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Philips Supports the US Army, Navy and Air Force to Train all US Military Medics Worldwide



Largest Philips Imaging Training Facility in the World Opens in Texas, USA.

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We have come together to tell a story that make us proud to work for Philips. This story demonstrates the power of ONE PHILIPS and the global impact we are playing in shaping the future of the US Military Medics.

More than four years ago, a talented group of our colleagues came together in GSS-NA to meet a request from the United States Government; our largest customer. The assignment: provide all the medical x-ray equipment the U.S. Army, Navy, and Air Force would need **to create the largest military medical and training institution in the world.**

At the time (and still today), Philips equipment was being used in places like Iraq and Afghanistan to significantly boost the survival rates of service members who were injured there, often by shrapnel which could escape the human eye, but not a CT scan. The 2005 Base Realignment and Closure Commission mandated that all U.S. military medical training be consolidated onto one sprawling campus at Fort Sam Houston in San Antonio, Texas. Based on the strength of the Philips products already being used by the military, and the well-nurtured relationship with the Department of Defense and all branches of the military, Philips was in a great position to meet the need.

Four years, 65 systems (and counting) later, the Medical Education and Training Campus, or METC, had its official ribbon cutting on June 30, 2010, with the Philips team that brought it to fruition in attendance. As it becomes fully operational over the next year, the campus will have more than 24,500 students going through its doors each year, with an average daily student load of approximately 8,000.



Rear Admiral Bob Kiser, First Commander of the METC, addressed members of the public, the press, the Philips team, and an emotional array of Army, Navy, Air Force, and Coast Guard officers. "On behalf of the men and women whose lives our graduates will eventually touch, Thank You. Essentially everywhere in the world where our nation sends our finest to serve, our graduates will be there with them to serve as a force for good because of the work that has been done here."

Kiser continued, "***We view the mission we embark on today as a sacred trust, nothing less; trusted care anywhere.***"

Trust, according to Account Manager Richard Edwards, is everything when executing a project of this magnitude with such an influential customer "There are maybe 200 radiologists in the Department of Defense. You have to get it right or everyone will know and you will be done. METC is a singular opportunity to build a legacy for Philips Healthcare. It means we can influence 24,500 medical trainees a year to use and prefer Philips products; our team takes great pride in this installation... it's ours."

Dan Mezzano, VP of Government Business/Military Health care agrees, "This order is by far the most impactful of my career." He is humbled by the way every member of the team did their jobs just right. Following the ribbon cutting, the Philips entourage presented the METC leaders with plaques of appreciation from Philips and participated in a photo opportunity. Dan is arranging to have Philips stay involved via academic and faculty involvement. At the opening ceremony of METC, Dan told Colonel David Collins, "You may think these are your x-ray systems, and your CT scanner, but you'd be wrong; they belong to the individuals who built and installed them.



The impressive opening of the METC was attended by military brass from across the Armed Services with several members flown in from Washington DC. Lt. General Bruce Green, M.D., the Surgeon General of the U.S. Air Force, presented the Philips Delegation with a commemorative coin to show his appreciation of Philips as their partner.

All agreed that the customer's expectations were exceeded through all the phases of the immense project due to the outstanding performance of people in our service group. "They managed the project flawlessly, and installed all the imaging equipment on time," according to Richard Patke, SW Region Service Manager. Dedicated leadership by the on-site Project Manager, Ganesh Ananth, was a key factor. Ganesh handled coordination with the construction crews led by John Roe, the Philips Regional Project Manager, the Philips installation teams, and government inspectors. Philips had two Midwest mechanical installation teams present throughout the installation. Dedicated members of Lynn Gill's installation team were instrumental in preparing all systems for ongoing, phased inspections by the government throughout the installation. Richard Patke summarizes, "It was a seamless installation by many different teams who worked together to achieve their common goals."

Alberto Montenegro, General X-ray Business Mgr. SW Texas, who worked on the project for more than three years, observed that "our GXR marketplace will be impacted globally and locally by the many graduates of this facility. Many of them will be in residency programs for local hospitals during their training in METC and will "spread-the-word" about their home base training center and the Philips x-ray equipment in it."

Many of the Philips team members were on hand to see the ribbon cutting and to attend a special thank you dinner later that evening. Ganesh, Jorge Barraza, David Gomez, John Roe and Charlie Murdoch who installed the 65 systems to date; all came together with the sales and project management group to honor the teamwork and the experience. Doug Kirsop, VP Customer Services Gulf Coast Zone, Erik Pitts, Region Sales Manager SW Texas, Dan Mezzano, Richard Edwards, and Richard Patke were all there to recognize the outstanding team accomplishment. Chuck Kreidinger, Director Imaging Systems Clinical Education, and Melinda Steinmiller,



Senior Clinical Education Manager, were also on hand.

At the dinner, Ganesh reflected on how far things had come since the initial call from the DOD who wanted to speak to him as a lead engineer, "We have a great team in San Antonio, and everyone in Philips leaned in on the project. It was a complex process; if we didn't have strong relationships across the board, it wouldn't have happened."

Clearly the DOD continues to be very happy with the Philips team as orders continue to come in, including 4 more Radiographic/Fluoroscopy systems and 4 more PCRs. In the future, NATO plans to begin training medics at METC as well.



At the ribbon cutting, Rear Admiral Kiser encouraged those present to understand the true impact of the equipment and the training that will be, "As you look at these buildings behind us I want you to not just see bricks and mortar and glass, I'd like you to see the people whose lives will be made better because of the work done inside. Look 15 years into the future and see the Marine Corporal who will survive his injury to walk his daughter down the aisle because there was a medical corpsman there to save him. See the Army or Air Force family eating together; mom, dad, kids, and imagine the seat that would have been empty had there not been a dedicated medic trained here, who was in the right place at the right time with the right skills, who brilliantly intervened when the need arose, and kept that family intact. **These are not just buildings; this is an investment in the health and safety of the men and women who have gone into harm's way, an investment in what we, in medicine, stand for.**"

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