Supporting the transition to value-based care

Healthcare Transformation Services
Despite extraordinary advances in science and technology and the steadfast commitment of providers and administrators, healthcare systems still face intense pressure to deliver quality care to all who need it within sustainable cost structures.

Healthcare has become too complex, too fragmented – and too expensive. What’s required is a wholesale transformation of care delivery, with a laser focus on improving the metrics that matter to patients: quality, access, affordability, and outcomes.

Philips Healthcare Transformation Services was established to provide a support framework for long-term healthcare transformation. We partner with leaders of healthcare systems to deliver end-to-end, patient-centric services and solutions across the continuum of care. Our customized approach is designed to improve clinical and operational effectiveness while contributing to the financial stability of the enterprise. We work with you at every step of your transformation journey, providing the professional services, clinical and business expertise, data analytics, research and innovation resources, and care virtualization platforms you need to deliver value-based care.
A solutions approach

We understand that your transformation needs may range from discrete clinical service optimization projects to comprehensive population health initiatives.

We work collaboratively with our customer partners to operationalize value-driven care through strategic needs assessment, clinical and process interventions, patient experience consulting, technology solutions, education, and change management programs with the greatest potential to impact quality and cost.

Our custom approach draws upon deep but integrated expertise across core transformation solution areas.

Clinical and Business Performance Improvement: Improve the quality and effectiveness of your clinical and business processes while reducing costs.

Population Health: Manage specific populations that significantly contribute to overall healthcare costs including moving high-tech care outside of the traditional hospital environment.

Experience Solutions: Enhance your efforts to provide a high quality care environment and an unmatched patient and clinician experience.

Education: Provide clinical education, professional development, and product training plus associated learning platforms.

Integrated Solutions & Innovation Partnership: Leverage our technical capabilities, advisory expertise, and innovation resources to manage change and sustain market differentiation over time.

Information Integration: Leverage the power of your information with integration services including analytics, system integration, and custom software development.

Guided by expert strategy and governance – supported by advanced data analytics

Clinical and Business Performance Improvement

Population Health

Experience Solutions

Education

Integrated Solutions & Innovation Partnership

Information Integration
The department’s reputation has been built on the efforts of physicians, RNs, and techs, who provide a friendly and caring attitude that helps make up for the other issues that the department is struggling with. Patients and families appreciate the skills of the staff and physicians, who do a good job relating to the patient. They are very good at what they do, when they get the opportunity to do so.

The schedule is not realistic. We should start at 7 am, not 8 am, to make room for patients who come in later. The schedule needs to be more flexible. The waiting room is one of the worst parts of the experience. It should be more inviting and welcoming, with distractions available to make the wait more bearable. The room should be clean, with a pleasant smell, and the lighting should be appropriate for the different needs of patients. The staff and patients should be able to communicate effectively, with clear instructions and information.

The department radiates cleanliness, and the staff and patients are able to handle the stress of the environment during their procedures. Patients who are in a weakened condition can lay in a bed and rest, but they may need assistance with breathing, muscle weakness, and dizziness due to their suppressed immune systems. The waiting area is one of the worst parts of the experience, with patients being asked to wait in the waiting room without someone to welcome them and put them at ease. The staff and patients might feel ignored and alienated, which can increase anxiety. They are often asking questions again and again because the information they receive in the waiting area is not clear, which can delay their treatment process.

The lab is capable of properly treating their very ill patients, and complex cases are brought to the clients' catheterization laboratory (Cath Lab). However, the waiting room experience can sometimes upset the patients. The staff must give them a warm welcome and put them at ease. When patients enter the treatment room, they are often too chatty and unable to go in the newly assigned time. The nurses must frequently repeat instructions (clothing, bags, etc.) to ensure they leave all their personal belongings before transport to the Cath Lab.

Patients are like family! They should be made to feel like family, environment, etc. Patient populations with their physical limitations and constraints are unique, and they need to be treated with care and consideration. The patient is ready to transfer and procedure start, but the nurses are often working in a dimly lit room that can be controlled. The room is often not visible enough to make it clear that it's a high-tech lab. The staff and patients might feel that they are not prepared for the procedure, which can cause anxiety and stress. Some physicians prefer to perform procedures in dimly lit rooms, making the monitoring harder.

The staff should provide the patients with a sense of privacy, peace of mind, and comfort during their procedures. They should be able to communicate effectively with the patients, with clear instructions and information. The staff must be able to anticipate what the patients need and provide it to them. The patients should be able to turn it into a place where physicians do want to come and stay. The appropriate number and mix of staff must be established, along with a solid plan for the future.

The department must make operational improvements. They need to make efficiency and effectiveness a priority. The process should be collaborative, and there should be a broad consensus and commitment to change. The department needs to assess and align around strategic plans, derive meaningful user insights, establish actionable, measureable outcomes, and build broad consensus and commitment to change. They need to流 mapping to lay out clinical and business processes, solicit broad stakeholder input, and provide meaningful performance improvements by leveraging the power of data. They need to co-create the solutions with clinicians and managers, who work to co-define solutions. They need to implement and transform the organization, with outcomes-driven implementation models.

When a large academic medical center in New York needed to make operational improvements in their Cath and EP Labs, they turned to Philips as an innovative and trusted partner who could help them enhance their operations and implement changes in support of their long-term strategy. With early success in that initiative, Philips was then engaged to optimize their perioperative services and is now providing strategic guidance and innovative consulting services as the customer embarks on a multi-year ambulatory care pavilion project.
How do we collaborate to achieve operational excellence and improve value for patients?

Philips world-class design* team adds a unique and powerful dimension to Philips Healthcare Transformation Services. Working closely with your staff, this combined capability set allows us to:

- Understand the perspective of all key stakeholders
- Characterize the healthcare experience across key touch points
- Identify areas for improvement in patient experience, clinical quality, scheduling, workflow, labor productivity, procurement, and revenue capture and growth
- Address modalities, departments, and disease-based services across the care continuum
- Co-create innovative and comprehensive solutions
- Build broad-based staff enthusiasm for sustainable change

When our team works arm in arm with your staff to walk in the patient’s shoes, everybody wins.

*Philips received over 150 major design awards last year, including the prestigious Red Dot and IF awards.
Mapping care flows for user insights

To keep the practical and emotional needs of patients at the center of care, Philips teams use Experience Flow Mapping as a core assessment tool. This visual mapping process creates a visual overview of the activities, interactions, obstacles, and emotions of caregivers and staff in a particular care context.

Experience Flow Mapping allows us to distill vast amounts of qualitative and quantitative information into a visualization that makes immediate sense to everyone. The process helps the whole team understand their patients and colleagues in new ways, contextualize their unmet needs, and generate insights and innovative solutions for enhancing the patient and staff experience.

“I was blown away by the new design. Our patients are going to be infinitely happier with the service that they’re provided.”

Natassia Orr, Broward’s Chief Operating Officer

Reimaging the chemotherapy experience at Broward Health Medical Center

When Broward Health was looking to update their Infusion Center – which serves some 1,200 patients a month – they engaged Philips. We took a multidisciplinary team of researchers, experience designers, and clinical consultants to the center for one week to shadow and interview the staff, patients, and their families. Our team dug deep into their clinical and emotional needs, then worked with the staff and project architects to map those journeys, pinpoint the key issues, sketch new ideas, and develop an improved layout for the new center.

View the video of the design process and collaboration with Broward staff and patients.
All Philips transformation engagements are scoped, planned, managed, and evaluated by trained project management professionals.

For customers in need of program and project management support for large-scale initiatives such as clinical service planning and implementation, IT infrastructure projects, or new construction or renovation, Philips offers dedicated Program Management Office capabilities.

Our Program Management Office supports the organization, project planning, budgeting, time management, cost control, risk management, quality management, and change management components of transformation initiatives and large-scale projects.

“Episodic interactions with a supplier do not create a real partnership. But our alliance with Philips enables us to determine together what outcomes we want to achieve and operationalize the way to reach those goals. It’s a very different and powerful way of bettering our organization.”

Tad Gomez, RPh
Vice President, Professional Services
Georgia Regents Medical Center

Redefining service delivery at Georgia Regents Medical Center

Our alliance with Georgia Regents Medical Center in Georgia is a first-of-its-kind delivery model in the United States. Through the agreement, worth approximately USD 300 million, Philips will provide GRMC with a comprehensive range of consulting and project management services, advanced medical technologies, and operational performance, planning and maintenance services with pre-determined monthly operational costs over a 15-year term. The alliance will impact most major care areas and enhance medical research and clinical technology R&D initiatives for care delivery innovation.
A global organization
built on clinical strength and collaboration, led by senior consulting talent

Our transformation team is anchored by senior executives who have held practice leadership roles in top strategy, operations, and healthcare consulting firms. Their deep experience in healthcare transformation and data analytics combined with the clinical innovation and research expertise of Philips, creates a team uniquely able to partner with our customers to create novel solutions that change how care is delivered to patients.

This potent convergence of strategic, clinical, design, research and analytics talent is collaborating with healthcare leaders around the globe to improve quality, reduce cost, and improve access to care.

Our qualifications to serve:

- A broad, empathic understanding of the patient journey
- Deep clinical expertise across the care continuum for most major diseases
- Proven, top-flight consulting talent
- Flexible, outcomes-driven collaboration models
- Advanced data analytics and access to data sources
- Philips’ commitment to meaningful innovation

With Healthcare Transformation Services, we’re applying the full force of Philips’ combined resources to address the biggest problems in healthcare today.
With our customers,
we improve outcomes – and save lives.
Create efficiencies – and add value.
Improve care – for everyone who needs it.
Build new relationships – and set higher standards for health.

Together with you, we can create a healthier future.
Our commitment
The Healthcare Transformation Services team is dedicated to partnering with you to improve clinical care and operational effectiveness while contributing to the financial stability of your enterprise. We'd like to be your strategic advisor and partner in transforming the future of healthcare.

Contact us
Find out how Philips Healthcare Transformation Services can support your journey to value-based care. Please visit us at www.philips.us/healthcareconsulting.