

The background of the advertisement is a photograph of a patient lying on a table inside a Philips MR 7700 scanner. The patient is positioned centrally, facing away from the camera towards the center of the machine's bore. The bore is illuminated with a bright blue light, and the patient's head is visible at the end of the table. On either side of the bore, there are control panels with touchscreens displaying medical imaging data. The overall color scheme is dominated by blue and white, with the Philips logo and text in white on a blue background in the top left corner.

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.

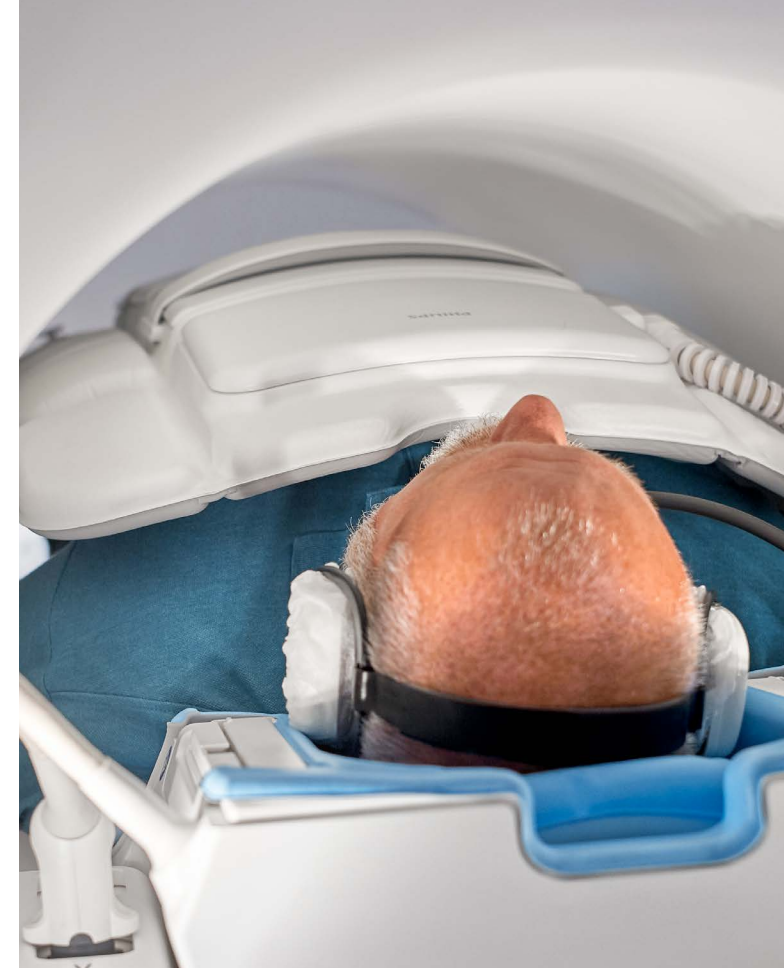
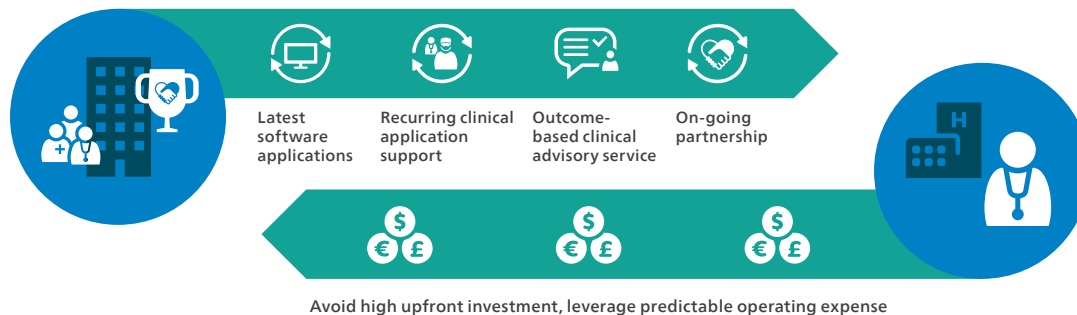
Imaging departments have difficulty keeping up with the latest technology. Strained resources may leave them poorly equipped to respond to a variety of clinical needs and provide the best care to patients.

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 with 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 the most up-to-date software on a continuous basis
- Clinical support throughout the term of your subscription
- Annual reports with data-driven insights based on your system utilization
- Predictable pay per period business model

MR Subscription is available across all current Philips MRI systems, including [MR7700](#), [Elation](#), [Ambition](#), [MR 5300](#), [Ingenia](#), [Prodiva CX](#), [Achieva](#) and [Multiva](#).

Different modules to help tailor your subscription to you and your patient's needs



Speed module

Focused capabilities for enhanced productivity

Access to all advanced diagnostic applications for fast and robust imaging and workflow*



Clinical module

Breadth of applications for clinical confidence

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



Clinical sub-module(s)

Focused capabilities for clinical confidence

Access to a subset of clinical applications for a confident diagnosis in a specific anatomical area

"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

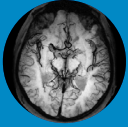
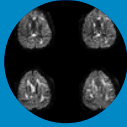



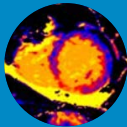

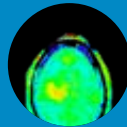
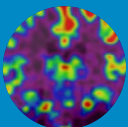

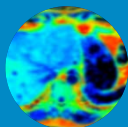
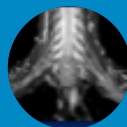

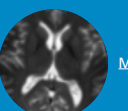
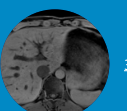

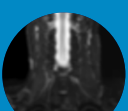


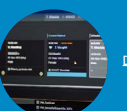
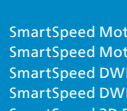
Our focus is supporting your vision for your department—from enhancing workflow to providing every patient with exemplary care. MR Subscription was designed with the predictability and flexibility necessary to help you:

- Expand your clinical excellence - to improve diagnostic outcomes
- Advance your operations - to elevate productivity
- Maximize your lifetime value

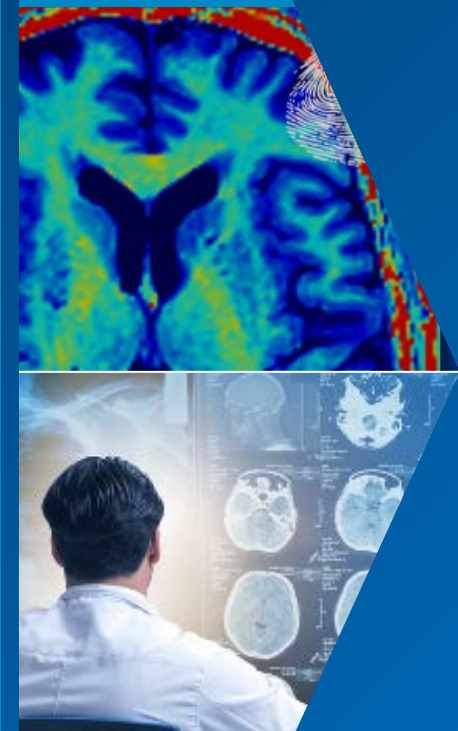
*To access the most current Speed module applications, your system should have the DDAS operating system and MR Workspace.

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.

 <p><u>Black Blood SWip Spectroscopy</u> <u>Spectroscopy XD</u> <u>3D Spine View</u> <u>bFFE XD</u></p>	 <p><u>MB SENSE</u></p>	 <p><u>3D PelvisView</u> <u>4D THRIVE/BLISS</u> <u>4D FreeBreathing</u></p>	 <p><u>2k imaging</u></p>
 <p><u>FiberTrak Spec.</u> <u>FiberTrak Spec. Ex.</u> <u>Diffusion XD TSA</u></p>	 <p><u>Cardiac Quant</u> <u>Cardiac Expert</u> <u>Coronary Acquisition</u> <u>KT BLAST</u> <u>Cardiac Quant Extension</u></p>	 <p><u>3D BreastView</u></p>	 <p><u>3D APT</u></p>
 <p><u>3D ASL Neuro</u> <u>3D Spine View</u> <u>Bold Specialist</u> <u>IRIS ZOOM</u> <u>ZOOM Diffusion</u></p>	 <p><u>4D TRANCE</u> <u>4D TRAK XD</u></p>	 <p><u>mDIXON Quant</u></p>	 <p><u>3D NerveVIEW</u> <u>3D Non selective</u> <u>Computed DWI</u> <u>EPIC Brain</u> <u>LOVA ADC</u> <u>MEGA</u> <u>Neuro Science Ext</u> <u>SmartShim</u> <u>SyntAc</u></p>
 <p><u>O-MAR XD</u> <u>O-MAR</u></p>	 <p><u>MultiVane XD</u></p>	 <p><u>3D VANE XD</u></p>	 <p><u>C-SENSE Neuro & Spine</u> <u>C-SENSE MSK</u> <u>C-SENSE Body</u> <u>C-SENSE Cardiac</u></p>
 <p><u>mDixon XD TSE</u></p>	 <p><u>Whole Body</u></p>	 <p><u>SmartSpeed Neuro/Spine</u> <u>SmartSpeed Body</u> <u>SmartSpeed MSK</u> <u>SmartSpeed Cardiac</u> <u>SmartSpeed Implant</u></p>	 <p><u>Day Manager</u></p>
			 <p><u>SmartSpeed MotionFree Essen.</u> <u>SmartSpeed MotionFree Body</u> <u>SmartSpeed DWI Body</u> <u>SmartSpeed DWI Essential</u> <u>SmartSpeed 3D Free Breathing</u></p>

Enabling new clinical pathways.



Enabling speed and image quality.

AVAILABLE APPLICATIONS

FUTURE APPLICATIONS

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 60 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

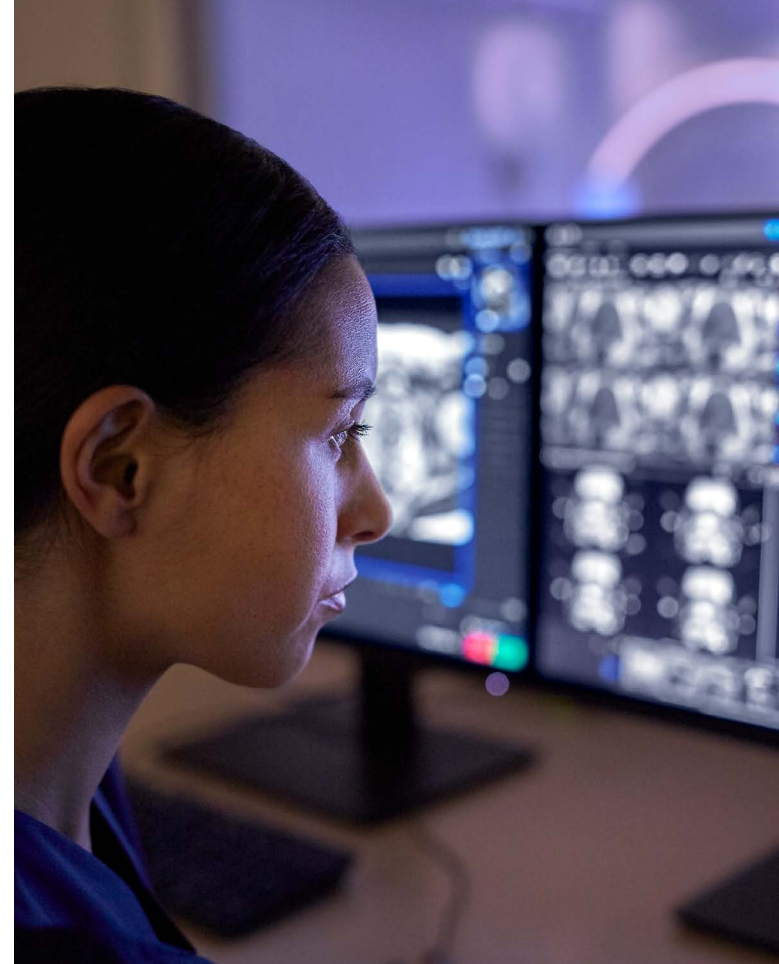
Your MR Subscription contract includes continuous updates and upgrades to help you achieve fast, high quality images. In keeping your department on the cutting edge of MR capabilities, you can enhance your institution's clinical reputation and reinforce your referral pipeline.



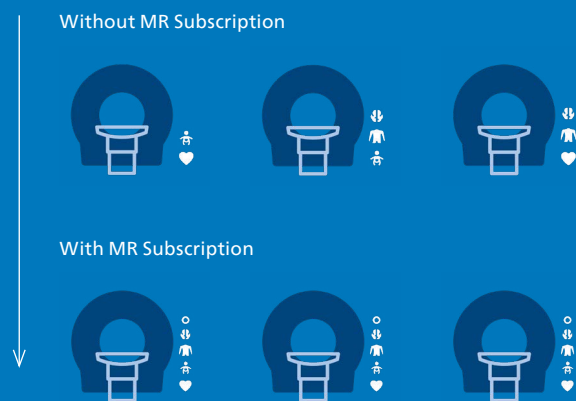
Adopt innovations with personalized support

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 machines 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

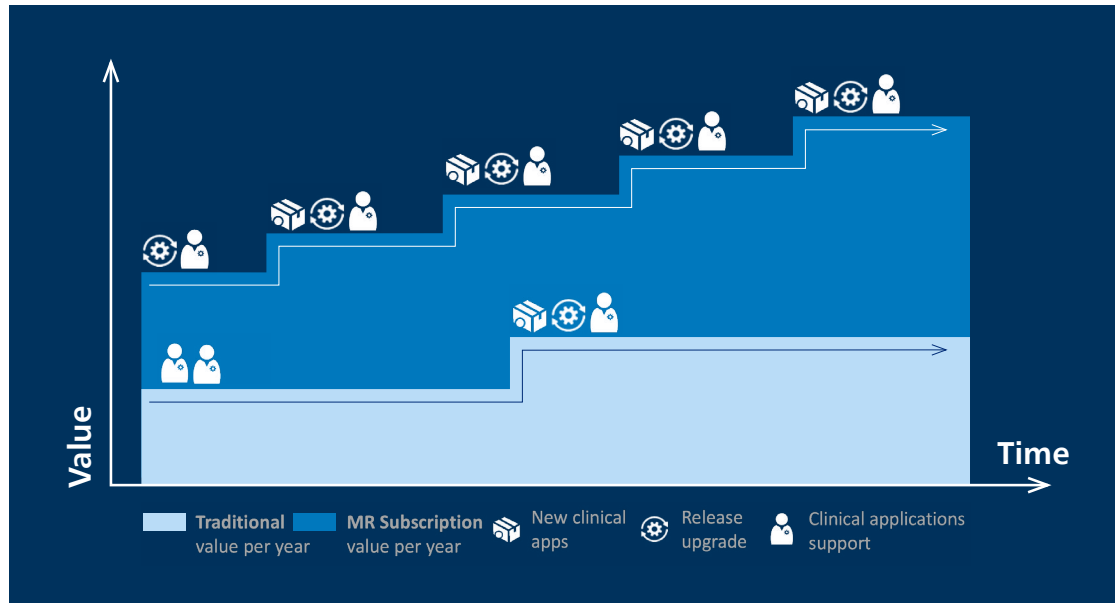
Parallel capabilities across your fleet help promote a streamlined workflow, alleviating the pressure from a backlog of patients while still pushing toward optimal operations. In creating uniformity in patient planning, reducing training complexity, and simplifying scheduling, your department can rise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

*Subject to Philips terms and conditions of sales



Maximize your lifetime value

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

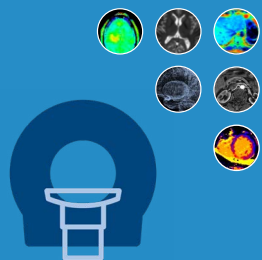
MR Subscription moves your updates and upgrades from a capital expense to an operational expense. With a low upfront investment and a recurring fee model, you can ensure access to the latest clinical applications—without the complicated, lengthy budgeting process.



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 reimbursements.





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

Limitless capability, future focused

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.

MR Subscription helps you enhance your MR capabilities with access to all current and future applications that support fast scanning and clinical confidence—plus support and training from Philips experts.

With MR Subscription, you can:

- Expand your clinical excellence
- Advance your operations
- Maximize your lifetime value

All with one transparent, predictable cost model—so 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.

