

The background of the advertisement is a photograph of a Philips MRI scanner. A patient is lying on the table inside the gantry, which is illuminated with a soft blue light. Two control 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.

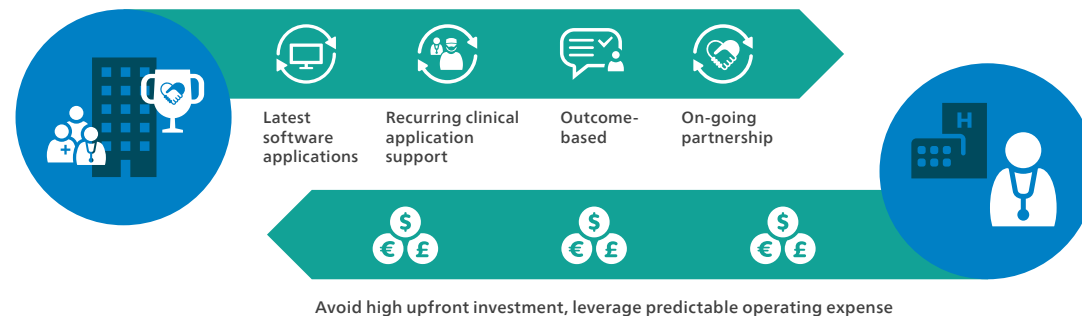
Imaging departments have difficulty keeping up with the latest technology. Strained resources may leave them poorly equipped to respond to a variety of clinical needs and provide the best care to patients.

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 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](#), [Elition](#), [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:


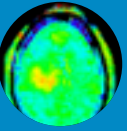

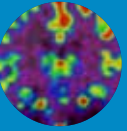
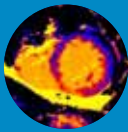




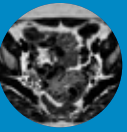


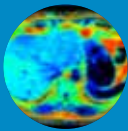


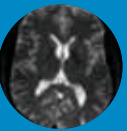
- Expand your clinical excellence - to improve diagnostic outcomes
- Advance your operations - to elevate productivity
- Maximize your lifetime value

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

Ready to answer any referral

Access to current and future MRI applications

Clinical module


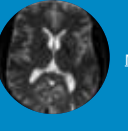


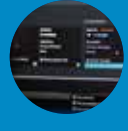


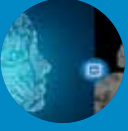
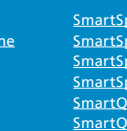
 <p>Black Blood Imaging SWI Specialist Spectroscopy Specialist Spectroscopy Specialist XD 3D SpineView bFFE XD Spectro Specialist ext. Pack² Perfusion Tools²</p>	 <p>3D APT¹</p>	 <p>MultiBand SENSE</p>	 <p>3D ASL Neuro Bold Specialist (2.0³) IRIS ZOOM ZOOM Diffusion Imaging Scanwise Implant</p>
 <p>Cardiac Quant Cardiac Expert (2.0²) Coronary Acquisition K-T BLAST Cardiac Quant Extension Cardiac Expert Extension SENC³</p>	 <p>4D TRANCE 4D TRAK XD</p>	 <p>FiberTrak Specialist (2.0²) FiberTrak Spec Extension Diffusion XD/TSE MR FiberTrak⁵</p>	 <p>4D FreeBreathing</p>
 <p>3D BreastView</p>	 <p>3D PelvisView 4D THRIVE/BLISS</p>	 <p>2K IMAGING</p>	 <p>Computed DWI EPIC Brain LOVA ADC³ SmartShim</p>
 <p>mDIXON Body Fat Quant Spec</p>	 <p>O-MAR XD Specialist</p>	 <p>3D NerveVIEW 3D Non selective MEGA² Neuro Science Specialist Ext Neuro Science Specialist SyntAc MR iVIEW Bold⁵ AV-Onco Diffusion Pro⁵</p>	 <p>WholeBody Specialist mDIXON XD FFE Specialist Multivane XD</p>

AVAILABLE APPLICATIONS

FUTURE APPLICATIONS

Enabling new clinical pathways

Speed module

 <p>mDIXON XD FFE Specialist mDIXON XD TSE Specialist mDIXON XD FFE MultiStation⁴</p>	 <p>MultiVane XD</p>	 <p>3D VANE XD</p>	 <p>C-SENSE Neuro and Spine C-SENSE MSK C-SENSE Body C-SENSE Cardiac</p>	 <p>Day Manager</p>
 <p>WholeBody Specialist</p>	 <p>SmartExam Brain SmartExam Spine SmartExam Knee SmartExam Shoulder SmartExam Breast⁴</p>	 <p>SmartSpeed⁵ SmartSpeed Neuro/Spine SmartSpeed MSK SmartSpeed Cardiac SmartSpeed Body</p>	 <p>SmartSpeed MotionFree Full SmartSpeed DWI Full SmartSpeed Implant Full SmartSpeed 3D FreeBreathing Full SmartQuant⁶ Neuro/Spine SmartQuant⁶ MSK/Body/Cardiac</p>	

AVAILABLE APPLICATIONS

FUTURE APPLICATIONS

Enabling speed and image quality

Subject to Philips terms and conditions of sales

1 Available and compatible with DDAS systems only

2 Available and compatible with 3T DDAS systems only

3 Available and compatible with 70cm large-bore systems only

4 Available and compatible with all systems except Achieva, Multiva and Prodiva CS

5 Available and compatible with R11 systems

6 SmartQuant Neuro requires Synthetic MR, SmartQuant Body requires mDIXON Body Fat Quant Spec, SmartQuant Cardiac requires Cardiac Quant

Ready to answer any referral

Access to current and future MRI applications

Neuro



Black Blood imaging
SWI Specialist
Spectroscopy Specialist
Spectroscopy Specialist XD



bFFE XD
Spectro Specialist ext. Pack²
EPIC Brain



3D NerveVIEW



3D Non selective
MEGA+
Neuro Science Specialist Ext



Neuro Science Specialist
SyntAc
MR iVIEW Bold⁴



FiberTrak Specialist (2.0)¹
FiberTrak Spec Extension
4D TRANCE
MR FiberTrak⁴



3D APT*



MultiBand SENSE



Perfusion Tools³
Bold Specialist (2.0)¹



3D ASL Neuro

AVAILABLE APPLICATIONS

FUTURE APPLICATIONS

Enabling new clinical pathways

Spine/MSK



2K IMAGING



3D SpineVIEW



ZOOM Diffusion Imaging



IRIS ZOOM



O-MAR XD Specialist



Scanwise Implant

AVAILABLE APPLICATIONS

FUTURE APPLICATIONS

Enabling new clinical pathways

BodyOncology



4D FreeBreathing



3D PelvisView
4D THRIVE/BLISS



Computed DWI
LOVA ADC³
SmartShim



ZOOM Diffusion Imaging
Diffusion XD TSE
AV-Onco Diffusion Pro⁴



3D BreastView



mDIXON Body Fat
Quant spec



WholeBody Specialist
mDIXON XD FFE Specialist
Multivane XD

AVAILABLE APPLICATIONS

FUTURE APPLICATIONS

Enabling new clinical pathways

CardioVascular



Cardiac Expert (2.0)¹
Cardiac Expert Extension



Coronary Acquisition



4D TRAK XD



Cardiac Quant
Cardiac Quant Extension



K-T BLAST



SENC³

AVAILABLE APPLICATIONS

FUTURE APPLICATIONS

Enabling new clinical pathways

Subject to Philips terms and conditions of sale

1 Available and compatible with DDAS systems only

2 Available and compatible with 3T DDAS systems only

3 Available and compatible with 70cm large-bore systems only

4 Available and compatible with R11 systems

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

Without MR Subscription



With MR Subscription



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

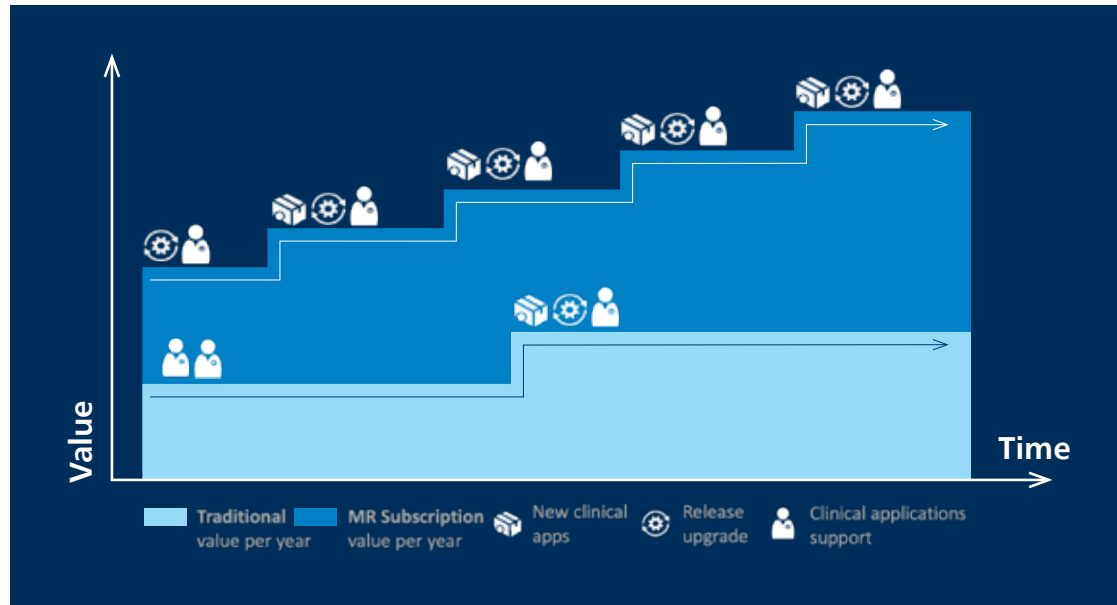
Parallel capabilities across your fleet help promote a streamlined workflow, alleviating the pressure from a backlog of patients while still pushing toward optimal operations. In creating uniformity in patient planning, reducing training complexity, and simplifying scheduling, your department can rise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



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.

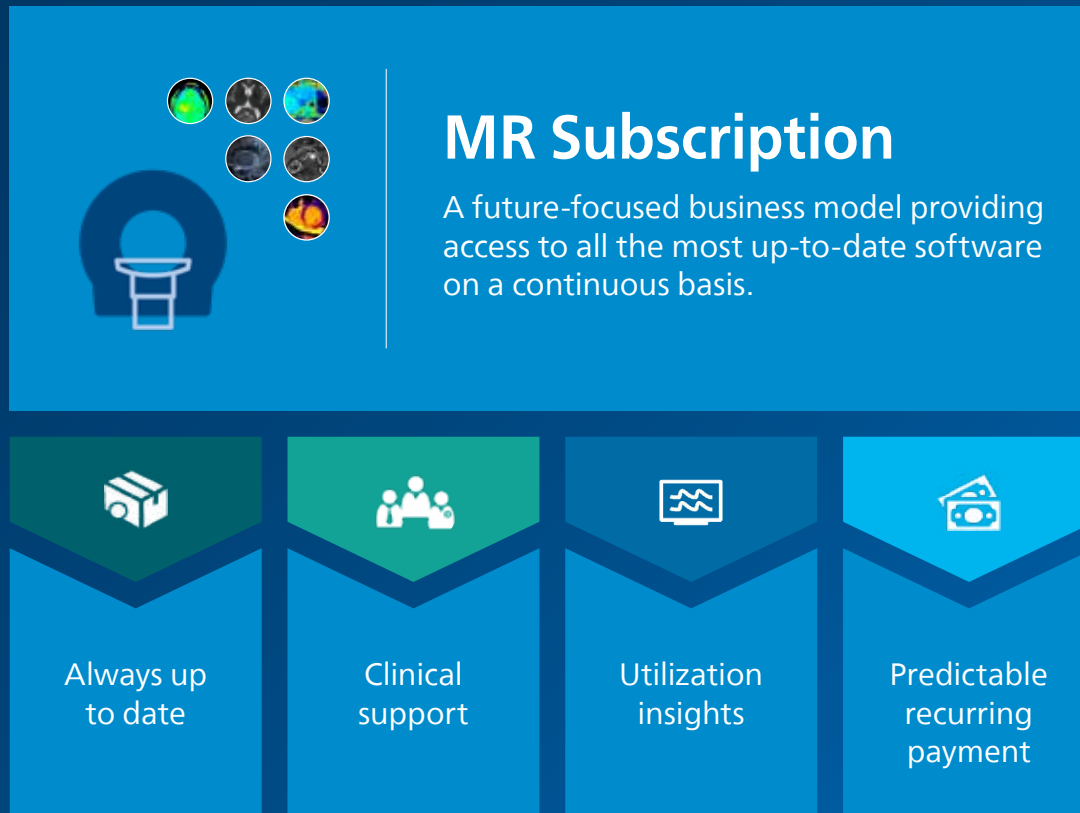
-  Choose the **Speed module** to enhance productivity with applications that support fast scanning and rapid diagnosis, without compromising image quality.
-  Choose the **Clinical module(s)** to boost clinical confidence and flexibility with a breadth of advanced applications.

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

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

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**.



The graphic features a blue background with a white icon of a person's head and shoulders, with a white MRI scanner gantry positioned in front of it. To the right of the icon, the text 'MR Subscription' is written in white. Below this, a white line separates the title from a paragraph of text. At the bottom, there are four blue boxes, each with a white icon and text. The icons are: a box, a group of people, a waveform, and a house with a dollar sign.

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

