

PHILIPS

Customer Testimonials
Egypt

Customer Services

Count on us as your patients **count on you**

Today's healthcare environment is complex – ensuring your care systems are running smoothly is one challenge you can do without.

At Philips, we work as one with your teams. We share their dedication to stop issues before they start, and their drive to keep your care delivery going day and night. Our full set of customizable service and support options has been designed to adapt to your specific needs.

With us taking care of your systems you can focus on what really matters – delivering better care, to more people, at lower cost. Together, we can create a healthier future.

Supporting Cairo's radiology leaders

In the Middle East's largest city, high patient numbers can stretch even the most well-resourced hospitals. However, at Cairo's Misr Radiology Center and Wadi El-Neel Hospital, staff stay confident they can offer high quality MR scans whenever patients need them. Both sites count on the support of Philips Customer Services.

As regional leaders, this radiology center and hospital have the same needs as other top facilities in the world – robust, reliable imaging systems, every day. It's simple: premium MR must come with premium service.

Misir Radiology Center

Who? Where?

Metwally Ahmed Ahmed
ELSayed and Walid Mohammed
Saber Sayed, technicians at Misr
Radiology Center, Cairo, Egypt

Challenge?

To offer leading, reliable
radiology service to private
MR patients in Cairo and the
surrounding region

Solution?

Customized service agreement
from Philips Customer Services:
24/7 service availability for high
uptime, improved utilization of
systems through Philips Remote
Services



High uptime for high demand

“Downtime? We cannot accept any
downtime.”

Metwally Ahmed Ahmed ELSayed and
Walid Mohammed Saber Sayed are
technicians at Misr Radiology Center. As
they explain, downtime is simply not an
option when the center must be ready
to receive patients 24/7. Their drive for
perfection is reflected in the Egyptian
Medical Syndicate’s rating of their
radiology center – as the best in all of
Egypt.

The private clinic has two branches in
Cairo. Systems need to run efficiently
to cater to a high patient volume. “We
have about 100 cases every day,” Mr.
Walid says. The center’s Philips Achieva
1.5T was converted through a SmartPath
upgrade from an Intera machine. Mr.
Metwally leads the team, while Mr. Walid
is responsible for the MR equipment.

“We have been working with Philips for
a very long time,” says Mr. Walid. In fact,
the partnership has lasted more than
a decade so far. “We are very happy
with the Philips machine. It’s a very
easy machine to use: clear software,
straightforward hardware.”

Meeting needs with flexible services

Starting with good equipment is
important, but what else? Mr. Walid sums
up the easy process when they need
support: “When I have problems in our
center and with our machine, I just call the
call center. They answer rapidly and after
one hour maximum, send an engineer
who comes to solve the problem. And
meanwhile we try to solve the problem
with the call center until the engineer
comes.”

His enthusiasm is hard to ignore, as
he emphasizes the superior service
experience they enjoy with Philips
compared to another equipment vendor
they work with. “**Philips do the service in
time. Yes, we rely on them.**”

The right fit for you

“Sometimes we put pressure and stress
on the service team, but I think they
are very patient and they stick to the
agreement.” The MR system is covered
with a complete contract for all parts
delivery and work – around-the-clock,
including weekends.”

Working as one with the team

“When we call them, they have an
engineer who tries to fix it via the phone.
She tries to tell us what’s happening in
the machine. If she can fix the machine
immediately, she does. But sometimes
she can dispatch an engineer to be
onsite.” **This flexibility is important,
but whether on the phone or onsite,
Mr. Walid says “it’s important to have a
personal contact.”**

Hands-on service and training

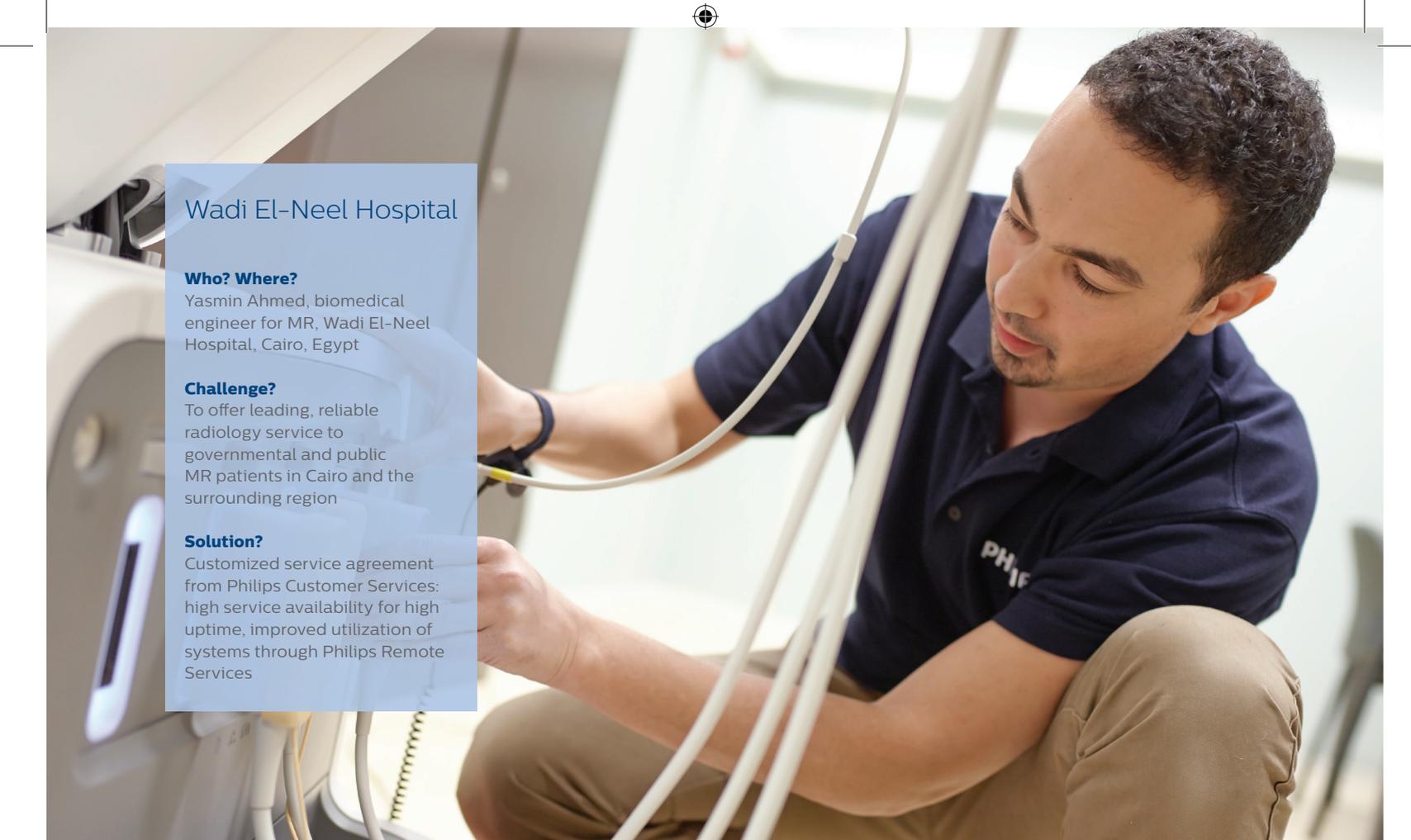
The technicians welcome the face-to-
face contact with Philips every one or two
weeks. “The call center calls us to arrange
a visit to update service needs or fixes for
the software,” Mr. Walid says. “We also
have an application specialist who always
updates us regarding the applications.”
Together they arrange sessions for
application training using patient cases,
“just like a workshop.” It’s a collaborative
approach.

Always there, always on

Remote service is particularly valuable for
the center, and has made a difference to
the way they work. “We have to depend
on the remote service,” Mr. Walid says.
In a facility with a busy workload (in a
city with notorious traffic problems),
**remote service means a quicker response
and less disruption to the technicians’
daily work.** The team appreciates the
expanding range of service that can be
done remotely, and would like to see
more remote application support.

Remote monitoring is also an important
form of proactive support. “We have
cooling equipment or components
containing liquid. Sometimes Philips
tell us that the liquid needs to be filled
up to prevent the machine becoming
faulty. They are monitoring the systems
and arrange an urgent visit to prevent
problems or prepare something for the
future.”

Mr. Walid is confident: “You have a
strong service team. Reliable. Good
management.” The center also has a
new Philips Ingenuity TF PET/CT system,
naturally complete with a service
contract. “I would recommend Philips to
all the potential customers.”



Wadi El-Neel Hospital

Who? Where?

Yasmin Ahmed, biomedical engineer for MR, Wadi El-Neel Hospital, Cairo, Egypt

Challenge?

To offer leading, reliable radiology service to governmental and public MR patients in Cairo and the surrounding region

Solution?

Customized service agreement from Philips Customer Services: high service availability for high uptime, improved utilization of systems through Philips Remote Services

Putting patients first

Wadi El-Neel Hospital is a governmental, semi-military hospital. As a general hospital, it performs all kinds of exams and operations. It has been rated as one of the best in Egypt, and was accredited with a prominent score by Joint Commission International in 2013.

“When the system is down, we have a problem,” says Yasmin Ahmed “because we have VIP cases and it’s reserved at a certain time. So if patients come and they need MR, they want to find the system working for his case.” Ms. Ahmed is the engineer heading the technical department for MR, responsible for its ongoing maintenance. “The biggest challenge is to have the MR working 24 hours.”

The Philips Panorama HFO (high field, open) MR system is needed for both the hospital’s emergency department, as well as other patients who are referred for MR scans at any time of the day. The patients are mostly civilians, alongside a number of government agents. To the staff though, every patient is a ‘Very Important Patient.’

Understanding your needs, solutions designed for you

Catering to 20–23 patients every day – around 150 a week – the hospital relies heavily on its only MR system being up and operational 24/7. Any downtime would mean “the cases that would come to us would have to go to another hospital – this is unacceptable,” Ms. Ahmed says. In addition, “When the system is down for a long time it is costly financially.” Of the choice facing her hospital’s decision-makers, she says: “I think they choose Philips as the leader in MR. And of course it makes sense to choose the service from Philips for MR.” Of course

the technology itself must be world-class, but without the right service support, the system – and staff – cannot work.

Ms. Ahmed says another challenge is training new technicians on the MR. Evidently the hospital needs a complete package. In Philips, they’ve found a partner who understands their needs and can design the right solutions.

“When Philips calls us before we call them, it’s a proactive action. It increases the hours our system is up for use.”

Yasmin Ahmed, biomedical engineer for MR, Wadi El-Neel Hospital, Cairo, Egypt

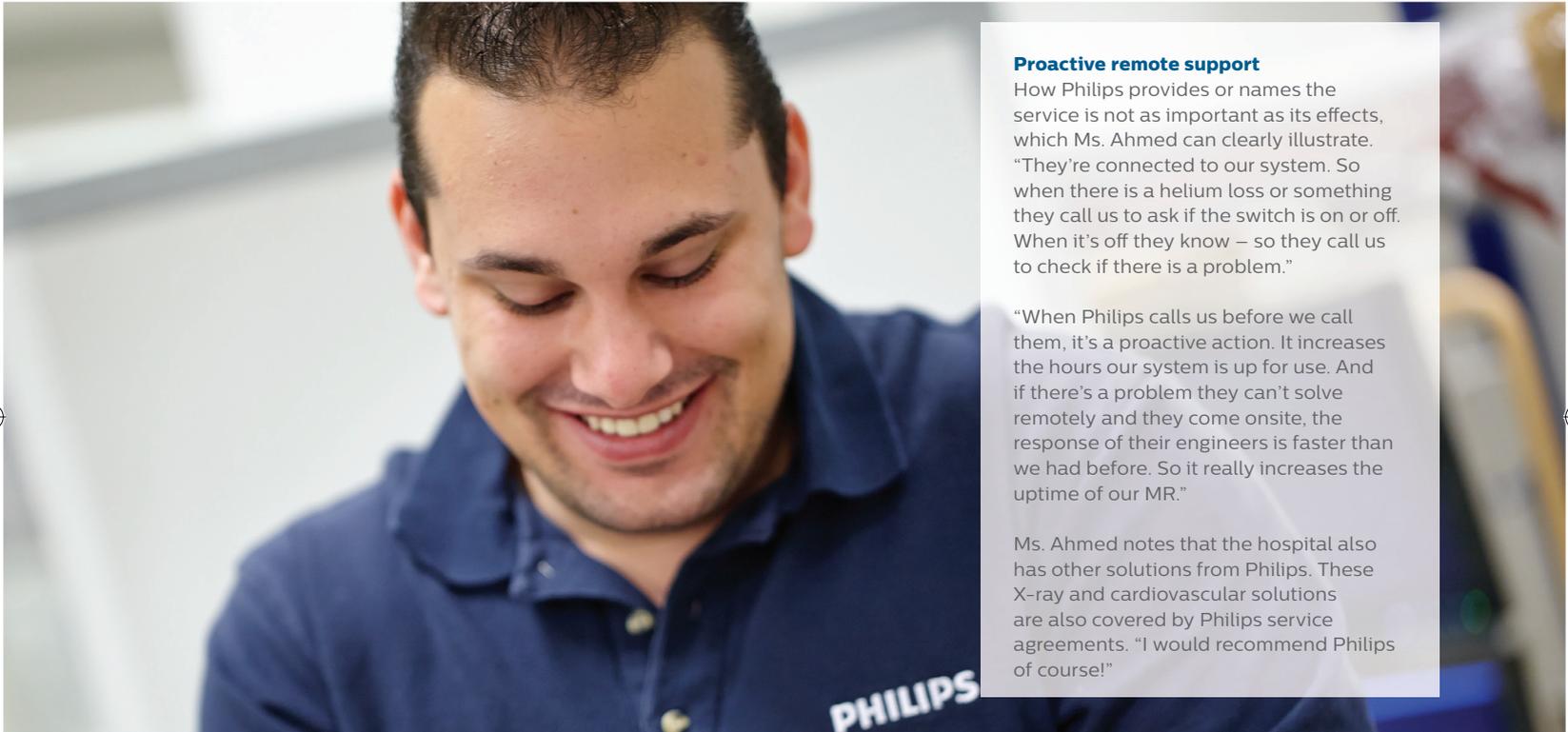
Full coverage

So how does it work in practice? "First, if we call the call center during working hours, they try to look remotely," says Ms. Ahmed. "They try to connect and access the MR to fix if there's a problem. If they don't succeed, they send an engineer as soon as possible."

The time it takes depends on the problem. In any case, it feels reassuring to be able to call for support for everything from printing problems, to service requiring replacement parts, and know that it will be taken care of.

After two years' warranty, the hospital chose a service agreement that has so far continued for one and a half years – "Of course we have deals with Philips for the long term in order to keep our MR up all the time." Ms. Ahmed says the contract "covers everything: engineer hours, parts, engineer visits every month and when called."² The hospital has chosen options such as a guarantee of no downtime longer than 24 hours, and is contemplating extending their coverage towards full service also on weekends.

Regarding training, she says, "When we install the system or new applications, Philips gives training for all the technicians we have, and all the doctors. And when we hire new technicians, we update them on all the applications they have to use." In this way, staff share both the responsibility and ability to ensure the system is always working, and uptime is optimized.



Proactive remote support

How Philips provides or names the service is not as important as its effects, which Ms. Ahmed can clearly illustrate. "They're connected to our system. So when there is a helium loss or something they call us to ask if the switch is on or off. When it's off they know – so they call us to check if there is a problem."

"When Philips calls us before we call them, it's a proactive action. It increases the hours our system is up for use. And if there's a problem they can't solve remotely and they come onsite, the response of their engineers is faster than we had before. So it really increases the uptime of our MR."

Ms. Ahmed notes that the hospital also has other solutions from Philips. These X-ray and cardiovascular solutions are also covered by Philips service agreements. "I would recommend Philips of course!"

Global expertise and infrastructure, delivered locally

Wherever you are in the world, Philips is ready to support you. Our local field service teams understand your local needs. At the same time, they're backed by our extensive technical support network and international research and development organization. We channel our global reach towards delivering you world-class expertise, locally. It's the best of both worlds.

¹ Misr Radiology Center has chosen from various options for the equivalent of a top-of-the-range Philips RightFit service agreement. Availability depends on geography.

² Equivalent to a premium Philips RightFit service agreement. Availability depends on geography.

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