



Philips Healthcare is part of Royal Philips Electronics

How to reach us: www.philips.com/healthcare • healthcare@philips.com
Product information: www.philips.com/AmbientExperience



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Turning healthcare into human care

Philips Ambient Experience creates a
people-focused environment

PHILIPS

People focused healthcare



What is Ambient Experience?

Ambient Experience is a purposefully designed healthcare environment. With a refreshingly creative eye Ambient Experience integrates technology, spatial design, and workflow improvements to create a comfortable, stress-reducing environment. Patients and staff experience a renewed sense of wellbeing.



Hospitals and clinics are getting busier, patients are better informed and outcomes are more closely scrutinized. A genuine focus on customer service goes a long way toward establishing quality of care.

A cold, unfriendly atmosphere often contributes unnecessarily to a poor healthcare experience. Hospitals that improve patient satisfaction and reduce staff stress/fatigue, can streamline the effective delivery of care. Today's most successful hospitals understand this fact.

In forward-thinking hospitals, healthcare administrators and medical professionals are working together to create true 'people-friendly' environments, addressing the physical and emotional needs of both patients and staff. By establishing such an environment, an institution can develop a strong, positive brand position within the community.

The patient experience

Patients who enter a hospital may be frightened as they are anxious about the outcome and the procedure itself. Anxiety increases stress levels in patients and decreases the patient's experience. Yet, anxiety can be reduced at each interaction, each point of contact, by providing attentive care and the proper information.

At Philips we believe good healthcare is people-centric – that there is value beyond medical and technical expertise. A professional environment must also be psychologically supportive, instilling a sense of wellbeing.

Ambient Experience helps hospitals create an engaging, multi-sensorial environment that meets this goal. It brings comfort to an otherwise stressful time and seeks to alleviate anxiety.

Involve the patient

The right communication between patient and staff can reduce anxiety and facilitate a smoother procedure. In Ambient Experience we apply strategies like clear sightlines and open spaces that reduce the patient's sense of isolation. Removing negative elements fosters patient-staff dialogue. Patients become relaxed, clinicians more efficient.

Ambient Experience gives patients the opportunity to actively participate in the healing process. By providing a sense of control, their experience becomes interactive, less intimidating.



Strengthen the clinical role

Clinicians have a difficult job, balancing the push for quality care with the strain of an increased caseload. Cluttered workspaces and poorly designed workflow patterns stand as obstacles.

Ambient Experience combines architectural elements and ergonomic work and storage solutions to simplify the surroundings and create a more efficient workflow. This can lead to an increase in workplace satisfaction with the potential to impact staff morale, retention and recruitment.

Change community perception

Hospitals must remain relevant in a competitive, evolving healthcare marketplace. With Ambient Experience in the institute, two avenues of revenue growth are possible – an increase in procedural volume by attracting more patients and an increase in scheduling capacity via improved throughput.

Ambient Experience also changes the way a hospital is perceived, enhancing its image in the eyes of the patient, the public, and stakeholders. Positive firsthand experience, word of mouth, and favorable media coverage can drive volume growth.



Benefits

For the patient

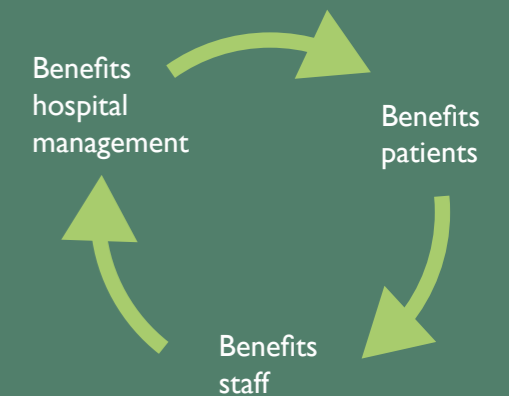
- Greater involvement in own treatment
- Reduced anxiety, increased comfort
- Contribute to higher patient satisfaction
- Possible reduction in procedure time

For the staff

- Increased working comfort
- Improved patient-staff interaction
- Enhanced job effectiveness
- Improved ergonomics
- Improved staff experience and satisfaction

For hospital management

- Improved workflow through optimized layout
- Increased throughput, possible reduction in procedure time
- Market differentiator, unique expression of hospital brand
- Improved patient satisfaction, leading to word-of-mouth advocacy
- May attract and retain clinical staff and reduce overhead costs



Scalable solutions to suit your needs



1 Side wall projection, 2 rounded corners, 3 audio system, 4 ceiling lighting element 'Halo', 5 integrated coil cabinets, 6 dynamic LED 'Ambient Lighting', 7 floor island

Ambient Experience designs are available to support your radiology, cardiology, oncology or emergency rooms or even whole departments. Validated templated room designs can help support the specific procedure for different clinical areas, which are part of all our Ambient Experience solutions. This optimization has the potential to reduce procedure time and improve throughput.

You may extend our solutions from the procedure room to the control room and/or even the waiting area. Philips has developed a dedicated software package which controls dynamic lighting, videos, own music, privacy glass and third party interfaces.

Depending on your clinical requirements, budgetary constraints and project parameters, we can offer you a variety of scaled Ambient Experience solutions that work best for you.

Ambient Experience Premium

This comprehensive Ambient Experience environment provides maximum benefit. Dynamic LED lights 'Ambient Lighting' establish a warm, welcoming atmosphere. Placed as lights along the ceiling perimeter, they wash the walls in inviting colors. Thematic video with high quality audio are added to provide a powerful distraction for the patient. Touchscreen panels (desk and/or wall mounted) control all elements. Patients can select the theme they desire and watch lights and images react.

A ceiling lighting – or video element ('SkyLight' or 'Halo') above the imaging system is part of the offering.





Ambient Experience Select

Ambient Experience Select

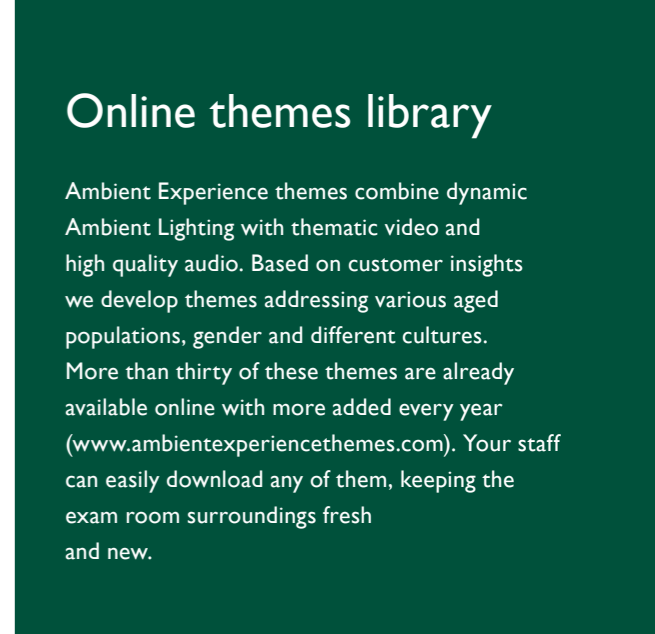
Ambient Experience Select comprises a selection of Ambient Experience Premium elements. Thematic video and dynamic Ambient Lighting combine to enhance the imaging suite. Patients can activate themes using a touchscreen control. The room is immediately transformed into a multi-sensorial experience. Calming sounds and accompanying thematic video wrap the patient in a relaxing ambience.

Ambient Lighting

Dynamic LED lights along the ceiling perimeter wash the walls in inviting, colors. Intensity and color choice are controlled via a simple wall dimmer or touchscreen. Softening the negative effect of harsh overhead lighting benefits both patient and staff.

Other design elements may be recommended to expand all our solutions, such as:

- Integrated storage cabinets and lights
- Privacy glass
- KittenScanner (scale model of a CT scanner that educates children about the upcoming scanning procedure)
- Online themes library



Online themes library

Ambient Experience themes combine dynamic Ambient Lighting with thematic video and high quality audio. Based on customer insights we develop themes addressing various aged populations, gender and different cultures. More than thirty of these themes are already available online with more added every year (www.ambientexperiencethemes.com). Your staff can easily download any of them, keeping the exam room surroundings fresh and new.



Ambient Lighting





Ambient Experience Premium Plus

When your situation requires a unique response, Philips can customize one. Work with us to tailor any of the Ambient Experience elements to bring maximum benefit to your space.

Maybe you want to adapt Ambient Experience to a multi-modality imaging environment? We can help you achieve this too. Either way, your Ambient Experience installation will exceed expectations.

Consulting services

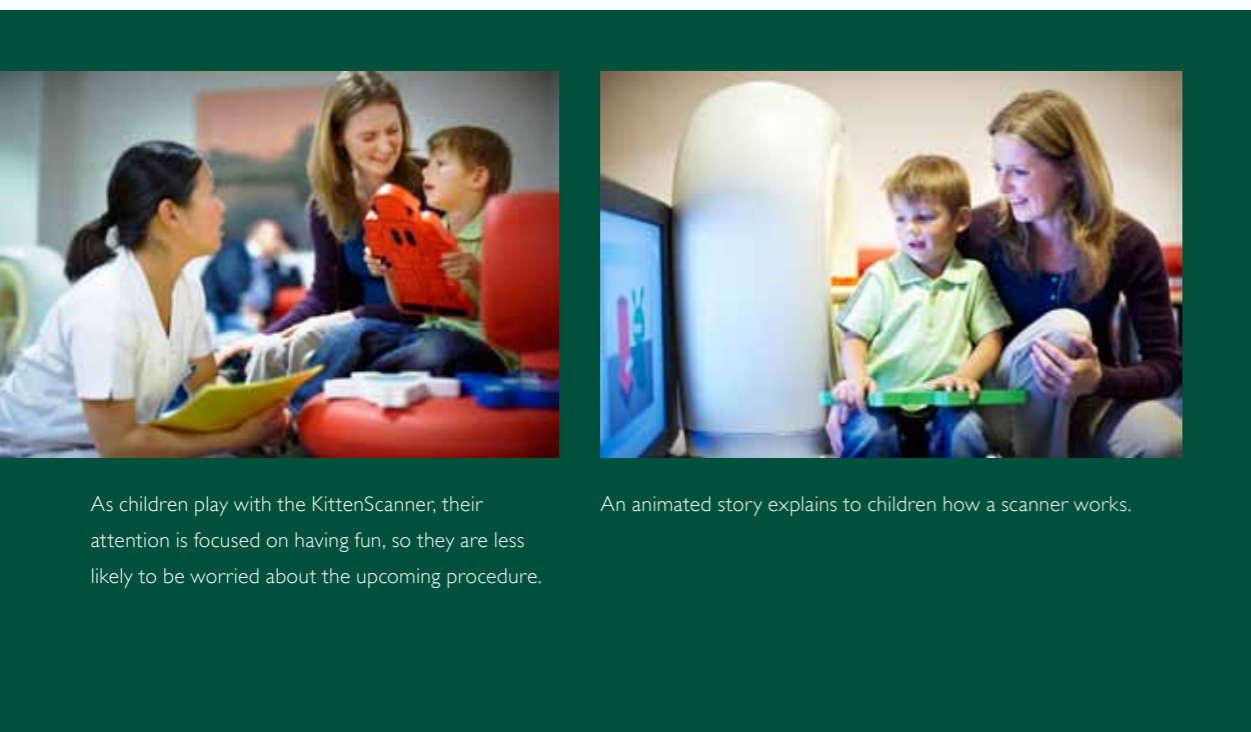
For solutions that are fully customized Philips Ambient Experience Design Consultancy experts can work with you to enhance the patient experience based on your specific requirements. Philips collaborates closely to understand the unique culture, soliciting input from your clinical staff, administrators, and patients.

Experts look closely at every aspect of the clinical environment from admission to discharge. Based on

findings, areas that can be positively influenced are pinpointed. Recommendations for change take the form of general strategies, or detailed implementation plans. Examples of patient experience consulting engagements include patient experience assessments, floor plan optimization and patient experience blueprinting.

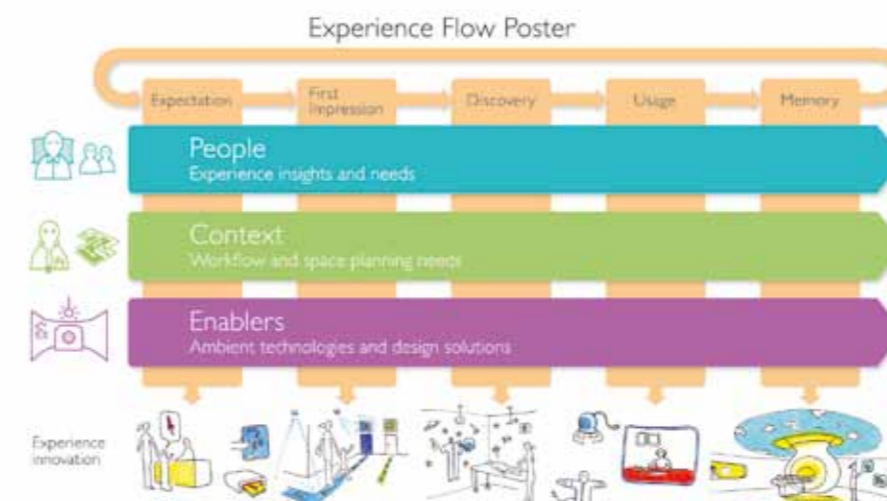
“The Philips Ambient design team helped us design the entire patient experience. The ‘before’ and ‘after’ designs were just remarkable. They get healthcare, they understand what the patient feels. So they design the workflow to complement the ambient environment. They gave us some fantastic ideas.”

Elise MacCarroll, Administrative Director, Florida Hospital, USA



As children play with the KittenScanner, their attention is focused on having fun, so they are less likely to be worried about the upcoming procedure.

An animated story explains to children how a scanner works.



Ambient Experience Design Consultancy experts work with you to enhance the patient experience.

Measuring success

With an installed base of more than 450 Ambient Experience solutions worldwide, proof of success can be measured. Philips customers who have invested in the Ambient Experience concept find that it contributes to a positive patient and staff experience. Their voices reflect the practical advantages of a revitalized healthcare environment.



When 100 customers in 27 countries were interviewed, the consensus was that Ambient Experience works.

- 76% saw an increase in staff satisfaction (they prefer the AE rooms)
- 6% saw an overall increase in the number of patients
- 4% indicated an overall decrease in procedure time

Source: Suazio Consulting Installed base survey, September 2011

In Winter Park, Florida (US), an MR suite saw volume growth greater than 20%, less than 6 months after an Ambient Experience installation. And throughput in a CT suite in the Advocate Lutheran General Hospital in Chicago, Illinois (US), increased by 15 to 20%.

Source: GfK Panel Service Benelux, October 2006

The new Walt Disney Pavilion at Florida Hospital for Children includes a pediatric Emergency Department that stands as a case study for how an entire department can be transformed by Philips Ambient Experience. Press Ganey™, a leader in healthcare performance improvement analysis, rates the Emergency Department at Florida Hospital for Children as the #1 Pediatric ED in the country for 2010. The ED also rates close to the 100 percentile in patient satisfaction.

Source: Patient Satisfaction, Press Ganey™ (2010)

Two of four radiography rooms at Jeroen Bosch Hospital, in 's-Hertogenbosch, the Netherlands, are equipped with Ambient Experience. A study with 121 patients was conducted to determine the impact of Ambient Experience on patient satisfaction. Net Promoter Score (NPS), a figure that indicates to what extent someone is willing to recommend the hospital to people they know, was used to judge the results.

Patients who underwent an X-ray exam in a room with Ambient Experience showed noticeably higher (favorable) NPS of +29% than those examined in a 'normal' X-ray room, which increased to +45% when patients were informed about Ambient Experience prior to the exam.

Source: The Influence of Ambient Experience on anxiety and patient satisfaction in a digital X-ray room, Philips Research Laboratories Europe in collaboration with Jeroen Bosch Hospital, 's-Hertogenbosch, the Netherlands, November/December 2011

"It calmed me down when I was feeling stressed. I had a really good experience. I even forgot about the exam. It was nothing like what I experienced before."

Régine Fontaine, patient, Clinique de la Porte Verte, Paris, France

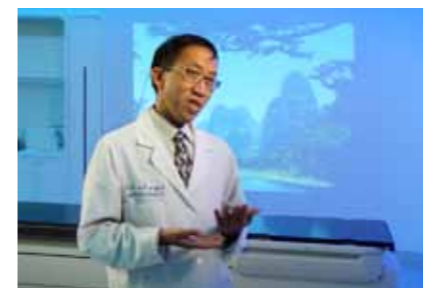


"I aggressively recommend the Disney Family Cancer Center because there is a destination for cancer treatment that can make you feel lighter at heart and better."

Racelle Schaeffer, patient, Disney Family Cancer Center, Burbank, California, USA

"Children who are nervous when they arrive are mesmerized by the pleasant environment, which often allows examinations to be completed more quickly."

Jojanneke de Leeuw, radiology technician, Jeroen Bosch Hospital, 's-Hertogenbosch, the Netherlands



"When I first saw the Ambient Experience I was very impressed. This is an example of the potential of technology really to improve the way that we have patients experience radiation therapy."

Jeffrey Kuo, MD Clinical Professor of Radiation Oncology, University of California Irvine Medical Center, USA

"By being at ease they are more inclined to follow directions, be more compliant with what's being asked of them, and be more relaxed in the environment rather than tensing up each time they come in."

Rex Hoffman, MD Medical Director, Radiation Oncology, Disney Family Cancer Center, Burbank, California, USA



"There was a real need and a desire to distinguish ourselves with an innovative and much nicer product. It is true that it attracts many patients from this town and surrounding areas and that it sets us apart from other hospitals."

Cécile Spender, hospital director, Clinique de la Porte Verte, Paris, France

Why work with us?

As a global leader across healthcare, lighting, and consumer electronics, we continue to integrate technology and design for people-centric solutions. We have the unique strength, history and skills to make Ambient Experience a lasting successful implementation for your hospital.



Imaging 2.0

We are committed to fueling a revolution in imaging, designed to deliver greater collaboration and integration, increased patient focus, and improved economic value. We call this Imaging 2.0: transforming care, together.

By partnering with our customers, we develop solutions that provide effective, personalized care for patients. By working smarter and efficiently, you provide value and gain the trust of your community. When the tools you use to reach this goal are the product of a shared vision, everybody wins.

Guided by insights from customers like you, we've gathered our considerable resources to give Ambient Experience the best possible opportunity for success.

Philips Design is one of the largest, established corporate design organizations of its kind in the world. Its creative force strive to empower patients and clients and embraces disciplines as diverse as psychology, cultural sociology, anthropology, and trend research in addition to more 'conventional' design-related skills.

Philips Research helps improve the quality of countless lives by developing meaningful, often breakthrough technology. By putting people at the center of everything we do, generating insights, doing trend research, and testing product concepts both in our labs and in the marketplace we've discovered what people's needs are, today and tomorrow. This is the basis of all our innovative activities.

Philips Customer Service helps keep your systems at peak performance, motivates and educates your staff, and helps drive organizational efficiency. We do all of this so you can focus on what matters most – the health and well being of your patients.

Demonstrate your commitment to exceptional care by creating a truly transformational experience. Strengthen your vision and broaden your patient base with Ambient Experience.

Please visit www.philips.com/AmbientExperience