

A photograph of a hospital hallway. In the foreground, a Black male doctor in a white lab coat and blue scrubs is talking to a blonde woman in a dark business suit. The woman is holding a folder. In the background, other healthcare workers in blue scrubs are walking. The lighting is bright and clinical.

**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 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. Healthcare organizations must be flexible and able to support these changes in patient needs and volumes.

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.

### 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

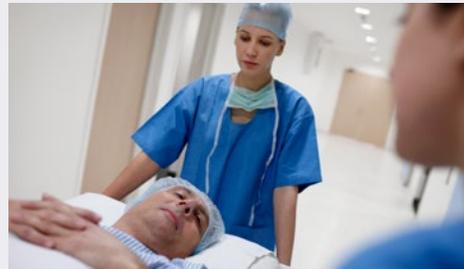
# Achieving operational and clinical transformation



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, our team helps you realize your goals for better health outcomes and lower cost of care.

“Philips has proven to be much more than just an equipment vendor to us. Their consultants understood our needs and partnered with us to create a long-term blueprint for success. The deep level of clinical expertise that their consultants offer helped optimize our imaging department’s quality and efficiency.”

**Scott A. Berlucchi**, FACHE, NHA President and CEO,  
Auburn Community Hospital



## Performance improvement

Improve operational efficiency, clinical flows, resource effectiveness, and the patient and staff experience in radiology, cardiology, acute and critical, trauma and emergency care settings.



## Demand and capacity planning

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



## Enterprise throughput

Optimize patient flow from the first point of access through each transition of care with an enterprise-wide perspective.

# 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.

“This new design is absolutely going to impact positively on the patient’s experience. It is going to take it to world-class. It is going to impact our financial results.”

**Gena Conrou**, Chief Marketing and Patient Experience Officer, Broward Health



## Experience design

Optimize the patient journey and service experience through service blueprint (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

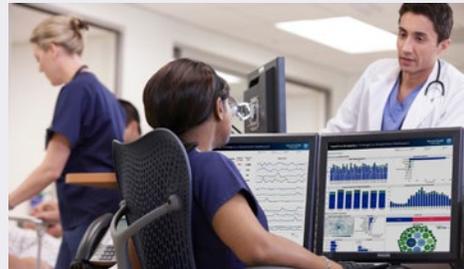
# Leading with digital transformation and analytics



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.

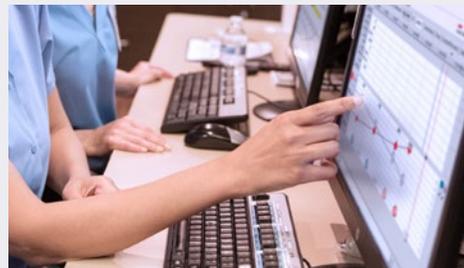
“Philips worked with our leadership, staff, and IT teams to create a performance dashboard, customized for our needs. The daily updates provide a quick look at our performance without each team running multiple reports and the teams can dig into to their department data as needed.”

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



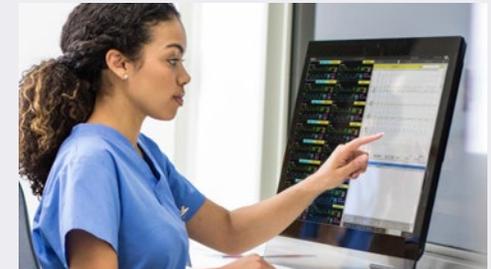
## Performance analytics

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



## Healthcare modeling and simulation

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



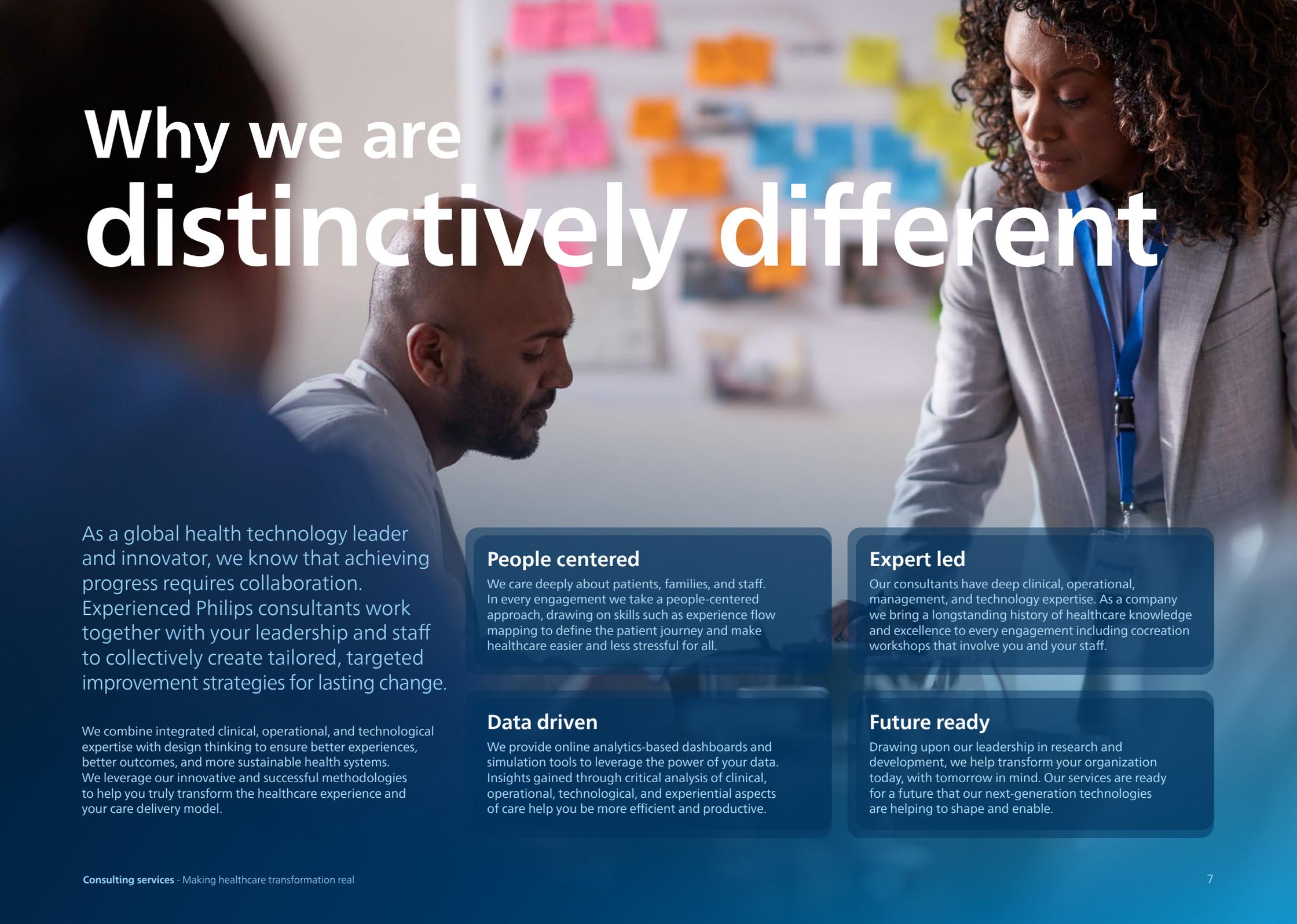
## Digital transformation

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



## 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.

# Patient and staff experience flow mapping

In collaboration with key leadership and staff stakeholders, a visual representation of the patient journey is created. Areas of concern are highlighted and opportunities for improvement are identified.



# 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.

WellSpan York Hospital, PA

---

Huntsville Hospital, AL

---

Rochester General Hospital, NY

---

MaryBridge Children's Hospital, WA

---

Beverly Hospital, MA

*Part of Beth Israel Lahey Health*

---

Children's Hospital and Medical Center, NE

---

Lahey Hospital, MA

*Part of Beth Israel Lahey Health*

---

# WellSpan York Hospital, York, PA

## Challenge

Increase process efficiency – from arrival through stay to discharge – to optimize patient throughput and enhance the patient experience.

## Solution

Performance improvement and interim leadership consulting across ED and inpatient settings, focused on people and culture, place and space, and process and operation. Consultants helped redefine a multi-discipline, multi-faceted approach to patient throughput to improve the patient experience, streamline processes, and reduce costs.

“The Philips consultant has done an exceptional job of helping us get on the right track. We still have some work to do to continue to sustain the progress, but we are moving in the right direction. And, the financial impact will be significant!”

**Kristen O’Shea**, Chief Nursing Officer  
WellSpan York Hospital



**35% improvement**  
in time from bed request to assignment

Reduction in length-of-stay which supported  
**\$1.7m cost savings over 3 months**

**74% decreased**  
time in maximum surge status

**Domain:** Emergency department and inpatient  
**Project:** Performance improvement and interim leadership

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

# Huntsville Hospital, Huntsville, AL

## Challenge

Evaluate telemetry monitoring and alarm management processes to identify opportunities to help optimize processes prior to new equipment installation.

## Solution

Consultants analyzed monitoring data, staff observations and interviews, processes, and procedures. Then completed a root cause analysis, best practice implementation, impact of new technology, and prioritized change recommendations.

“The recommended changes made an immediate difference in the noise level that was noticed and felt by all, making for a much healthier and safer work environment. We feel patients are also much safer because the technicians can focus on true and valid alarms and limit the number of notifications to RNs thereby reducing their workload.”

**Wendy Cantrell**, MSHR, Manager, Telemetry Monitoring  
Huntsville Hospital



**23**  
**opportunities**  
**identified**

for process improvement

**Reduced**

centralized monitoring  
room noise level

**Decreased**

nurse alarm notifications

**Domain:** Telemetry monitoring and alarm management

**Project:** Performance improvement

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

# Rochester General Hospital, Rochester, NY

## Challenge

Improve operational efficiency and workflow in the imaging department to support increasing patient volume and a planned service line expansion.

## Solution

Complete a comprehensive imaging assessment including data analysis, staff interviews and onsite observations, root cause analysis, market trends, and impact of technology. Consultants provided recommendations based on the analysis, experience, and best practices with a focus on enhancing the patient and staff experience.

"Philips provided a comprehensive performance improvement assessment and roadmap that has enabled Rochester General to implement best practices."

**Amy Craib**, Vice President of Operations  
Rochester Regional Health



## Increased

first case on-time starts

## Improved

pre-procedure workflow

## Custom

analytics dashboard

**Domain:** Invasive imaging

**Project:** Workflow improvement and analytics dashboard implementation

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

# Mary Bridge Children's Hospital, Tacoma, WA

## Challenge

Develop a comprehensive corrective action plan for improved trauma center performance to meet state trauma designation standards.

## Solution

Interim leadership and process improvement recommendations led to a comprehensive corrective action plan that improved performance to meet state trauma designation standards.

The team submitted the corrective action results ahead of the deadline. The state surveyors accepted the report showing resolution of the identified deficiencies, satisfying the requirements for Level II Pediatric Trauma Center designation.



## Resolved

site survey deficiencies

## Validated

retaining Level II Pediatric Trauma Center designation

## Maintained

compliance with trauma center standards

**Domain:** Level II pediatric trauma center

**Project:** Performance improvement and interim leadership



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

# Beverly Hospital, Beverly, MA

Part of Beth Israel Lahey Health

## Challenge

Provide data-driven insights and analytical tools to support process efficiency improvements and increased visibility of performance metrics.

## Solution

Analytics consultants completed deep data analysis focused on patient patterns, throughput metrics, and more. They provided insights into daily operational performance and created these custom analytics dashboards:

- Physician Dashboard
- Nursing Dashboard
- Outlier Dashboard

“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



## 31% reduction

in time between bed request  
and assignment

## Avoided \$1.3m expenditure

with improved staffing  
alignment

## Reduced time

spent on collecting, analyzing  
and sharing performance metrics

**Domain:** Emergency department

**Project:** Performance analytics and dashboards

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

# Children's Hospital and Medical Center, Omaha, NE

## Challenge

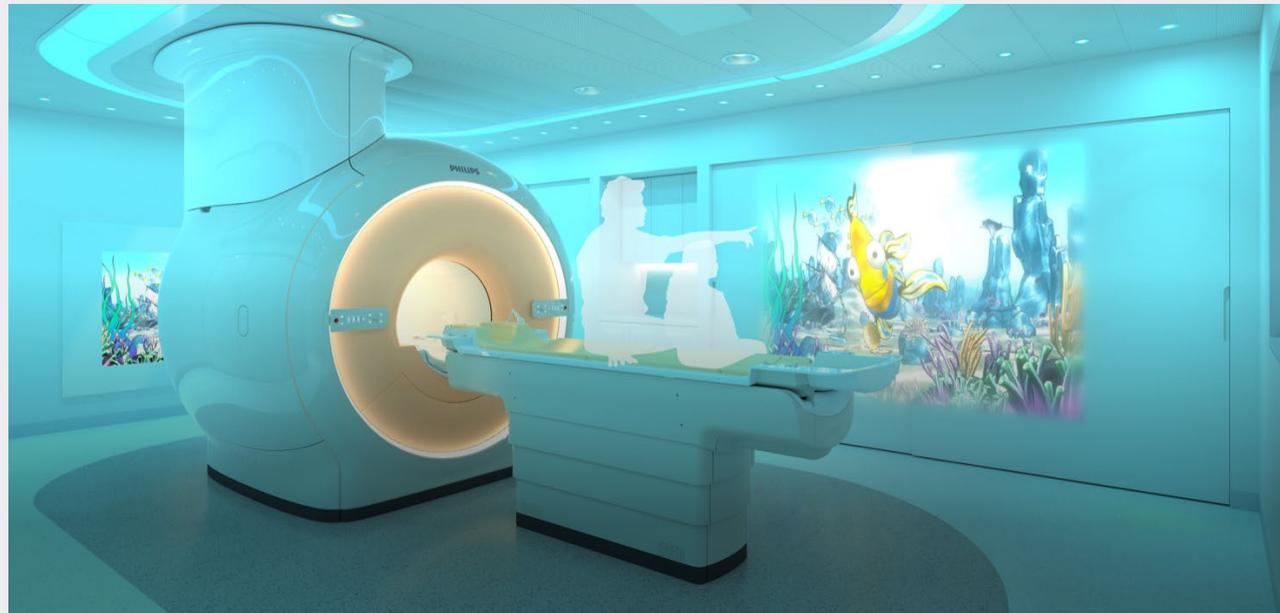
As part of a hospital expansion project, help right-size the pediatric radiology care environment and create an experience vision strategy for future growth.

## Solution

Quantitative data and simulation modeling was used to right-size the department to meet growth projections. An illustrated 'service story' narrative was created to communicate a vision for the future, supporting enhanced workflows and flexibility for growth across the system.

"Partnering with Philips will help Children's continue to transform pediatric healthcare by leading in providing innovative, quality care."

**Richard G. Azizkhan**, M.D. President & CEO  
Children's Hospital and Medical Center, Omaha



## 10% construction cost savings

through right-sizing of the department

## Optimized footprint

for nine modalities supporting pediatric radiology

**Domain:** Radiology

**Project:** Department design

**Size:** 2200 m<sup>2</sup>

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

# Lahey Hospital, Danvers, MA

Part of Beth Israel Lahey Health

## Challenge

Help provide an exceptional patient and staff experience and differentiate the imaging services suite.

## Solution

Provide a Philips MRI with Ambient Experience in-bore solution to transform the traditional scanning experience. Starting at the room entrance, a soothing environment with sound, video projection, and dynamic lighting greets the patient and accompanies the patient into the scanner. The in-bore solution provides positive distraction when the patient is in the scanner.

*"The return on investment has been exceptional, with a decrease in appointment cancellations and greater workflow efficiency."*

**Peter W. Curatolo**, MD, Medical Director of MRI Services  
Lahey Hospital, Danvers, MA



## Support

a relaxing experience

## Help

enhance workflow efficiency

## Provide

enhanced organization and storage

**Domain:** Imaging services

**Project:** Ambient Experience solutions

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

# 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](http://www.philips.com/healthcareconsulting)**

