



Creating People Centred Cancer Treatment Centres

Steve Lee
Healthcare Experience Solutions

Key Themes

- 1 Philips - technology and design for improving experience & performance
- 2 Strategic Design Consulting
- 3 Ambient Experience
- 4 Example benefits in oncology and radiology

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We strive to make the world
healthier and more sustainable
through innovation

We're aiming to **improve the lives** of

3 billion
people a year
by 2025



We are a world leader in
people-centric design

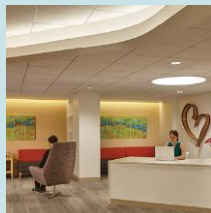
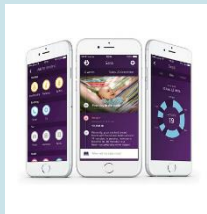
Philips consistently wins
more than **100 key design
awards** each year



reddot design award



A new record 165 design awards in 2017



Strategic consulting services to help improve clinical care and operational effectiveness



Transformation consulting practice areas

Performance Improvement	Clinical Services	Experience Solutions
Emergency Services	Data Analytics	HealthSuite Labs

Integrated solutions and enterprise partnerships

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Strategic Design Consulting

Philips takes a strategic healthcare design thinking approach to create innovative and efficient patient care environments.

Based on decades of world-class design innovation, our design consultants integrate with data analysts and key stakeholders to deliver solutions with an exceptional experience for patients and staff.

OPTIMIZED FLOOR PLAN	NEW EXPERIENCE SCENARIOS	ROADMAP FOR FUTURE SOLUTIONS																																								
		<table border="1"><thead><tr><th>2014-15</th><th>2015-16</th><th>2016-17</th><th>2017-18</th><th>2018-19</th></tr></thead><tbody><tr><td>Case Based Services</td><td></td><td></td><td></td><td></td></tr><tr><td>Design Studio for Care</td><td></td><td></td><td></td><td></td></tr><tr><td>Simulation & Training</td><td></td><td></td><td></td><td></td></tr><tr><td>Living Community</td><td></td><td></td><td></td><td></td></tr><tr><td>Business</td><td></td><td></td><td></td><td></td></tr><tr><td>Healthcare Planning</td><td></td><td></td><td></td><td></td></tr><tr><td>Work of the Community</td><td></td><td></td><td></td><td></td></tr></tbody></table>	2014-15	2015-16	2016-17	2017-18	2018-19	Case Based Services					Design Studio for Care					Simulation & Training					Living Community					Business					Healthcare Planning					Work of the Community				
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Strategic Design Consulting

As part of expansions, mergers, or renovation plans, hospitals need to (re)evaluate their environments. Our design consultants provide clinical workflow, technology, and patient experience expertise to create design solutions to support long-term strategic success.

A strategic approach to healthcare environments and experiences



BENEFITS

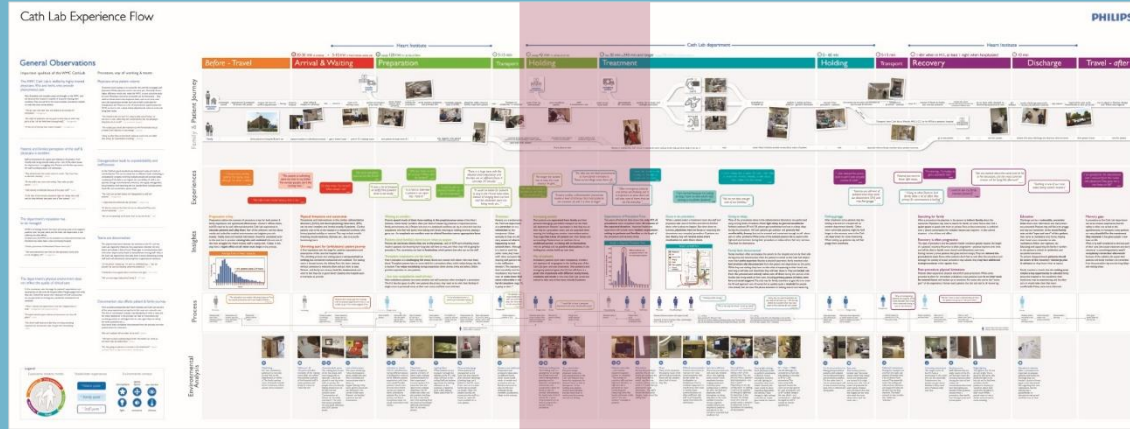
- Assessment of market and population needs, supported by data analytics
- Strategic and collaborative methodologies facilitate stakeholder buy-in
- Guidance from consultants with expertise in designing efficient and effective clinical environments

Strategic Design Consulting

Analysis – Flow mapping



Current experience flow



- ◀ Home-to-home service scenario
- ◀ Functional clinical workflow
- ◀ Insights in patient, family and staff experience needs
- ◀ Operational and business data
- ◀ Interaction moments patient, family and staff
- ◀ Insights in spatial flow and critical areas

Alternative patient & staff experience touch points

Optimization clinical work flow & planning

Optimized patient pathways

Optimization spatial flow/space use

Desired experience flow

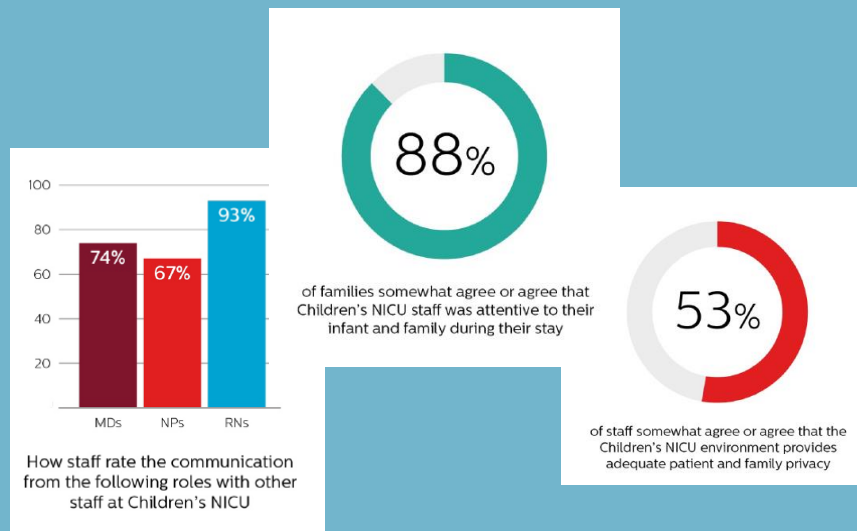
Recommendations for clinical service and patient & staff experience optimization

Strategic Design Consulting Strategy

In the strategy phase, each relevant stakeholder group in the care cycle is evaluated. Pathways and interactions are mapped, from initial contact to completion. These findings, including data analytics, allow areas that can be positively influenced to be pinpointed.

The strategy phase can include the following components:

- Community outreach research
- Future experience scenario development
- Experience design options



Strategic Design Consulting

Design example



Master Planning & Building Design

INNOVATION + YOU
We aim to improve the health of 3 billion people by 2025. Help us health and reduce carbon foot print to 1.5 degrees Celsius and help our people through our products and services.

Healthcare Transformation Services
We empower clients, understand and bridge gaps to create a customer, financial healthy and safe and high performance healthcare system.

- DATA ANALYTICS
- STRATEGIC DESIGN
- PERFORMANCE MEASUREMENT

Positive Outcomes
The unique combination of Philips' design and engineering capabilities, together with our people, services, and solutions, help our clients achieve their goals.

Cocreate Methodology
We use our own process to help our clients to create breakthrough ideas.

Community Research

Population & Market Assessment

Persona Development

Programming Exploration

Diagrammatic Studies

Operational Simulations

Experience Flow Simulations

Community Outreach & Campus Enhancement

Supporting Community Well-being

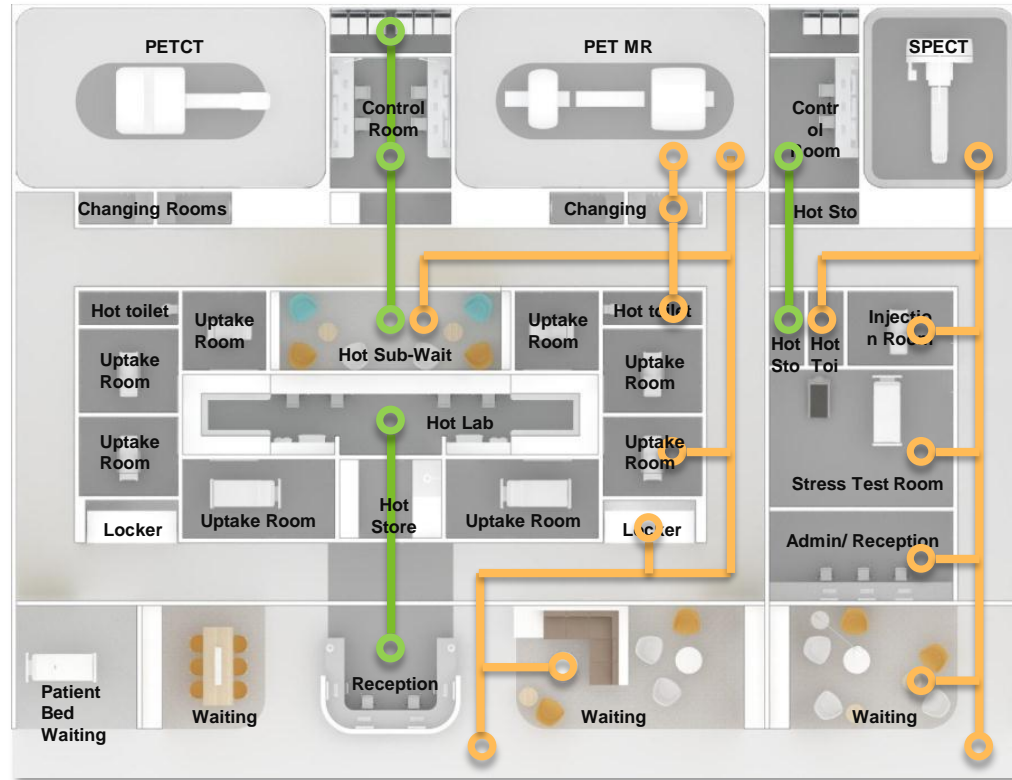
Promoting An Active Community

Campus Phasing & Design

Campus Regeneration That Respects Heritage

PHILIPS UNIVERSITY CAMPUS

Flow Optimization around Central Hot Lab



Strategic Design Consulting Implementation



Supervision of on site design execution

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Ambient Experience

- Is an approach to clinical environment design aimed at improving the patient and staff experience
- Incorporates dynamic lighting, projection and sound providing positive distractions for patients as well as recommendations for effective staff workflow, storage and organizational considerations within the facility
- Implemented in over 1250 sites around the world

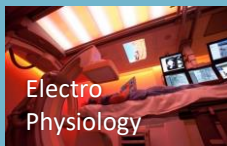


Ambient Experience portfolio

Radiology



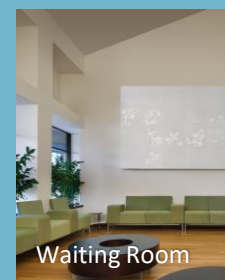
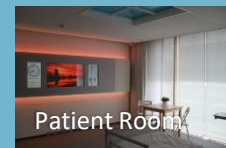
Cardiology



Oncology



Expanding Areas



Oncology

PET / CT Suite, Sparks Health Center, Fort Smith, Arkansas, United States



For the Sparks Health Center in Fort Smith, Arkansas Philips was asked to design a PET/CT suite.

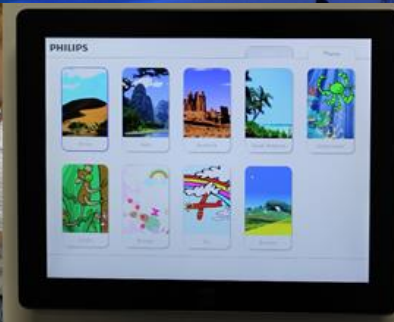
This PET/CT suite is designed along the Ambient Experience principles:

- removing clutter and enhancing the room design,
- giving the patient a better feeling of control
- improve interaction with the staff.

By doing so, the PET/CT suite will have a positive impact on the patient experience by reducing anxiety, and a de-cluttered environment improves the workflow and can also improve staff satisfaction.

Putting patient experience at the heart of design

Using ambient experience, a comfortable setting and specially built tools to put patients at ease



Ambient Experience in-bore Connect

Improving the patient experience

Inform

Guide

Calm



people



time



place



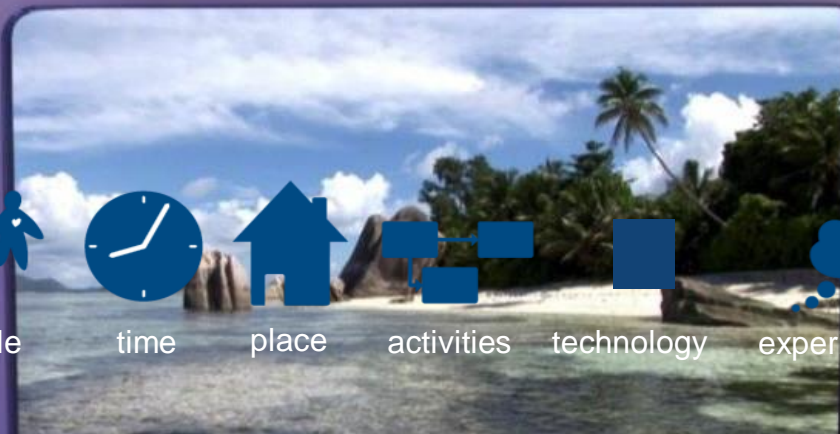
activities



technology



experiences

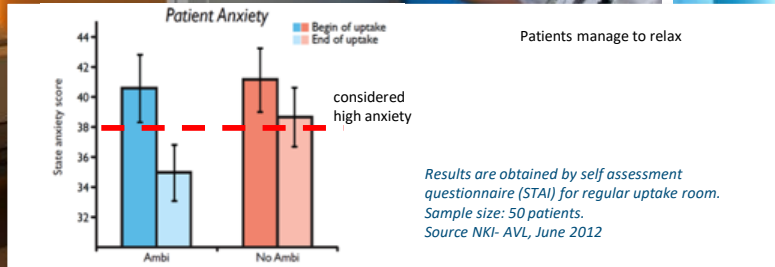


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Oncology

PET CT Uptake Room Concept



PET-CT imaging allows oncologists to more accurately pinpoint potential tumors within a patient's body.

Reducing anxiety – during the naturally stressful diagnosing process – can significantly improve the clinical reliability in the case of PET-CT

This PET-CT room solution, with its ambient light for an adaptive atmosphere and screens for positive distraction has been proven in studies with the Dutch Cancer Centre to improve the patient satisfaction scores and reduce anxiety. Furthermore this has been led to clinical benefits, eg. a reduction in the use of sedative drugs and smoother clinical workflows.

Radiology

Mammography Concept, Screening Center for Woman PHCC, Doha, Qatar



Primary Health Care Corporation (PHCC) in Qatar has planned nationwide cancer screening service

The Philips Design Healthcare team developed a vision for the service proactively putting healthcare experience in a lifestyle setting so that it is accepted by people in their daily lives.

A design of screening centers was developed (Static and mobile) to reflect people's cultural values and hospitality needs.



PHILIPS



70% reduction in MRI rescans*

Ambient Experience

Challenge:

Help improve patient satisfaction and help differentiate the healthcare services at Herlev Hospital.

Solution:

The in-bore Connect was added to the Ingenia 3.0T system with Ambient Experience, providing information and guidance to the patient during scanning. Leading to improved patient experience and patient satisfaction.



70% reduction in number of rescans*



90% better patient comfort level

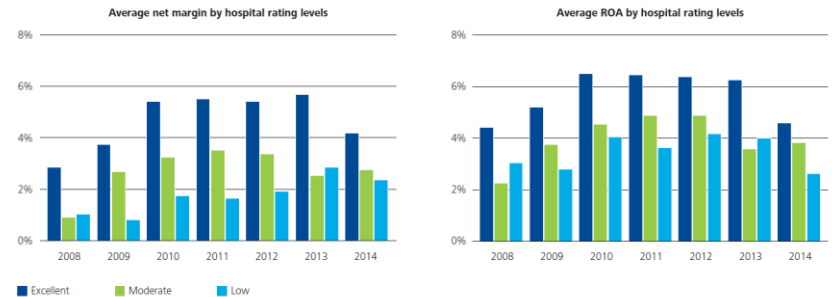


* 70% reduction in rescans with Ambient Experience and In-bore Connect

The value of patient experience

- Hospitals with better patient-reported experience perform better financially ¹
- Hospitals with higher patient experience scores have higher clinical quality ²

Hospitals with excellent patient ratings have higher profitability



Source: Deloitte analysis of HCAHPS measures from CMS data; and financial performance data from Truven Health Medicare Cost Reports

1. Deloitte (2016), The value of patient experience and performance
2. Deloitte (2017), The value of patient experience and quality

