

A woman in white scrubs is explaining something to a man sitting in a Philips MR scanner. The scanner's circular opening shows a scenic view of a lake and mountains. The room has blue walls and a curved ceiling with recessed lights.

PHILIPS

Healthcare

Experience Solutions

Ambient Experience for MR

Improving care and efficiency

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Imagine breaking down the barriers that make visiting a hospital an intimidating experience. And consider the impact of a more pleasant, efficient work environment for staff.

Healthcare decision makers are increasingly focused on the factors that affect patient and staff satisfaction, comfort and convenience when planning facilities. Opportunities to create a warm and welcoming environment for patients, families and healthcare professionals provide an important way to improve both care and efficiency.

The challenges for MR examinations

Studies show that up to 40%¹ of all patients undergoing MR examinations experience medium to high levels of anxiety. Almost 70%¹ of all scans are done in a head-first orientation and these patients usually experience even more stress than “feet-first” patients. Stressed patients can have difficulty cooperating and following directions which can, in turn, affect the quality of images and workflow and even result in cancelled procedures. It can also impact the way patients perceive your healthcare facility.

In general, MR examinations require the patient to remain still, which may be especially difficult for patients and young children who are frightened. Motion artifacts can affect diagnostic accuracy and necessitate retakes.

¹ Source: Melendez JC, McCrank E. Anxiety-related reactions associated with magnetic resonance imaging examinations. JAMA. 1993;270(6):745–7.



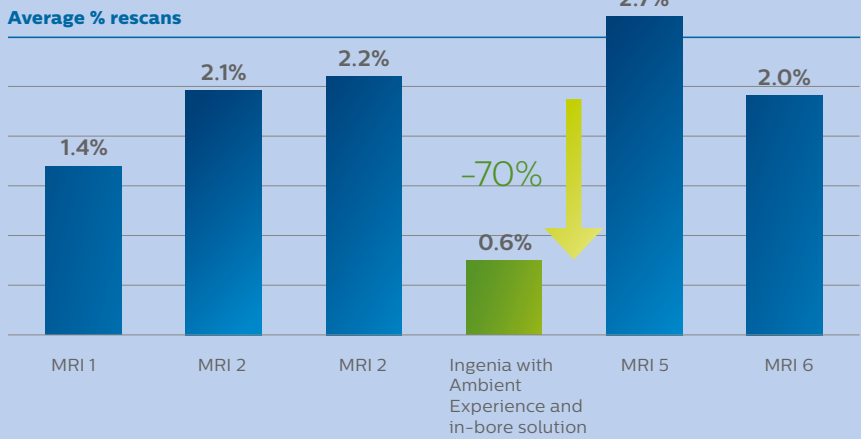
Designed to instill a sense of well-being

At Philips, we believe good healthcare starts with a good understanding of people. Our Ambient Experience solutions take a holistic approach to improving healthcare experiences based on deep insights into the needs of patients, family and healthcare providers. We go beyond clinical and technical considerations to create professional environments that are supportive and instill a sense of well-being. Thousands of patients and caregivers around the world experience the caring difference that our Ambient Experience solutions make during MR examinations every day.

A relaxing and reassuring MR experience

Philips Ambient Experience solutions are based on results and feedback from about 1,250 installations worldwide. The Ambient Experience solution for MR incorporates purposeful spatial design, technological innovations and our unique Ambient Experience patient in-bore Connect technology to soothe and reassure patients before and during MR examinations, contributing to a positive patient and staff experience.

Number of interrupted scans in a year in the six scanning rooms

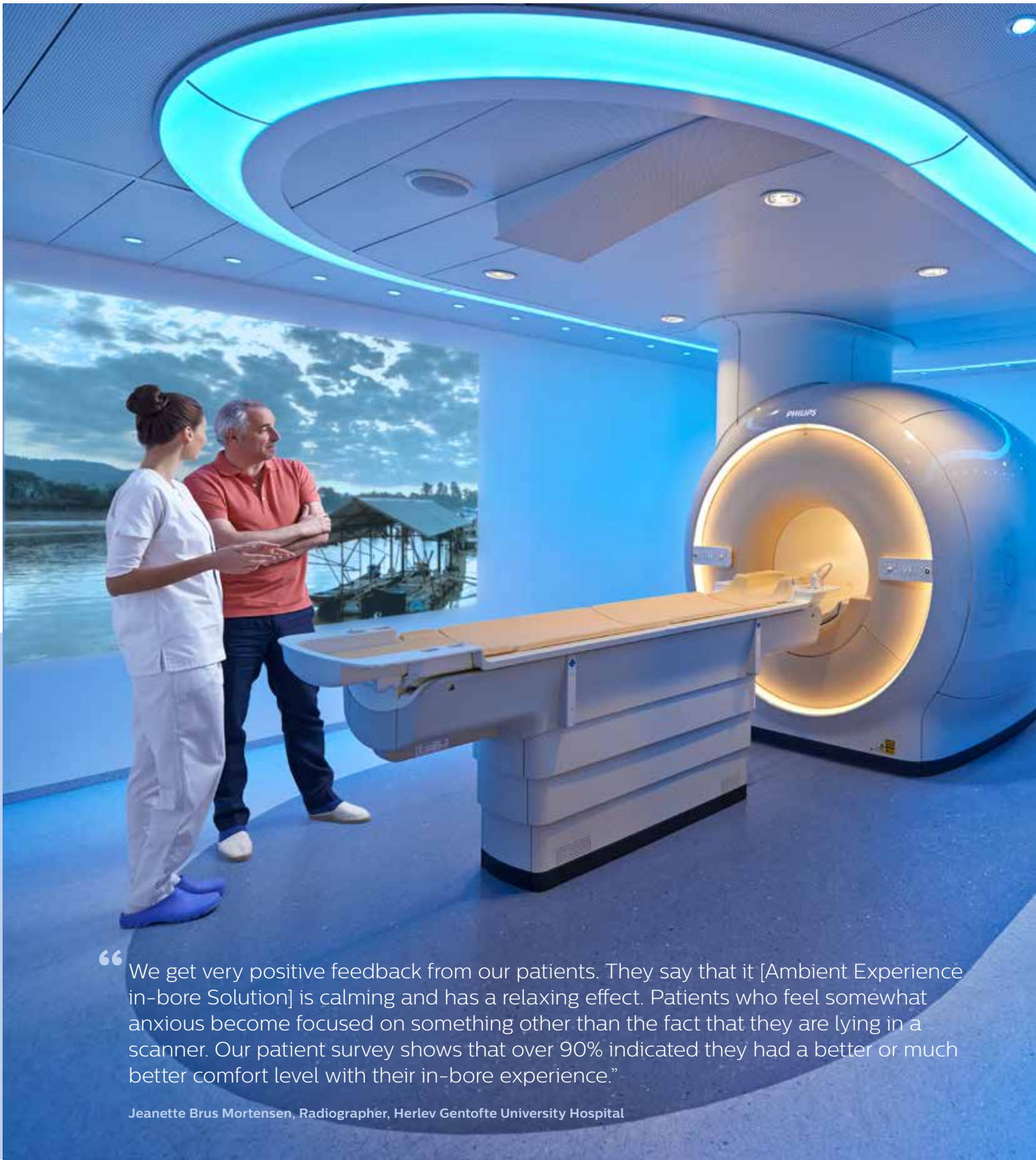


“By reducing patient motion, we also reduce repeat scans, waiting times, rescheduling and staff overtime.”

Michel Nemery, Chief Physician,
Department of Radiology,
Herlev Gentofte University,
Denmark

The Herlev Gentofte University Hospital in Denmark compared the number of interrupted examinations before and after installation of the In-bore solution and compared to the experience with other scanners in the facility.

The data show a 70% reduction in the number of interrupted exams for the Ingenia 3.0T scanner with Ambient Experience and the In-bore Solution.



“We get very positive feedback from our patients. They say that it [Ambient Experience in-bore Solution] is calming and has a relaxing effect. Patients who feel somewhat anxious become focused on something other than the fact that they are lying in a scanner. Our patient survey shows that over 90% indicated they had a better or much better comfort level with their in-bore experience.”

Jeanette Brus Mortensen, Radiographer, Herlev Gentofte University Hospital

A complete solution, differentiating your hospital



In Ambient Experience for MR, the diffused and dynamic lighting and thematic projection elements are carefully integrated into an open, clutter-free room design. Unnecessary physical barriers are eliminated for better patient and staff interaction. Minimalistic lines, rounded corners and flush surfaces soften the feel of the space.

Our holistic approach to Ambient Experience for MR reduces patient stress by providing patients with an immersive, multisensory experience. Upon entering the imaging room, the patient selects a theme. This choice personalizes the imaging room with dynamic lighting, projection and sounds.

The process facilitates a sense of control which can reduce stress and provide positive distraction. In addition Ambient Experience can help differentiate hospitals from other healthcare facilities and act as a 'magnet' for staff and patients.

Scalable choices

Experience solutions can be scaled to meet the specific requirements of your healthcare facility. Whether you're constructing a new space or undergoing a magnet swap, Ambient Experience for MR can be adapted to suit most clinical environments, utilizing a range of Ambient Experience elements. From basic wall-wash lighting to a complete solution that includes the patient in-bore experience, choose the Ambient Experience solution that fits your needs and resources.



Personalizing the patient experience with **Ambient Experience in-bore Connect**

The unique Ambient Experience in-bore Connect allows you to offer your patients something they have never expected during an MR study, a truly personalized and supportive MR experience. You can create an atmosphere that transports them out of the imaging suite and into a relaxing environment of their choice. From the moment a patient is moved into the scanner (the point at which people report the most stress), through completion of the scan, this Philips solution can help patients to relax, follow directions and minimize motion.

The Ambient Experience in-bore Connect is linked in real-time with the Philips MR scanning software to provide information and guidance to the patient during scanning as well as information about scan duration. An immersive video experience distracts and entertains patients while lying in the bore. Comfortable headphones allow patients to receive breath hold cues and a personalized progress bar indicating duration, enhance compliance. The headphones also convey sounds related to the selected theme to enhance the experience. Our solutions help patients have a better perception of time and exam progress.

“ I was quite anxious because I have had MRI's before and it terrified me. With the Ambient Experience combined with the in-bore solution however, the tension in my body faded away. It is a very comforting and reassuring way to have your medical test done.”

Brenda Smith, patient at Lahey Hospital, US

Proven results from Ambient Experience solutions

Key benefits

- **Reduces patient stress**
Ambient Experience for MR is ideal for patients who are susceptible to stress and confined spaces, including pediatric patients.
- **Improves patient throughput and reduces costs:** Results from some facilities that have implemented Ambient Experience for MR solutions report fewer rescans and interrupted scans, improving throughput and patient scheduling.
- **Improves patient and staff experience and satisfaction:** Ambient Experience for MR provides a creative way for staff to interact with patients and de-fuse feelings of stress. The result is improved patient and staff experience and satisfaction.
- **Differentiates your facility:** Many facilities with Ambient Experience solutions have seen an increase in referrals and patient volume. The visually engaging elements provide a tangible example of patient-centric care, useful in publications and web-based communications.

Ambient Experience by the numbers

1,250

Ambient Experience
installations cross the
globe

250

Ambient Experience
in-bore solution
orders

Fewer

Interrupted scans
with the in-bore
solution

Ambient Experience in-bore Connect 2017 studies at Herlev Gentofte University Hospital in Denmark and Chiba Hospital Japan demonstrates that:

- AE in-bore Connect makes patients feel more comfortable
- Patients were significantly more satisfied with their MRI examination
- 84% of the patients indicated that the progress-bar helped them to feel calm
- With the AE In-bore Connect it is significantly easier for patients to hold their breath
- AE in-bore Connect contributes to outstanding Net Promoter Scores (NPS is a customer loyalty metric)

Results are specific to the institutions where they were obtained and may not reflect the results achieved at other institutions

Discover new ways to improve the human experience

Beyond individual room solutions, Philips offers Ambient Experience and Experience Design solutions for waiting rooms, multi-modality rooms and complete departments. Philips Experience Consulting helps implement effective care environments that are purposefully designed to optimize operations, staff effectiveness and patient satisfaction. Our Experience Consultants use unique assessment and analysis strategies to deepen insights into improvement opportunities and recommend actionable changes that can be incorporated into architectural proposals and operational objectives. These provide an invaluable patient experience perspective that augments standard planning processes.

