



PHILIPS

Consulting services

Making healthcare transformation real

Collaborating to solve multi-dimensional challenges across the care continuum

Optimize for today and innovate for the future

Moving forward with confidence

Healthcare organizations face a rapidly evolving world. The ongoing realities of resource constraints, aging populations, and increased consumer engagement have been complicated by the extraordinary demands of a global pandemic. Carefully planned improvement strategies now strain to compete with the immediacies of a healthcare crisis.

The importance of flexibility and resilience was understood prior to the pandemic, but is now reaffirmed. As an example, hospitals find they must handle inpatient volumes that shift dramatically from COVID-19 care to traditional care and back again. The pandemic has also fast-tracked the adoption of virtual care and the need for rapid acceleration of digital transformation.

Throughout, healthcare organizations must continue to strive toward achieving better health outcomes against lower costs of care while enhancing patient and staff experience – the Quadruple Aim. Whatever your challenge, Philips collaborates with you as you undergo this significant transformation – addressing today's concerns, while innovating for the future.

It is apparent the healthcare industry is transitioning from the hospital being a destination for care, to an ecosystem where the hospital is a hub for proactive personal health, population health, and highly intensive care delivery – virtual, in-person, and distributed.

Managing the now

Balancing quality, costs, access and delivery

Improve

Performance, productivity, quality, reliability, costs

Optimize

Patient flow, capacity, utilization, workflow, resources, schedules, care co-ordination

Enhance

Patient and staff experience, care environments, physical space, technology and information

Innovate

Future care models; new care paradigms; advanced technology, informatics, analytics, solutions and innovation

Continuous improvement, sustainable transformation, cocreated innovation

Defining solutions to complex issues

Our consulting services focus on several areas within the healthcare ecosystem. We leverage our knowledge and skills to address areas of improvement that are important for you. We tailor our offerings to suit your specific needs and situation, applying our expertise where it's needed.



We take a collaborative approach to enable meaningful transformation. Our consultants work closely with you to streamline workflows, improve utilization of resources, advise on technology strategy and integration, and create an exceptional experience for patients and staff.

Benefits of collaboration

- Enhance the quality of care delivery focused on improving value and experience
- Streamline clinical and operational processes to increase efficiency and reduce costs
- Enable fact-based recommendations for change with data analytics and modeling tools
- Identify insights and improvement opportunities across the patient journey
- Garner strong support of change initiatives for sustainable results

Achieving operational and clinical transformation



Our consultants bring healthcare expertise and technology know-how to create and implement performance improvement programs. Combining clinical pathway redesign, patient flow/process optimization, and operational excellence and analytics, the Philips team helps you realize your goals for better health outcomes and lower cost of care.

"We wanted to do more with our established structures and existing staff – and this project matched this perfectly. We have achieved an outstanding increase in our efficiency, with satisfied employees who feel appreciated and valued."

Pia Koch, Commercial Manager,
UKE Hamburg Eppendorf, Germany



Performance improvement

Improve operational efficiency, clinical flows, patient throughput and experience across the health continuum



Demand and capacity planning

Simulate the impact of predicted patient volumes on necessary resources and model scenarios for a solution roadmap



Clinical pathways

Facilitate best practice pathways complemented with analysis of methods to reduce unnecessary variation



Clinical service modeling

Lay the foundation for new service and facility plans with clinically-driven models that fit current demand and future growth

Creating exceptional care experience through design



It is critical to create an optimal experience for patient and staff when you are planning to build a new hospital, future medical service center, or renovate a department. By integrating design thinking, data analytics, medical technology planning, service experience design, and healthcare facility design expertise, our team can help you create exceptional care experiences that are ready for the future.

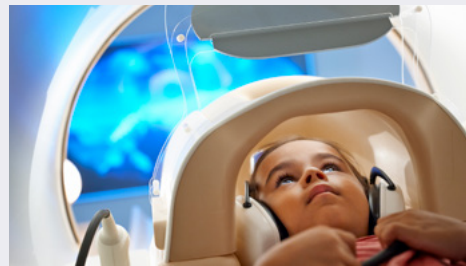
"In a short amount of time, the Philips team managed to identify key bottlenecks in a structured way and translated these, together with our clinical team, in a comprehensive redesign master plan for our future emergency department and day clinic."

Julien Heider, Directeur des Operations (COO),
L'Hopital de La Tour, Switzerland



Service experience design

Optimize the patient journey and service experience through care pathway (re)design to support personalized, value-based care



Ambient Experience solutions

Create innovative, efficient, and calming environments for an enhanced patient experience and improved staff satisfaction



Facility design

Employ an integrated medical technology and facility (re)design approach to meet and future-proof patient, staff and facility needs

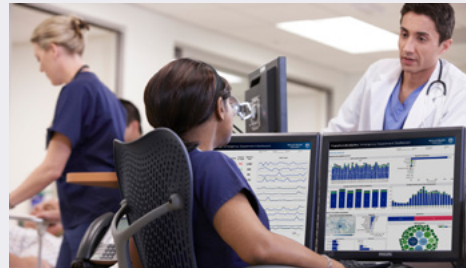
Leading with digital transformation and analytics



We guide digital enablement and data strategies – integrating new technology and industry trends, while effectively managing patient and system data to drive healthcare innovation. Analytics consultants provide data-driven insights and performance dashboards to support confident decision-making and sustainable performance improvement.

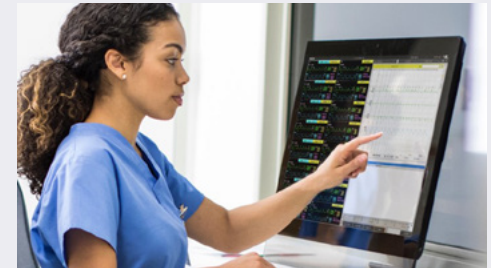
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Dr. F. Roodhevel, ED Chairman
Flevoziekenhuis, the Netherlands



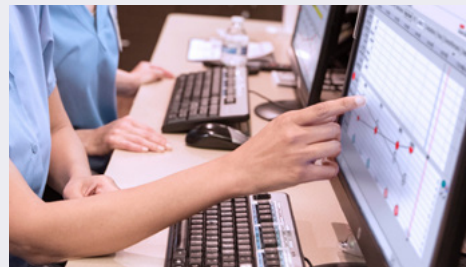
Performance analytics

Leverage data, benchmarking, best practices, and visualization tools to provide actionable insights for meaningful change



Digital transformation

Provide global thought leadership and expert guidance to harness data and digital technologies



Healthcare modeling and simulation

Develop actionable operational insights by defining KPIs and testing plausible scenarios for viability, ROI, and workflow efficiency



Enterprise care collaboration

Utilize real-time decision support tools to improve care experience, efficiency, and outcomes across the care continuum



Why we are distinctively different

As a global health technology leader and innovator, we know that achieving progress requires collaboration. Experienced Philips consultants work together with your leadership and staff to collectively create tailored, targeted improvement strategies for lasting change.

We combine integrated clinical, operational, and technological expertise with design thinking to ensure better experiences, better outcomes, and more sustainable health systems. We leverage our innovative and successful methodologies to help you truly transform the healthcare experience and your care delivery model.

People-centered

We care deeply about patients, families, and staff. In every engagement we take a people-centered approach, drawing on skills such as experience flow mapping to define the patient journey and make healthcare easier and less stressful for all.

Expert-led

Our consultants have deep clinical, operational, management, and technology expertise. As a company we bring a longstanding history of healthcare knowledge and excellence to every engagement including cocreation workshops that involve you and your staff.

Data-driven

We provide online analytics-based dashboards and simulation tools to leverage the power of your data. Insights gained through critical analysis of clinical, operational, technological, and experiential aspects of care help you be more efficient and productive.

Future-ready

Drawing upon our leadership in research and development, we help transform your organization today, with tomorrow in mind. Our services are ready for a future that our next-generation technologies are helping to shape and enable.



Our collaborative approach

Co-creating for effective results

By involving your staff in every stage of the project, they play an active role in shaping the transformation. Interdisciplinary teams are crucial, as the design thinking methodology we use is based on embracing different perspectives.

Cocreate sessions bring people together from various departments, professions, and hierarchy levels so that they can be creative together in a safe space. The more diverse the teams, the greater the potential for innovative ideas.

Experience flow mapping

A unique structured methodology that provides an insights-based view of the patient journey integrated with clinical processes and is visually represented in poster form. It provides a helicopter view of the entire flow and often uncovers challenges that may not have been identified in the stakeholder input phase. The resulting flow visualization clearly demonstrates areas of concern and helps to identify improvement opportunities across environments.

Experience flow mapping



Patients and family must be engaged as participants

Patients who are conscious and aware during the hyperacute stage are "passive" participants in the clinical workflow. While the stroke team at Solna is busy managing the hyperacute phase and striving for the best possible outcome, it is also important to keep the patient and family informed. Their experience matters. Keeping them engaged could reduce their stress and increase their satisfaction.

"I heard a discussion between the nurse and the neurologist about what scan they were going to perform. This made me feel insecure." - Patient

"I try to keep the family and the patient well-informed of what will happen next, but we can do this better." - Stroke neurologist

"Patient acceptance of the thrombectomy decision is easier when we communicate with confidence that we know this is the right thing to do." - Stroke neurologist

Health systems we've helped transform

Decades of dedication to healthcare product and process innovation means that choosing Philips as a consulting partner ensures a team attuned to the realities of this complex industry – a partner with extensive healthcare technology and clinical knowledge, ready to push the limits and secure your success. We've assisted clients through more than 600 engagements across 17 countries, proving that our expertise can help you transform to reach your potential.

King Fahad Specialist Hospital, Saudi Arabia

Flevoziekenhuis, the Netherlands

Universitätsklinikum Hamburg-Eppendorf (UKE), Germany

GenesisCare, Australia

Middle East Hospital, Saudi Arabia

L'Hopital de La Tour, Switzerland

Amsterdam UMC, the Netherlands

Herlev Genofte University Hospital, Denmark

Beverly Hospital, USA

King Fahad Specialist Hospital, Saudi Arabia

Challenge

Expedite time to treatment from access, timely diagnosis, coordinated treatment planning and delivery of care across the Ministry of Health oncology centers and units.

Solution

Comprehensive data analysis and on-site assessments to identify improvement opportunities. A master set of quality indicators were developed and prioritized to measure the performance and sustainability of improvements.

"Focusing on getting the processes right is key. Optimized processes lead to improved outcomes. This project has helped us to quickly implement practical changes that have led to immediate measurable improvements, while we continue to work on the bigger challenges."

Dr. Hani Al-Hashmi, Director Oncology Center,
King Fahad Specialist Hospital



50%

reduction in cardiology
workup time for planning
cardiotoxic treatments

7-day

max MRI turnaround
by optimizing inter-disciplinary
handoff from oncology to imaging

Reducing preventable admissions

Expected two-fold
increase in day cases for
breast surgery

Domain: Oncology

Project: Performance improvement

* Results from case studies are not predictive of results in other cases. Results in other cases may vary.

Flevoziekenhuis, the Netherlands

Challenge

Optimize the emergency department (ED) processes to meet the care demand more effectively at busy times and create an internal relocation plan to address the ED space for Flevoziekenhuis.

Solution

Detailed root cause analysis incl. interviews to determine the causes of closures and slow throughput. Identify nine improvement initiatives together with ED staff and help to implement these.

"The Philips team uncovered all the data needed to improve my department and constantly adapted with us during the implementation phase."

Dr. F. Roodheuveld, ED Chairman
Flevoziekenhuis



47%
improvement
in triage speed

Patient transfer from
32 to 3
minutes¹

50%
fewer unnecessary
referrals

Domain: Emergency care

Project: Performance improvement

¹ During business hours, for specific patient groups

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Universitätsklinikum Hamburg-Eppendorf (UKE), Germany

Challenge

Help UKE optimize their OR performance with existing resources and improve staff satisfaction.

Solution

Detailed data analysis, interviews with stakeholders and process observations captured in an OR process flow poster. In a co-creation workshop help identify solutions for areas for improvement and provide support with project coordination, moderation and standardized structures during the implementation phase.

"We wanted to do more with our established structures and existing staff – and this project matched this perfectly. We have achieved an outstanding increase in our efficiency, with satisfied employees who feel appreciated and valued. And, the communication and collaboration between our teams has improved as well. Great!".

Pia Koch, Commercial Manager
UKE Hamburg-Eppendorf



77%
reduced downtime
in the central OR

1400
more
surgeries

Blueprint
for future
transformation
projects

**Improved
staff
satisfaction**

Domain: Operating room (OR)

Project: Performance improvement

* Results from case studies are not predictive of results in other cases. Results in other cases may vary.

GenesisCare, Australia

Challenge

Create 'The Cancer Service of the Future' by focusing on the patient's experience of their quality of care for GenesisCare.

Solution

Complete assessment of the current hospital system including data analysis, deep dives with patients and cross-functional staff, cocreate sessions and a complete redesign of the flagship facility in Wembley.

"The huge benefit we got from collaborating with Philips was to be able to pull it all together, in a very comprehensive fashion, and quickly get some tangible and concrete outcomes from the process."

Andrew Saunders, Group Manager
GenesisCare



16

'Quick Wins' to improve patient experience **prioritized and implemented**

84

Net Promoter Score **doubled** to eighty-four

Domain: Oncology

Project: Service strategy and facility redesign

Size: Service strategy for 30 sites across Australia, redesign Wembley facility in Perth, 3500 m²

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Middle East Hospital, Saudi Arabia

Challenge

Help Middle East Hospital create a masterplan for Riyadh's world class patient-centric and high-performance hospital. The general hospital features an ED, diagnostic department, ICU, cardiology, women's health and an infusion, rehabilitation, and dialysis center.

Solution

A qualitative field study to understand the individual healthcare experience needs of future patients, their family and staff. Creation of a flexible design solution in line with the envisaged clinical service model, the desired patient experience quality, and anticipatory to future medical technology and workflow innovations. The clinical service model, technology planning and design concept were developed in only 6 months' time.



A compact masterplan design

34.000 m²

Unique in the region

Domain: General hospital

Project: Comprehensive design and development of the greenfield hospital

Size: GFA 123.000 m², 224 beds

* Results from case studies are not predictive of results in other cases. Results in other cases may vary.



L'Hopital de La Tour, Switzerland

Challenge

Hôpital de La Tour achieved significant growth and wanted to optimize their emergency department services, and introduce day clinic services.

Solution

An interdisciplinary consulting team conducted an on-site assessment reviewing key aspects of care delivery: clinical workflow, operational efficiency, technology, and patient experience. Co-create sessions with clinical teams helped translate recommendations into scenarios to optimize workflow and the patient experience. A facility master plan was developed as input for a hospital-wide investment plan.

"In a short amount of time, the Philips team managed to identify key bottlenecks in a structured way and translated these, together with our clinical team, in a comprehensive redesign master plan for our future emergency department and day clinic."

Julien Heider Directeur des Operations (COO),
L'Hopital de La Tour



10+

Mid- to long-term **strategic patient experience improvement and innovation opportunities** identified

3

Future-proof facility transformation masterplan scenarios

Domain: Emergency department and day clinic

Project: 360 assessment and masterplan design

Size: 10.000 m²

* Results from case studies are not predictive of results in other cases. Results in other cases may vary.

Amsterdam UMC, the Netherlands

Challenge

Due to a merger, Amsterdam UMC will combine two cath lab departments into a single location. They asked help in translating their vision for better heart care into a concrete design and floor plan of their new cath lab department, that will inspire staff and meet future challenges.

Solution

Analyze data, interview key stakeholders and conduct online workshops with management and staff to help define the design requirements. Translate these requirements into a concept design and a 3D animation of the new cath lab department. The project was completed in just 8 weeks through virtual collaboration.



Concept design
with detailed floor plan

Improved
staff collaboration

3D
animation

Domain: Cardiology

Project: Cath lab department floor plan design and experience design

Size: 3.165 m²

* Results from case studies are not predictive of results in other cases. Results in other cases may vary.

Herlev Genofte University Hospital, Denmark

Challenge

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

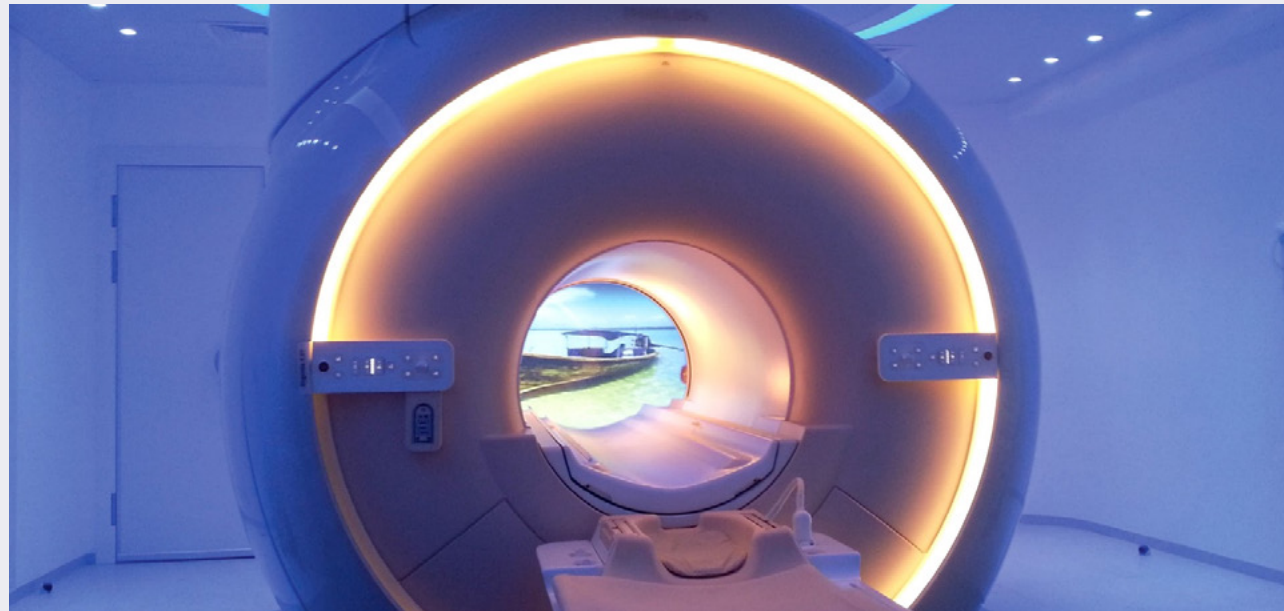
Solution

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

“Our data demonstrate a significantly reduced number of interrupted scans (rescans) in the scanner room where the Patient In-bore Solution is installed – which directly contributes to a more predictable throughput.”

Jeanette Brus Mortensen,

Department Radiographer & Leader for the MRI Department,
Herlev Genofte University Hospital



70%
reduction in number of rescans*

90%
better patient comfort level

Domain: Radiology

Project: Ambient Experience MR Patient In-bore Solution

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Beverly Hospital, USA

Challenge

Help improve operational efficiency in the emergency department at Beverly Hospital with analytics consulting, and tools.

Solution

Detailed data insights, create custom analytics dashboards for insight in daily operational performance, and change implementation support. These custom analytics dashboards were created:

- **Physician and nursing dashboards** to track volume, throughput times, and acuity level
- **Outlier dashboard** to track patients experiencing extended throughput times

“Philips worked with our leadership, staff, and IT teams to create a performance dashboard, customized for our needs. The daily updates provide a quick look at our performance without each team running multiple reports and the teams can dig into to their department data as needed.”

Kimberly Perryman, MMHC, RN, VP, Patient Care & CNO
Beverly Hospital, part of Beth Israel Lahey Health



31%

reduction in time between
bed request and inpatient
bed assignment

Improved staff alignment

avoiding a \$1.3M
operational expenditure

Reduced time spent on

collecting,
analyzing and sharing
performance metrics

Domain: Emergency care

Project: Performance analytics and dashboards

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Global presence, local expertise

The Philips consulting team consists of global network of experienced consultants with clinical proficiency and a broad knowledge of healthcare technology and health systems. Our consulting team in the Middle East and Africa region are experts in local healthcare trends, policies, procedures and regulations.



240 clients
through
more than **600**
17 engagements across
countries

We look forward to **partnering** with you to make healthcare transformation real

Learn more

Through collaborative and people-focused engagements, Philips can help develop innovative solutions to solve your most complex challenges of care delivery. We can help you achieve meaningful and sustainable improvements in clinical excellence, operational efficiency, care delivery, and financial performance to improve value to your patients.

For more information, please visit
www.philips.com/healthcareconsulting

