

The background of the advertisement is a photograph of a Philips MRI scanner. A patient is lying on the table inside the scanner's bore, which is illuminated with a soft blue light. Two control panels with monitors are visible on either side of the patient. The overall aesthetic is clean and futuristic.

PHILIPS

MR Subscription

PHILIPS

Limitless capability, future focused

Maximum value that grows with you

Philips MR Subscription

The challenge: A future out of focus

Across industries, the way we do business is fundamentally changing: [new approaches are value-driven and partnership-based](#). This shifting dynamic brings new business models, like subscription, to the forefront.

Within healthcare, this shift is complicated by both financial and clinical realities. Reimbursements and margins are trending down, while staff costs continue to rise.

Imaging departments have difficulty keeping up with the latest technology. Strained resources may leave them poorly equipped to respond to a variety of clinical needs and provide the best care to patients.

The change: A vision of longevity

In such a complex environment, innovative business models may help you thrive in the long term. Adding a subscription model can yield important benefits by delivering ongoing value, keeping you up to date, shifting technological investments from capital to predictable operating expenses, and evolving business relationships from transactional to collaborative.

That is why we have created [MR Subscription—a future-focused business model providing access to all the most up-to-date software on a continuous basis](#). With it, you will realize optimum value from your system, and you'll get personalized, value-driven support—all at a low initial investment with a predictable, transparent pay structure.

MR Subscription model



Benefits of the MR Subscription model

- Full clinical flexibility with immediate access to advancements
- Lower up-front capital investments
- Predictable budgeting
- Flexibility to scale with operations and enhance case mix
- Personalized clinical support



Limitless capability, future focused

MR Subscription helps you realize the full potential of your Philips MRI systems, so your team never falls behind. This future-focused, flexible business model includes:

- Access to all current and future Philips MR applications
- Clinical support throughout the term of your subscription
- A predictable pay-per-period business model with quarterly or annual payments
- Protection from obsolescence

MR Subscription is available across all current Philips MRI systems, including [Ingenia](#), [Elition](#), [Ambition](#), and [Achieva](#). We currently offer two modules to help tailor your subscription to you and your patients exact needs.



Speed module

Focused capabilities for enhanced productivity

Access to all advanced diagnostic applications that support fast and robust scanning.*



Clinical module

Breadth of applications for clinical confidence

Access to a wide variety of clinical applications that help you deliver a confident diagnosis.

“As we try to meet the demand and challenges of imaging, not being able to adapt and grow with technology innovations puts us at a disadvantage.. The solution to this is a predictable, guaranteed, seamless access to the newest applications when they come to market with the ability to deploy them across all of our imaging systems. MR Subscription can solve this for us.”

-Dr. Jeff Miller, Chair of Radiology at Phoenix Children’s Hospital

Our focus is supporting your vision for your department—from enhancing workflow to providing every patient with exemplary care. MR Subscription was designed with the predictability and flexibility necessary to help you:

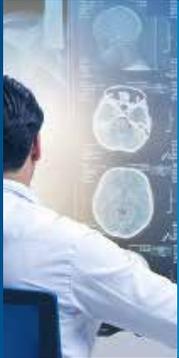
- Grow your clinical capabilities to help improve diagnostic outcomes
- Advance operations to help improve productivity
- Maximize the lifetime value of your systems

*To access the most current Speed module applications, your system should have the DDAS operating system and MR Workspace.

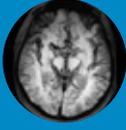
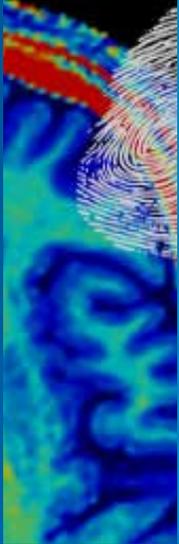
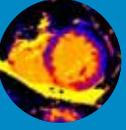
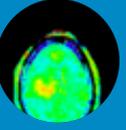
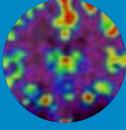
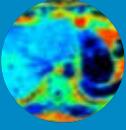
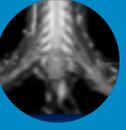
Push the limits of what's possible

We have invested heavily in new innovations—using our decades of advanced clinical expertise to support increased productivity, optimal diagnostic outcomes, and a patient-centric workflow. With MR Subscription, we provide all these innovations to help you keep your staff and MRI system up-to-date. We give you flexibility to adopt new clinical techniques with evolving exam cards and industry-leading sequences—so you're equipped to answer any referral.

Speed module

	<u>MultiVane XD</u>		<u>3D VANE XD</u>		C-SENSE Nervo & Spine C-SENSE MSK C-SENSE Body C-SENSE Cardiac		Enabling speed and image quality
	<u>mDixon XD</u>		<u>Whole Body</u>		SmartSpeed Neuro/Spine SmartSpeed Body SmartSpeed MSK SmartSpeed Cardiac SmartSpeed Implant		
AVAILABLE APPLICATIONS						FUTURE APPLICATIONS	

Clinical module

	Black Blood SWIp Spectroscopy Spectroscopy.XD 3D Spine View bFFE.XD		MB SENSE		3D PelvisView 4D THRIVE/BLISS 4D FreeBreathing		2k imaging O-MAR XD O-MAR		Enabling new clinical pathways.
	FiberTrak Specialist FiberTrak Spec. Extension Diffusion.XD.TSE		Cardiac Quant Cardiac Expert Coronary Acquisition KT BLAST Cardiac Quant. Extension		3D BreastView		3D APT		
	3D ASL Neuro 3D Spine View Bold Specialist IRIS ZOOM ZOOM Diffusion		4D TRANCE 4D TRAK XD		mDIXON Quant		3D NerveVIEW 3D Non selective Computed DWI EPIC Brain LOVA ADC MEGA Neuro Science Ext SmartShim SyntAc		
AVAILABLE APPLICATIONS						FUTURE APPLICATIONS			

* 510(k) pending

Expand your clinical excellence

We provide access to all current and future applications and the clinical support you need, straight from Philips application specialists, to help your department realize its full potential.



Ready to answer any referral

MR Subscription currently offers more than 50 MR applications that deliver extensive clinical and operational benefits. Throughout the life of your contract, you'll automatically receive access to all future Philips MR applications— so you're equipped to provide the right image with a shorter scan time.*



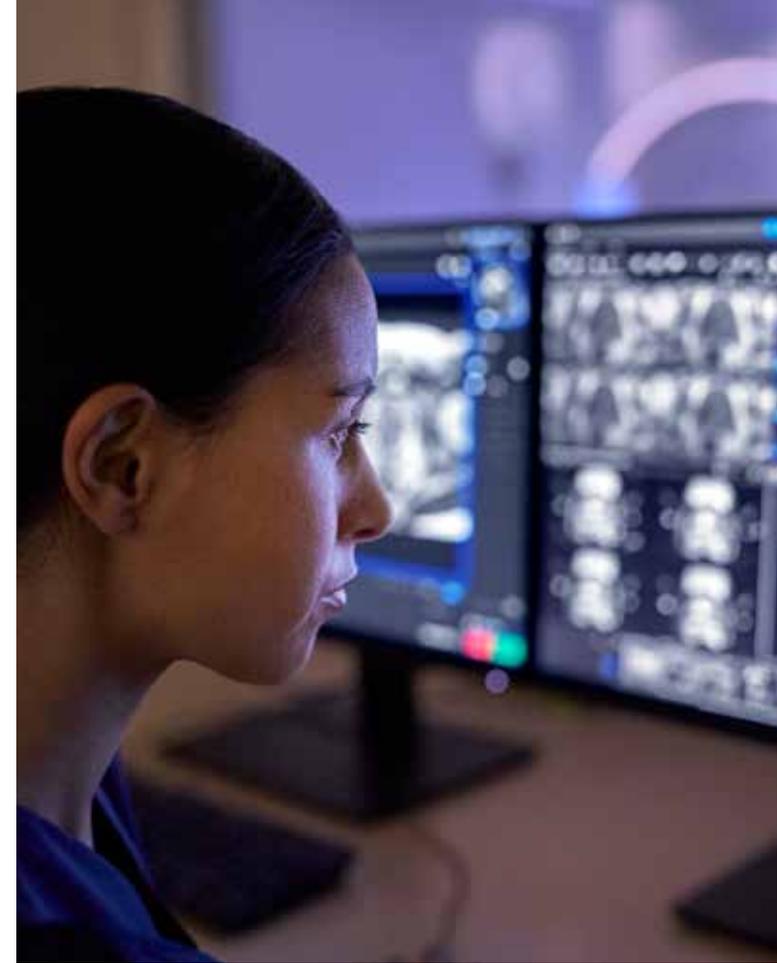
Elevated institutional reputation

Your MR Subscription contract includes continuous updates and upgrades to help you achieve fast, high quality images. In keeping your department on the cutting edge of MR capabilities, you can enhance your institution's clinical reputation and reinforce your referral pipeline.



Adopt innovations with personalized support

We pair unlimited access to current and upcoming applications with proactive, recurring clinical support from Philips experts to help you easily adopt innovations and solve any problems—improving staff effectiveness and enabling your department to provide exceptional patient care with complete confidence.



**Subject to terms and conditions of sale, to access some of latest speed applications, your system should have DDAS operating system and MR Workspace*

Your whole fleet—at the ready



Provide exemplary care to any patient on any machine with standardized capabilities across your whole fleet.

Advance your operations

It's nearly impossible to predict your incoming case mix, making a broad range of clinical capabilities essential. With your teams and systems in sync, you can react quickly and efficiently to even the most unexpected clinical need.



Data-driven, actionable insights

We provide a complete annual report with data-driven, actionable insights using clinical and performance analytics based on your system utilization. These observations help you shape your operational strategy by proactively identifying which features that have not yet been adopted may be most beneficial to your case mix.



System standardization

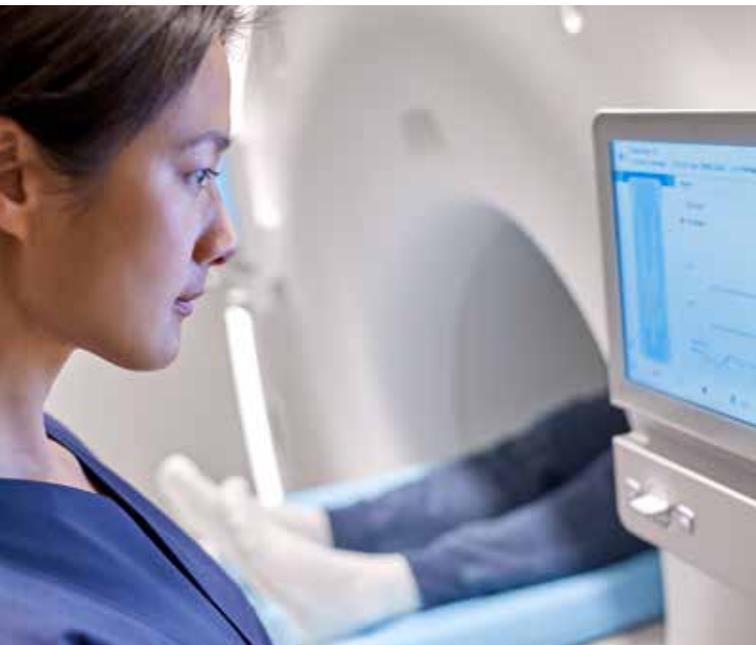
MR Subscription creates one set of standardized protocols across your MR fleet. Individual machine abilities no longer influence triage decisions— promoting fast scanning, improving scheduling capacity, and expanding your clinical capabilities. With equalized potential across all systems, your department can offer uniform patient planning to support an efficient, refined experience.



Productivity, perfected

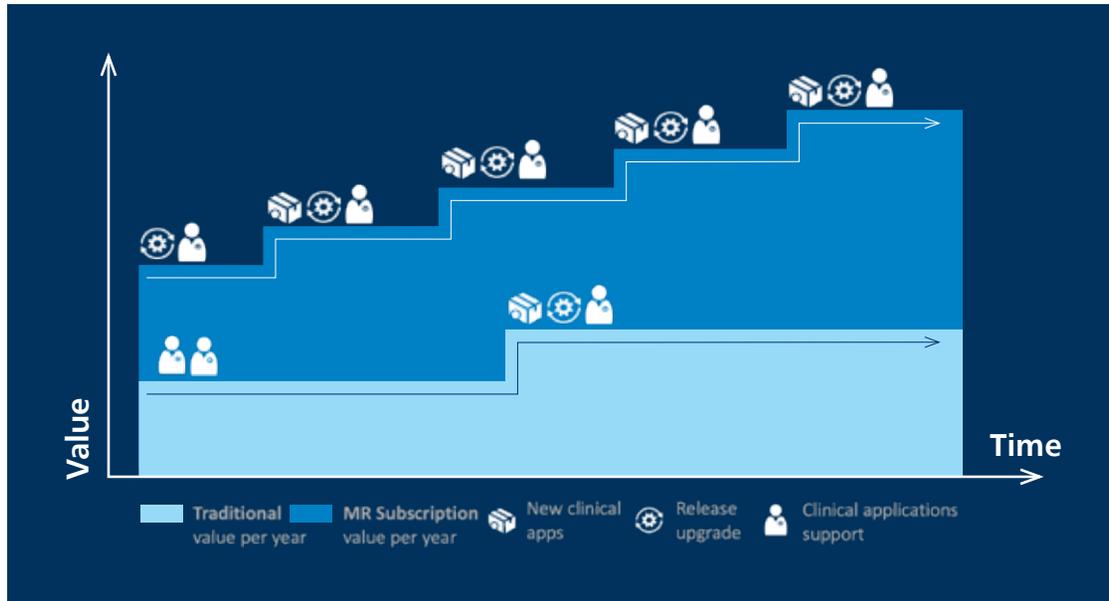
Parallel capabilities across your fleet help promote a streamlined workflow, alleviating the pressure from a backlog of patients while still pushing toward optimal operations. In creating uniformity in patient planning, reducing training complexity, and simplifying scheduling, your department can rise to peak performance.

**Subject to terms and conditions of sale.*



Value that grows with you

In traditional business models, keeping your MR capabilities current requires extensive planning and complex budget approval processes. MR Subscription helps you avoid these hurdles and stay ready for the future through a long-term partnership that's built on flexibility and value.



Predictable, transparent costs

MR Subscription moves your updates and upgrades from a capital expense to an operational expense. With a low upfront investment and a recurring fee model, you can ensure access to the latest clinical applications—without the complicated, lengthy budgeting process.



Enhance your case mix

Access to the newest Philips clinical applications is automatic with MR Subscription—it doesn't require you to wait for the next budget cycle to update and upgrade. When you are constantly on the leading edge of MR capabilities, you're equipped to respond to a variety of clinical needs, which helps you optimize your case mix and help to improve reimbursement.



MR Subscription

A future-focused business model providing access to all the most up-to-date software on a continuous basis.



Always up to date



Clinical support



Utilization insights



Predictable recurring payment

Two plans, three benefits —one way forward

The future of healthcare depends on innovation—not just in how we treat patients, but in how we do business. MR Subscription helps you live in that future.

With MR Subscription, you have two ways to enhance your MR capabilities.



Choose the **Speed module** to enhance productivity with applications that support fast scanning and rapid diagnosis, without compromising image quality.



Choose the **Clinical module** to boost clinical confidence and flexibility with a breadth of advanced applications.

Both modules provide access, support, and training for the most up-to-date Philips applications that help:

- Expand your clinical capabilities
- Advance your operations
- Maximize the lifetime value of your systems

With one transparent, predictable cost model, you can feel certain your department is prepared for any patient with access to every available application—[today and tomorrow](#).

[Click here](#) to explore the possibilities of **MR Subscription**.



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