

**PHILIPS**

Integrated
Cardiovascular Solutions

Taking a vision from concept to reality

Who/Where

Clinica Del Parque Centenario (Telefonicos) in Argentina

Challenge

Collaborate with the union team and architect to properly design and construct a new cardiovascular outpatient clinic and adjoining hospital.

Solution

Philips Integrated Cardiovascular Solutions provided the technology, consulting services, and technical expertise necessary to define and manage all aspects of the project.

Results

The outpatient clinic is scheduled to open late 2022 and the hospital is scheduled to open in three years.

It began with an equipment order for a diagnostic imaging department for Clinica Del Parque Centenario, the Telecommunications union in Argentina. It evolved into a highly collaborative end-to-end partnership for the development of a new cardiovascular diagnostic outpatient clinic and adjoining hospital.

Philips provided comprehensive support as part of Integrated Cardiovascular Solutions which included facility planning and design, managed technology services, informatics, educational services, and consulting services, to guide the process.

Dr. Eduardo Hector Peñaloza, Head of Cardiology / Intervention, Clinica Del Parque Centenario

"We had a vision of what we wanted to do, but we didn't have all the experience in how to do it, so we partnered with Philips to see it become a reality."

Evolving from transactional purchase to enterprise-wide solutions

The seed for the project was the creation of a Health Maintenance Organization (HMO). To support the HMO, a team was organized and tasked with creating a self-standing healthcare facility for the union members. With Dr. Eduardo Peñaloza onboard, the team reached out to Philips with a modest tender to cover the necessary imaging equipment.

Preliminary discussions uncovered delays and inconsistencies in the general planning process and further conversation demonstrated that Philips could deliver additional expertise and support the project far beyond the initial equipment supply. The union team agreed that their understanding of the critical details required to define the best operational work environment could be improved by selecting a partner with the relevant knowledge, and so brought Philips on to help realize their goals.

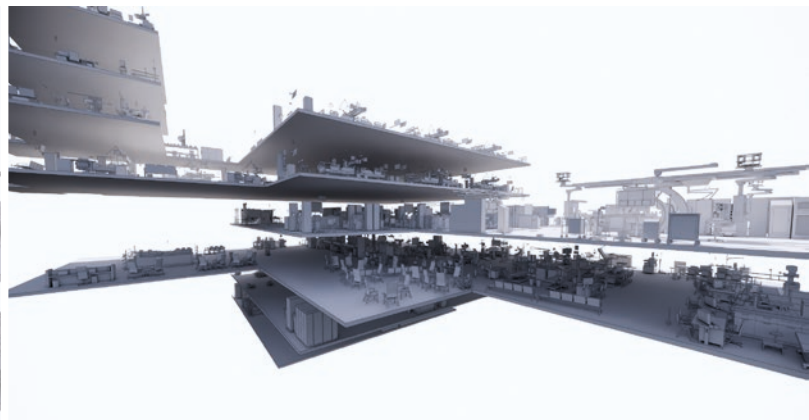
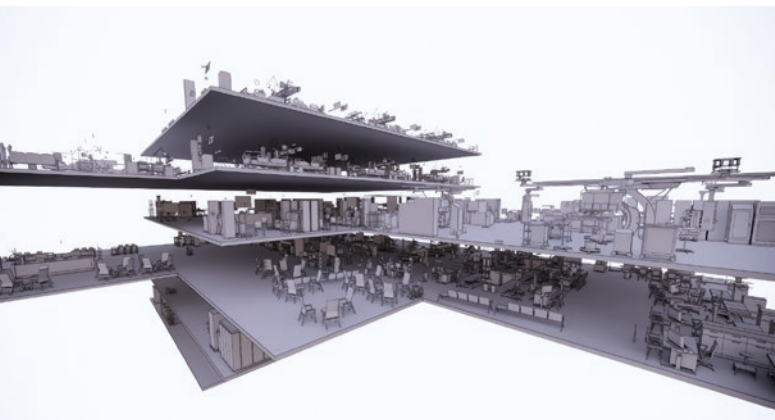
“Philips could help us to design and implement. they had medical professionals, architects and designers so they were able to help us with every single detail.”

Dr. Eduardo Peñaloza

“The selection of Philips as a single vendor was important because of the exceptional support and partnership experience – both on the technical side and clinical side – due to their broad knowledge of interventional cardiology.”

Dr. Eduardo Peñaloza

As the concept for the outpatient clinic and hospital progressed, Philips proposed a phased approach designed to move the project forward. At the end of 2018, four full day co-create workshops were held with the union CEO, COO, CFO, and clinical service leaders along with a consulting team from Philips, and the architect firm. The intent was to define the project needs and identify each step of the process to meet the long-term goals. The building blocks of healthcare technology, facility planning and design, managed technology services, IT management, education management, and financing were laid out. Many of the requests and requirements were closely aligned to and supported by Philips Integrated Cardiovascular Solutions.



Sample overview floorplans of the hospital layout

Putting the plan in motion

Healthcare facility planning and design

Cocreation methodologies were used to ensure a collective and iterative approach.

Leveraging input from the workshops and industry best practices, design recommendations and changes to enhance the efficiency of the facility layout were shared, revised, and agreed.

2D/3D floorplans of each floor and department of both facilities provided visualization of the patient journey and staff workflow as well as showing the patient volume capacity data.

Areas designed in detail were:

- Cardiology
- Pre-anesthesia screening
- Urology
- Cardiac surgery
- Pulmonary
- Endocrinology
- Gastroenterology
- Dermatology
- Traumatology
- Neurology
- Ophthalmology

Included in the site planning approach were specific IT and technology requirements for each room – added to maximize efficiency of the overall facility design.



Managing and optimizing technology

Philips managed the purchase of more than 250 pieces of medical equipment including several interventional imaging systems such as image-guided therapy systems, radiology systems, ultrasound systems, MR, CT, patient monitoring, and third-party products and accessories. A managed technology services program will provide maintenance and upgrade services to assure smooth day-to-day operations and maximized equipment availability.

This vendor-neutral approach helps sustain viability into the future and improve the total cost of ownership.



A complete IT solution

To seamlessly manage all cardiology, radiology, and other hospital data, more than 15 IT solutions were supplied including:

- IntelliSpace Cardiovascular
- Xper Information Management
- Vue PACS
- IntelliSpace Portal

Dr. Eduardo Peñaloza notes, “Informatics is another important element. It is critical to have everything connected so information flows easily from one place to another. Philips brings the technical and clinical requirements to make this happen.”



Ongoing education

Staff education was a key component of the project’s scope to ensure the staff was well trained on the new technologies and processes.

To unlock the full potential of the clinic and hospital staff, the union engaged Philips in a 5-year clinical technology education plan. This forward thinking will help keep staff abreast of all new technological advances.



Making it financially palatable

In a large undertaking such as this, breaking the solutions down into phased segments made the entire project financially feasible.

Between 2018 and 2022, more than 10 separate agreements cover elements such as equipment, facility planning and design, IT management, and educational services.

Parsed in this manner, the union was able to carefully qualify expenditures and define their applicability across the facility development timeline.



A common vision

While Dr Eduardo Peñaloza helped get the clinic and hospital project off the ground, it is his son Dr. Facundo Peñaloza, who has taken the reins and is seeing the project through to completion as its medical director. "Philips is always there, working to implement our thoughts and ideas in the most effective and efficient way. It is really a complete team with different professionals for each discipline – all there to help us meet our goals."

This cohesive and comprehensive approach showcases Philips' ability to bring facility planning and design, education, IT services and innovative technologies together to develop an entire care pathway for cardiovascular services.

Both facility projects are well underway. The outpatient clinic will welcome its first patients late 2022 and the hospital is scheduled a short three years following. As Dr. Facundo Peñaloza and the union team continue to work closely with Philips, the common vision of a state-of-the-art cardiovascular medical facility in the heart of Buenos Aires becomes reality.

Our partnering approach

Through a collaborative and people-focused process we uncover deep insights, define actionable, and sustainable solutions, to help you achieve clinical excellence, operational efficiency, and improved care delivery for your patients.

Learn more

www.philips.com/integrated-cardiovascular-solutions

