures.

The Allura/ MAGNUS combination seamlessly integrates best-in- class interventional X-ray with a best-in-class OR table for a truly multifunctional room suitable for conventional surgery, hybrid surgery or interventions. The Allura and MAGNUS table are completely synchronized, so you benefit from automatic position control (APC), bolus chase procedures and 3D software tools.



Our AlluraClarity family

Our AlluraClarity family offers a powerful and comprehensive range of solutions to address all your clinical needs - opening the doors to new procedures and techniques.

Bi-plane stand



Performing complex interventions with confidence has always required a clear view of vessel morphology. Now this clear view also comes with a host of efficiency and clinical performance enhancements. Introducing the next generation of AlluraClarity biplane stand systems. With integrated Live image guidance these represent some of the most advanced systems available, offering excellent insight for confidence and decision-making during complex interventions.

Ceiling-mounted stands



The ceiling-mounted X-ray system gives you the flexibility to access the patient from three sides of the table, supporting a full range of interventional workflows. The rock-solid stand design combines fast movements with excellent control. The stand, monitor suspension and operating modules can be freely positioned for different lab set-ups. There is extra parking at the foot end to free up access to the patient when required.

Floor-mounted stands



The floor-mounted X-ray system is suitable for virtually any room and any procedure. You can free up the area around the head, while benefiting from full body coverage as needed.

Flexibility with interventional tables



Our Allura Xper tables have, 'feather-light' free-floating table tops. They combine single-finger push-to-pivot movement and effective store/recall positioning with excellent stability for CPR and easy patient transfer thanks to the lower height adjustment. The cradle and tilt options further enhance visualization for gravity-oriented or puncture procedures, while keeping the region of interest centered in the X-ray beam. Our AlluraClarity system can be seamlessly integrated with the MAQUET MAGNUS OR table as well. (See page 1).

AlluraClarity FD20 suite



With true full 2k (2,048 x 2,048) imaging for increased quality, the AlluraClarity FD20 supports a full range of cardiovascular, radiology, and oncology interventions. A true multi-purpose system, it accepts a broad range of integrated 2D and 3D software tools.

AlluraClarity FD20/20 suite



The AlluraClarity FD20/20 biplane neuro and vascular X-ray system offers exceptional insight for challenging diagnostic examinations and neurovascular interventions. It features two large flat detectors with Philips 2k imaging, as well as advanced interventional tools, so you get superb view of vessel morphology.

AlluraClarity FD10/10 suite



The AlluraClarity FD10/10 allows you the flexibility and quality required to treat congenital heart disease and carry out complex electrophysiology procedures. Dedicated ClarityIQ EPX dose settings help you achieve low radiation dose and the excellent image contrast to visualize low inherent tissue contrast or tissue density of patients.

AlluraClarity FD10 suite



The AlluraClarity FD10 is ideal for your complex PCI, structural heart and electrophysiology procedures. You gain valuable insight and efficiency through a wide array of advanced interventional tools. Our unique G-shaped stand increases speed and provides excellent patient access. It allows you to reach the groin without repositioning, facilitates a wide range of projections, and provides full body coverage. It can also be parked out of the way to further free up patient access.

AlluraClarity FD20/10 suite



Get excellent view for the full spectrum of cardiac, vascular, and neurovascular interventions with the Philips AlluraClarity FD20/10 biplane X-ray system. It combines the stable geometry of the AlluraClarity family with our superb flat detector image quality to give you superb view of vessel morphology. This system can be beneficial when treating elderly and renal insufficiency patients. A full range of advanced interventional tools provide advanced image guidance to support decision making.

Hybrid OR suite



The AlluraClarity family is designed for your hybrid surgery lab, combining the capabilities of an endovascular suite with all the requirements of the OR environment. You'll find superb patient accessibility and full body coverage for procedures like TAVR and EVAR, combined with the flexibility to easily convert from an endovascular to an open surgery procedure.

FlexMove: get more out of your Hybrid suite

With the shift away from open surgical procedures towards minimally-invasive surgery, the Hybrid OR must accommodate the broadest range of procedures. Our solutions allow you to perform a full range; from endovascular and hybrid to minimally-invasive or open surgery. All in a single room. Your entire medical team can work smoothly together and quickly adapt the room to the different set-ups required for diverse procedures. All in all, our Hybrid OR with advanced Live Image Guidance can help you break new ground in hybrid procedures and make the difference where it really matters – at the point of patient treatment.

Key advantages

- Increase utilization by performing a wide range of procedures in one room
- Hybrid procedures can reduce the number of separate procedures required for a patient
- New treatment options have the potential to enhance patient care and shorten overall patient recovery times, which may reduce the overall cost of treatment

“We are delighted with the way the FlexMove ceiling suspension allows you to bring the imaging system to the table, the way you can park it away from the table, the way you can rotate it, and the way you can bring it to exactly the position you want.”

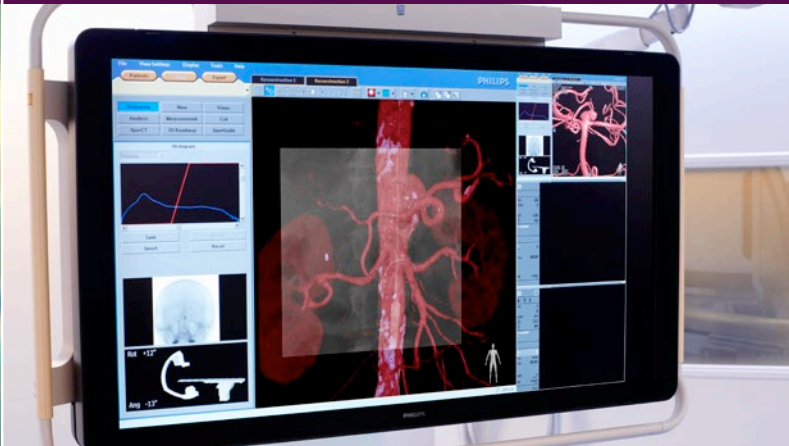
Prof. Mario L. Lachat M.D.

Add value with a people-focused environment



Transform your interventional environment with Ambient Experience. This customized solution integrates Philips expertise in architecture, design, lighting and technology to create a more positive experience for patients and hospital staff. Improvements in workflow, patient compliance and emotional well-being are tangible results.

See critical details



The FlexVision XL 56-inch high-definition monitor provides for personal settings so you can view critical data how you want to see it. Create procedure-specific layouts according to your preferences. Switch your image source, position, and size on the fly or use one of 24 predefined screen layouts. SuperZoom enlarges small details at full resolution.

Personalize your procedures



Philips AlluraClarity family builds on our long experience in personalization to put you in control and reduce manual tasks. Your personal preferences and protocols are pre-programmed, saving time and effort. Everything from patient data management, exam scheduling, image acquisition, system movement, image post-processing and archiving can be set to match each individual clinician's preferred way of working.

Control exams more easily



Our touchscreen tableside module is very easy and intuitive to use. Settings can be customized per doctor or exam so that only the required buttons and items are displayed. You can easily control all interventional tools and other third party devices from the tableside. And the modules can be installed on any side of the table, including at its foot-end.



Access patient data effortlessly

Xper Flex Cardio

Philips Xper Flex Cardio is a compact physio-monitoring system that fits easily on an X-ray table or cart. It provides relevant information without getting in the way, supporting fractional flow reserve measurements, and provides advanced ECG analysis tools - including culprit artery detection and ST maps - thanks to its DXL algorithm.

Hemodynamic documentation

Xper IM captures and integrates cath lab data at the point of care, which gives you comprehensive hemodynamic monitoring and analysis. It also helps simplify the cath lab workflow by reducing the need for manual data entry, decreasing errors and enhancing data integrity.



Clinical support within reach



Clinical support within reach

Easily access the information you need to make informed decisions and work with precision and certainty:

- View multi-modality images and information from your PACS and other medical devices, such as fractional flow Reserve (FFR) measurements and ECG signals, on the examination and control room monitors.
- Control third-party devices tableside, such as EP recording, ultrasound imaging and iodine injectors.
- Move the MAQUET MAGNUS OR table in sync with the Philips AlluraClarity X-ray system to streamline procedures.

Enhancing patient care through robotics

We believe that robotic-assisted interventional technologies have the potential to help physicians enhance patient care through higher precision and better reach, while creating a comfortable working environment. We are exploring the most promising initiatives from and by partnering with various innovators in the medical robotics field.



Extend the reach of your interventional practice

Helping you develop and motivate a best-in-class staff

Our comprehensive clinical, technical and education programs are designed to help you take full advantage of our Live Image Guidance solutions. They make it easy for you to learn complex topics, while contributing to your personal development and performance.

Through our training helps you to master clinical procedures, get more out of the equipment and build professional and clinical skills. This has a number of advantages. Better-trained staff increase the overall level of service and operation in a healthcare facility. More knowledgeable personnel have a higher chance of obtaining accurate results and helping to meet regulatory requirements. These are all tangible ways to help reduce your business risk.

We have education programs for all kinds of healthcare professionals, ranging from nurses and radiologists to echographers and physicians. These can take place at a Philips Healthcare Academy campus, on-site at your healthcare facility by a Philips specialist, or through a combination of the two. Philips also offers customized training courses at the Center for Advanced Medical Learning and Simulation (CAMLs). In addition, it's possible to receive training wherever and whenever it suits you through our on-line Learning Center.





Increased Economic Value

Our commitment to you

We are dedicated to helping you keep the quality of care as high as possible - and your costs and risks as low as possible.

When your healthcare facility purchases a new interventional suite you are making a long-term commitment to your patients and personnel. We too have a long-term vision for interventional imaging, supported by an extremely comprehensive portfolio of service options.

Enjoy new control and confidence in your integrated environment

Whatever your needs or preferred partners, we can help you design an interventional room that meets your critical needs. Our comprehensive design and project teams have designed thousands of interventional rooms and hybrid ORs around the globe, and they can simplify the entire process from initial idea to realization. Based on your procedures, case load and clinical workflow, we work closely with our alliance partners and other third-party vendors to create an integrated design. It can incorporate lights, equipment booms, monitors, radiation protection, other imaging systems, gas, IT and any other specific equipment required.

Philips and Georgia Regents reshaping Healthcare

Georgia Regents Medical Center (GRMC), Augusta Georgia, and Philips entered into a 15-year, \$300 million agreement to improve outcomes and deliver more effective and cost-effective care to the four to six million people being served. Thought-leaders at GRMC turned to Philips to help them 'build a new reality' where manufacturer and hospital work together in planning, design, workflow, decision support, and services, to deliver high quality care throughout the entire health system.

“By collaborating with Philips, we’re bringing all the stakeholders together at the same table to better assess and plan health care for tomorrow. It’s no longer a simple supply-and-demand business model. Our goal is to foster an atmosphere of meaningful innovation that will have a significant and positive impact on the health of our patients.”

David S. Hefner, Chief Executive Officer, Georgia Regents Medical Center

Supporting your vision

Whether you want to reduce your operational risk and equipment downtime, leverage your in-house service capabilities or use your system more effectively, you simply choose the support that is the right fit for you. Our flexible portfolio offers coverage – from premium service plans to an à la carte solution for customers with in-house engineering teams – that aligns with your budget and internal resources. We can also tailor a service offer as requested. And of course, as your needs change, our support is flexible enough to change with you.

We offer the core services listed below - and more - individually, as part of a RightFit Service Agreement*, other service agreements or other managed services program:

- Maintenance Services – remote and on-site services, proactive monitoring and multi-vendor services
- Education – applications education, continuing clinical education and technical service education
- Consulting – performance improvement, project and change management, utilization and process optimization
- Ambient Experience – room solutions and design consulting
- Finance Solutions – custom financing for technology acquisition
- Turn-Key Solutions - from room design to complete project management and integration with all internal and external parties
- Product Lifecycle Solutions - through updates, upgrades, accessories, trade-in options and refurbishing programs; you always have easy access to the latest innovations throughout the lifecycle of your lab.

Manage your investment

Philips SmartPath is our long-term promise to give you easy access to the latest innovations throughout the lifecycle of your imaging system.

- Enhance: software and hardware updates to help increase your system performance.
- Enhance: new functionality, clinical innovations and workflow efficiencies to expand your capabilities.
- Transform: conversion or full replacement of existing systems to next-generation solutions helps you maintain your competitive edge and high quality of patient care.

Sustainability

Making your business more sustainable is not only about recognizing the needs of future generations. It leads to a safer environment, increased workflow, lower costs and state-of-the-art patient- and people-focused solutions. At Philips, we try to simplify healthcare by combining our unique clinical expertise with human insights. This allows us to develop innovations that ultimately help increase the quality of people's lives. At the same time, we strive to deliver sustainable healthcare by providing solutions that help you make the best use of your resources, from people and buildings to financial and natural resources.

The AlluraClarity family fits perfectly in our Green Product line. With our Live Image Guidance solutions, we help shorten procedure times, which adds value from an economic, environmental and social perspective for your patients and organization. Our SmartPath program is another perfect example how we focus on enhancing the lifecycle of our products and thus reducing environmental impact and increasing your investment while giving you access to excellent technology.

*The RightFit Service Agreements portfolio is not yet available in all countries



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Treating Cardiac diseases (pages 11-13)

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How to reach us
www.philips.us/healthcare
healthcare@philips.com

Product information
www.philips.us/AlluraClarity