



PHILIPS

Use case

Engaging patients

Empowered patients are happy patients

Today's imaging patients have a choice and want an active role in their own healthcare. This includes the ability to view, manage and share their diagnostic images and exam reports. What's more, these patients are actively "shopping" for radiology facilities that offer such capabilities. Delivering on their needs is critical – especially if your reimbursement is linked to patient satisfaction.

Are you responding to the "consumerization" of healthcare?

The need for increased patient engagement and its associated issues are requiring enterprises to address many challenges:

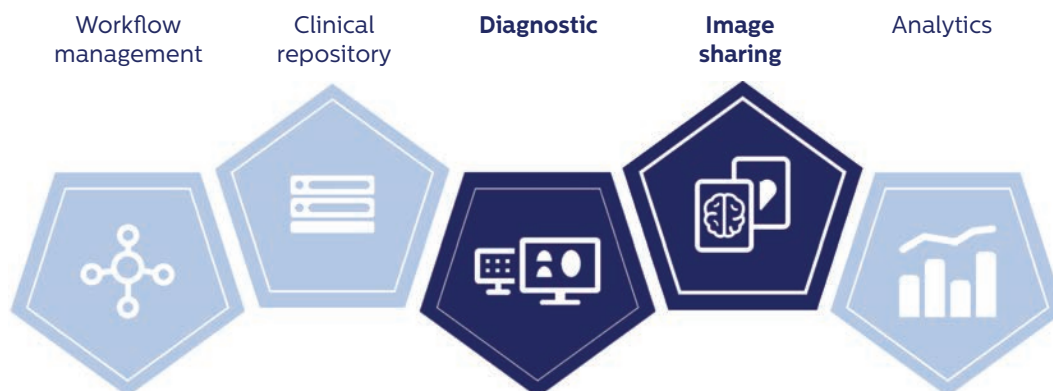
- Patients are developing a consumer mindset regarding healthcare, and expect greater accommodation from their providers.
- Many providers have poor communication with their patients and are struggling to engage them.
- Patients are requesting secure access to their own images and exam data.
- Traditional means of distributing images are time and cost intensive for patients and providers, and film and CDs often provide no access to prior studies or reports for comparison.
- More efficient collaboration between radiologists and referring physicians is needed.
- The absence of easy access to studies can mean redundant exams, increasing dose exposure and patient inconvenience.

Access and sharing: fast, simple and secure

Philips' clinical collaboration platform can help you delight your patients and improve your efficiency. The platform's image-exchange solutions – the Patient Portal and Enterprise Viewer – are secure web portals that allow patients and referring physicians to view and manage exam data on any web-enabled device, including mobile tablets and smartphones – and share it with other authorized physicians, facilities and family. This gives them precisely the involvement, convenience and control they're looking for – maximizing engagement, loyalty and satisfaction.

"The Patient Portal's ease-of-use is a big factor in its patient appeal. And because this portal provides a valued service to patients, it differentiates our imaging centers and can boost the use of our services. With the Philips Patient Portal we're going to see tremendous cost-savings".

Dr. Randall A. Stenoien
Owner and CEO, Houston Medical Imaging President,
Innovative Radiology
Houston, TX



Want to learn more? Explore all the benefits and learn how to put the platform to work for you at:
www.philips.com/collaboration

Case Study

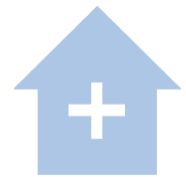
Houston Medical Imaging (HMI). Houston, Texas



Greater patient satisfaction, greater workflow efficiency.

Data access and sharing with the clinical collaboration platform delivers a wide range of timely advantages:

- Increased Patient Satisfaction: Greater patient participation and ability to access data from anywhere at any time to meet evolving patient needs. And, Patient Portal's intuitive, ergonomic design empowers patients with little need for IT support.
- Greater efficiency: Paperless delivery of images to the patient simplifies the distribution process.
- Enhanced time-savings: Patients save time by eliminating the need to travel to their imaging provider to pick up reports and images. Providers save time and cut costs by eradicating the handling and management of physical media.
- Major cost-savings: MyVue eliminates the out-of-pocket cash spent on CDs, DVDs or film.
- Better information: Philips installations are standard and structured, and extend beyond radiology. A vast amount of valuable information is available to both patients and physicians.
- Increased revenues: Increased patient loyalty and referrals protect and grow revenue streams.



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Locations

The challenges

Houston Medical Imaging, a multi-specialty, outpatient, imaging-services provider, operates in a highly competitive market against a number of larger facilities. They needed to streamline operations, provide clinical consultations more quickly and speed up report turn-around time. Management also recognized the need to foster higher patient satisfaction, loyalty and referrals.



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Radiologists

The solution

The clinical collaboration platform image-exchange solution was implemented, including enterprise viewer and patient portal modules to satisfy physicians and patients.

The Enterprise Viewer clinical portal enables referring physicians to review and compare full imaging records to promote higher clinical confidence during patient consults.

The Patient Portal's intuitive user interface allows patients to securely access, manage and share their own imaging records without dedicated training or support. And it reduces the need to return to pick up results.



40K

Exams/year

The results

50% of patients activated Philips' Patient Portal, and 91% said it was easy to use.

88.3% of users reported said they would like to continue accessing and sharing images through a portal.

HMI projects \$14,764 in annual savings using Philips' Patient Portal.

A closer look

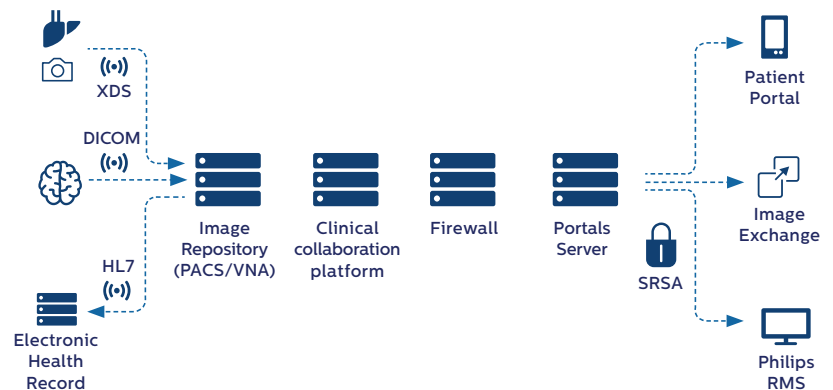
We'll support you every step of the way

A critical part of the process for implementing a patient portal is the integration of the portal with the hospital's existing workflow without complicating it – and enhancing the user's experience to the greatest degree possible.

Implementation process

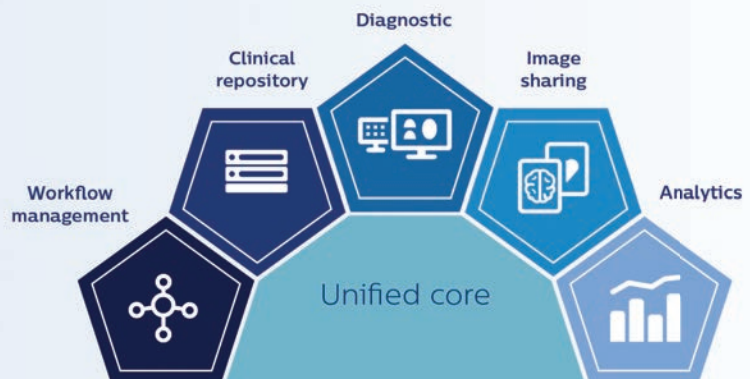
The process would proceed as follows:

- Philips assigns a team led by a Project Manager, a Solution Architect for solution design, an Integration Specialist, Technical-implementation Specialists and Application Consultants.
- The Patient Portal module requires an internet connection with a fixed IP address and an SSL certificate. A Technical-implementation Specialist configures a dedicated internet access portal.
- Patient Portal engine is installed in a secure DMZ and is configured to have access to images and reports in the internal network using the hospital SMTP server to communicate via email to patients.
- The Project Manager and Solution Architect present the integration process describing all the actions to prevent cyber-attacks and establish high security.
- Activating Patient Portal workflow requires defining when an exam is visible on the internet and the methods for providing credentials to the patients. This is proposed by Project Manager based on the current workflow of the site and available technologies (e-mail, text message on mobile phone, OTP, etc.).
- In cases in which a Philips solution is used to manage images and reports, Patient Portal is connected using Smart Sync technology, creating a "live" index of the data.
- In cases in which third-party solutions will manage images and reports, Patient Portal is connected using a Philips Archive Agent to access the data securely and "on demand".
- A patient promotion and education kit is available from Philips to communicate the value of the Portal.



Connecting people and data, virtually anywhere

Philips' clinical collaboration platform establishes an interoperable clinical data ecosystem – connecting professionals with the imaging data they need across the continuum of care. This modular, multi-site, multidomain standards-based Enterprise Imaging solution enables real-time, on-demand access to holistic clinical data for those involved in the care journey, including the patients.





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