

The Philips logo is displayed in a white rounded rectangle on a blue background.

Ambient Experience



## Reimagining the X-ray exam experience for children and staff

Philips and Children's of Alabama collaborated to create an engaging and calming environment for pediatric X-ray exams

### Who/where

Children's of Alabama, Birmingham, Alabama, USA.

### Challenge

Establish an environment that eases patient stress and positively impacts workflow and productivity. The target – a busy X-ray suite running at full capacity and struggling with patient compliance.

### Solution

Enhanced the X-ray suite environment with Philips Ambient Experience solutions which had previous success in the CT suite. The end result was an improved experience for both patients and staff.

Ranked among the best children's hospitals in the nation by U.S. News & World Report, Children's of Alabama (Children's) serves patients from every county in Alabama and nearly every state. Their mission is to provide the finest pediatric health services in an environment that fosters excellence in research and medical education.



### Results\*

Children's of Alabama has noticed a significant increase in patient compliance and satisfaction as well as improved staff efficiency when using the X-ray room with Ambient Experience solutions.

"Ambient Experience is great for improved compliance and it's a better experience for the child."

Karen Knight, Diagnostic Imaging Manager

## Promoting compassionate care through positive distraction

Children's continues its commitment to exceptional care through collaboration with Philips. Implementation of Ambient Experience solutions in the CT suite proved successful and Children's felt it would be an impactful addition to the X-ray suite, bringing a sense of calm to each patient and parent or caregiver by softening an otherwise sterile environment. Upon installation, a transformation of the room was immediate and improved patient compliance quickly followed.

### Facing the challenge

Inpatient X-rays of young children are not elective – they are mandatory. So however the image is acquired, it must be done successfully. Uncooperative or combative patients must be restrained at times, resulting in a traumatic experience.

"Without Ambient Experience, kids are very anxious. They can get upset easily and we often need to bring the parent or accompanying adult or another tech into the room to help us out. When the child is not cooperating, each exam takes much longer," says Latasha Traylor, X-ray Lead Technologist.

Parents/caregivers often accompany their youngsters into the exam room and their own anxiety can be contagious. Through years of experience imaging young children, both Karen Knight and Latasha Traylor

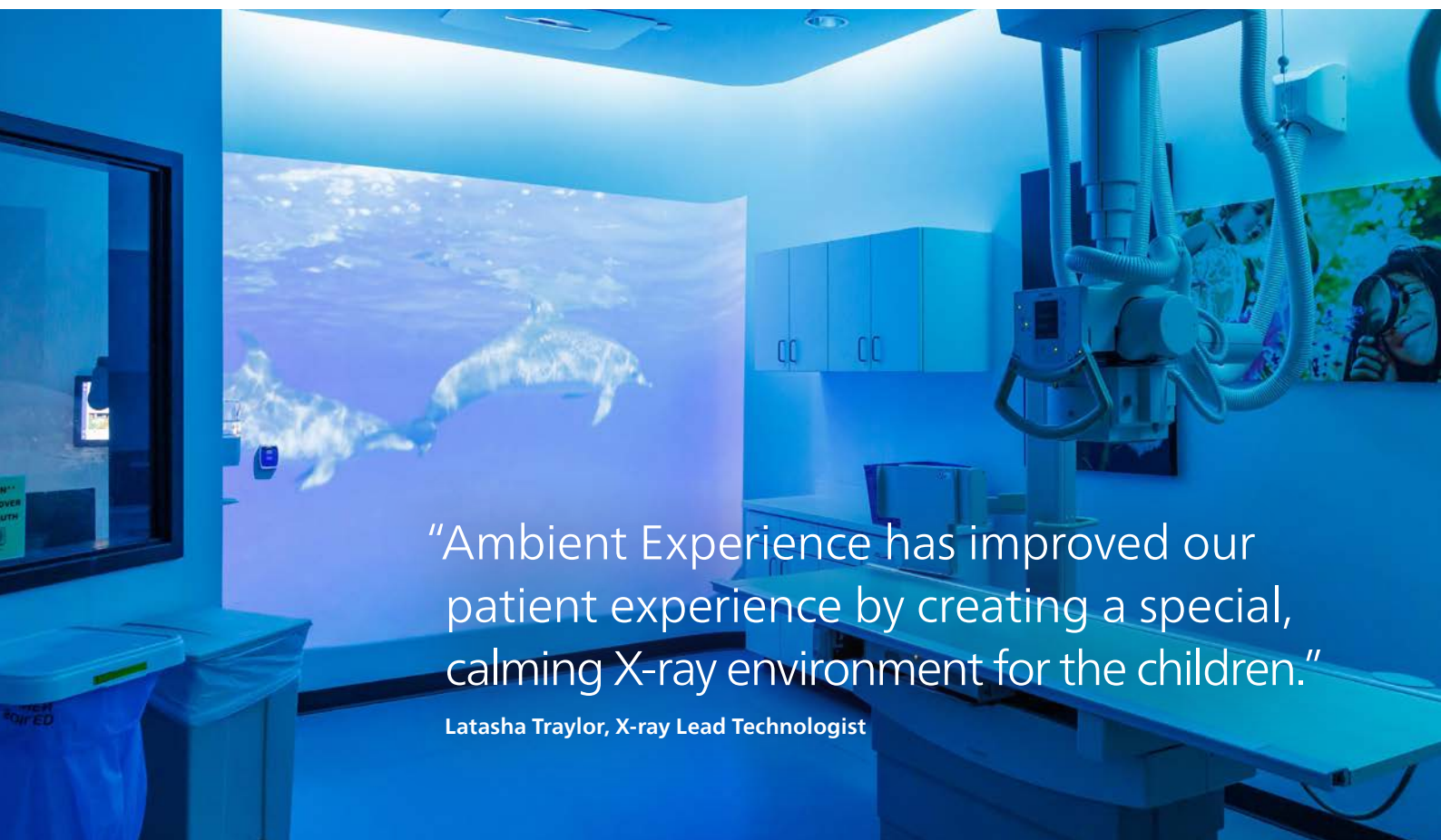
understand that the child is only going to be as calm as the parent and the parent only as calm as the child. Therefore any 'solution' must positively impact each.

### Finding an innovative solution

Philips Ambient Experience integrates dynamic lighting, sound, and video to create an engaging environment designed to ease patient stress and positively impact workflow and productivity.

These solutions are based on years of patient-centric design research and close collaboration with healthcare providers around the world.

By removing the negative elements and impersonal atmosphere associated with an X-ray suite, and replacing them with positive elements that soothe and distract, satisfaction can be improved for both patients, families, and staff.



"Ambient Experience has improved our patient experience by creating a special, calming X-ray environment for the children."

Latasha Traylor, X-ray Lead Technologist

### Putting it to practice

The new X-ray suite at Children's uses dynamic lighting, sound, and video and includes over 40 different theme choices, which can be selected by the technologist and/or the patient. Latasha Traylor typically looks at the age of the child on her requisition request and pre-selects 10 of the themes she thinks are most appropriate for that age group. Then when the patient arrives, together they can review the selections on the touchscreen for the best match. On the busiest days, Latasha tries to have everything ready before the child arrives.

"Recently, when I brought one of my patients into the room, he immediately started smiling at the cartoon on the wall and I was able to easily get him onto the table. I put him in a position where he could still see the projection and he did perfectly with his X-rays. His mom had been frightened he would be difficult to handle. It eased the experience for both," explains Latasha Traylor.

All children can be anxious about having an exam. With Ambient Experience there are themes designed to appeal to every age. Each is meant to elicit a calming reaction. Associated audio creates an enveloping experience and provides active distraction to help assure better patient compliance.

"Not only is it comforting to the eyes, but with the calming music it's a completely unique experience," notes Karen Knight.

### Decisive results for all

An environment that is inviting to children can be of benefit to staff as well. Children who are more positively distracted cooperate and move in and out of the exam room quickly, allowing optimal throughput on busy days.

"It shortens our exam time. Imagine trying to get an X-ray of a 2-year old whose in constant motion, but who is now calm. With Ambient Experience we can do our job much more quickly and efficiently," says Latasha Traylor.

Technologists who can work smoothly find more satisfaction in their work. The continual struggle for compliance is replaced by an improved focus on compassionate care. The relaxing effect of the Ambient Experience environment transforms the mood. In fact, Latasha Traylor and her colleagues occasionally find a moment to collect their thoughts by taking a short break in the 'Ambient Experience room'.

Every parent/caregiver wants to be certain their child is well taken care of. When a child walks into the new X-ray suite and smiles from ear-to-ear, they know it will be alright. Feedback provided by families as they complete their stay reflects this. Karen Knight points out that comment cards are filled with notes about how much the Ambient Experience is loved.

"Just one thing can change a child's whole experience at Children's, and something like Ambient Experience can make that difference. It's something they'll always remember as a positive," says Karen Knight.

### Maintaining a commitment to exceptional care

Children's of Alabama discovered the Philips Ambient Experience solutions provide a differentiating factor in their delivery of pediatric care. In 2022, Children's was recognized as one of the best children's hospitals in all 10 specialties tracked by U.S. News and World Report. Their collaboration with Philips helps sustain that commitment to exceptional care.





“With Ambient Experience, we’ve increased throughput, have shorter exam times, improved customer satisfaction, and made our tech’s lives easier.”

**Karen Knight, Diagnostic Imaging Manager**

## Results\*

Children’s of Alabama has experienced an increase in patient compliance and staff efficiency and satisfaction when using the X-ray room with Ambient Experience solutions. Exam time has been shortened and patient throughput has improved.

### Learn more

Philips Ambient Experience applies evidence-based, human-focused innovation and design thinking to give patients and staff an engaging and pleasant experience, while also improving the efficiency of diagnostic and therapeutic procedures and building confidence in the services and reputation of healthcare facilities.

For more information, please visit [www.philips.com/ambientexperience](http://www.philips.com/ambientexperience).

