

PHILIPS

PV Medical Education resource breakdown

Peripheral Vascular (PV) Medical Education resources are available to support clinical learning and ongoing adoption. This document serves as quick reference to identify the right educational touchpoints for your customers.

Office chat

Brief, high-impact educational discussions delivered virtually. A flexible, convenient touchpoint that serves as a 'quick consult', tailored specifically to your customers' needs and priorities.

Target audience: Fellows, physicians, and clinical staff across all adoption stages

Preceptorship/proctorship

Peer-to-peer observational experiences tailored to the customer's educational goals, emphasizing real-world procedural flow, clinical decision-making in live cases alongside the PV IGTD portfolio.

Target audience: Physicians, fellows across all adoption stages

****Account MUST have product(s) on the shelf****

Planned programs

Educational experiences highlighting the peripheral IGTD portfolio, with each event tailored to a specific product audience, level of expertise, and defined learning objectives.

****Account MUST have product(s) on the shelf****

| | Fellows grad program/Laser clinic | IVUS workshop/ IVUS IQ | Insight clinics | Master clinics |
|------------------------|--|---|---|---|
| Target audience | Fellows | Fellows and practicing Physicians | Practicing Physicians | Practicing Physicians |
| Knowledge base | Foundational level IVUS/product utilization, looking to bridge the gap into further adoption | Foundational → intermediate level IVUS utilization, looking to bridge | Foundational → intermediate level IVUS/product utilization, looking to bridge the gap into further adoption | Intermediate level IVUS/product utilization, looking to bridge the gap into mastery |

Remote resources (Digital ecosystem, IVUS mentor, IVUS apps)

On-demand digital tools providing foundational through advanced education, including anatomy review, IVUS image interpretation support, procedural guidance, and case-based learning. Designed for flexible, just-in-time learning.

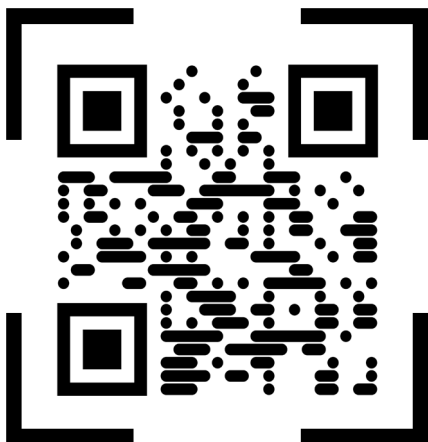
Target audience: Fellows, physicians, and clinical staff across all adoption stages



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