The Essential Human side of Healthcare

DXR Study Day
Philips Healthcare Transformation Services
London, 3 October 2019
Dr Peadar O'Mórdha

innovation + you

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Healthcare is changing

Aging Population

Lifestyle Factors

Change in Expectations

Rising Costs

Advances in Medicine and Technology

Changes in Healthcare Seeking Behaviours

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The way the world looks at health is changing

policy, providers, payers & customers

Increasing consumer engagement in their own health

Shift to value-based healthcare

Care shifting to prevention, lower-cost settings and the home

Digitization of healthcare

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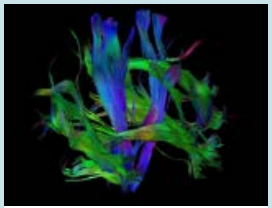
Digitization is transforming health and healthcare

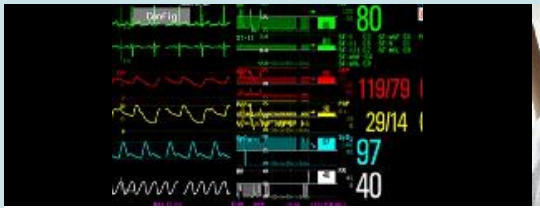
Cloud **Internet of Things** **Artificial/ Adaptive Intelligence** **Sensors** **Machine Learning**
Conversational interfaces Micro-systems Robotics Autonomous systems AR/VR Blockchain

Continuous health tracking

Population health



Advanced visualization

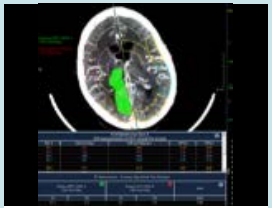


Context-aware patient monitoring

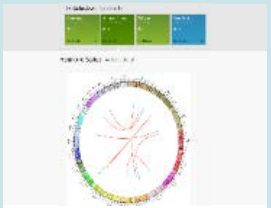
Home monitoring

Image-guided therapy

Computational pathology



Quantification



Genomics

Adaptive interfaces

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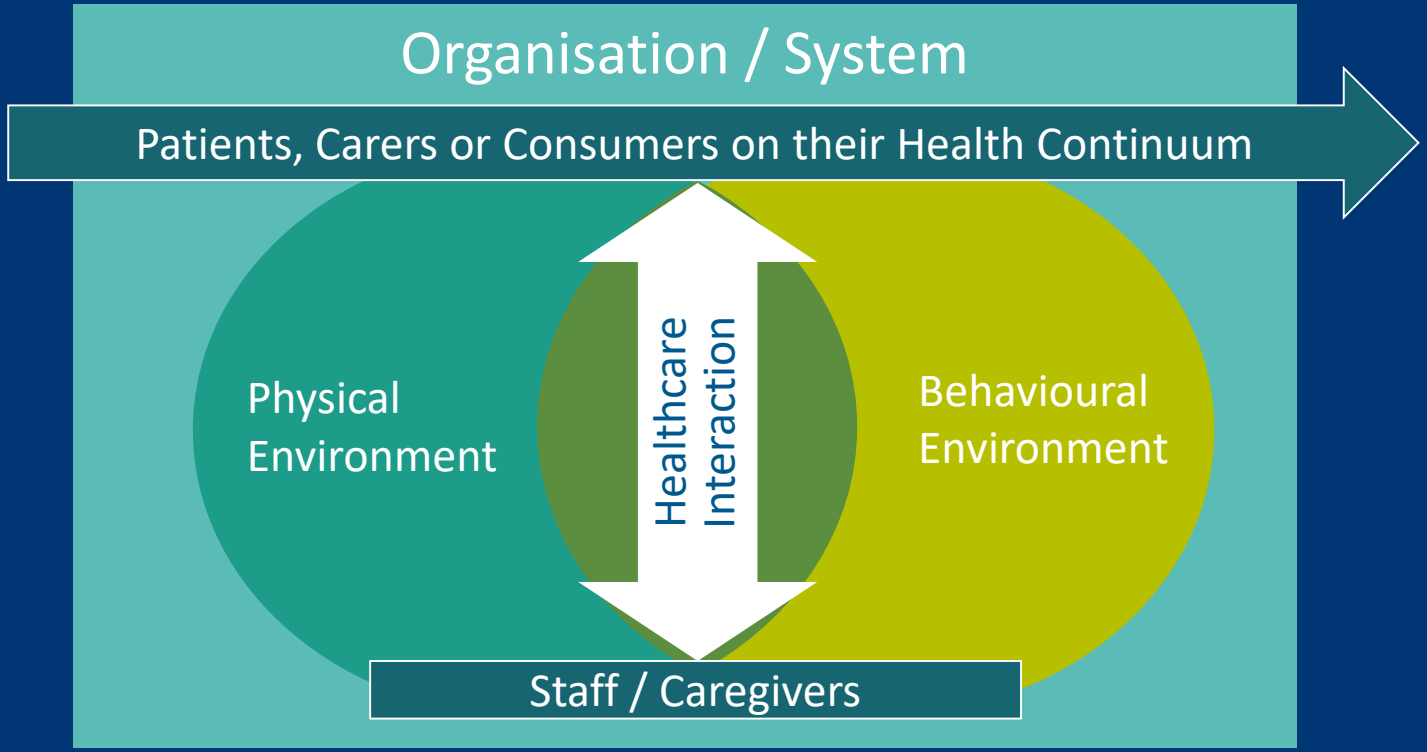
However….



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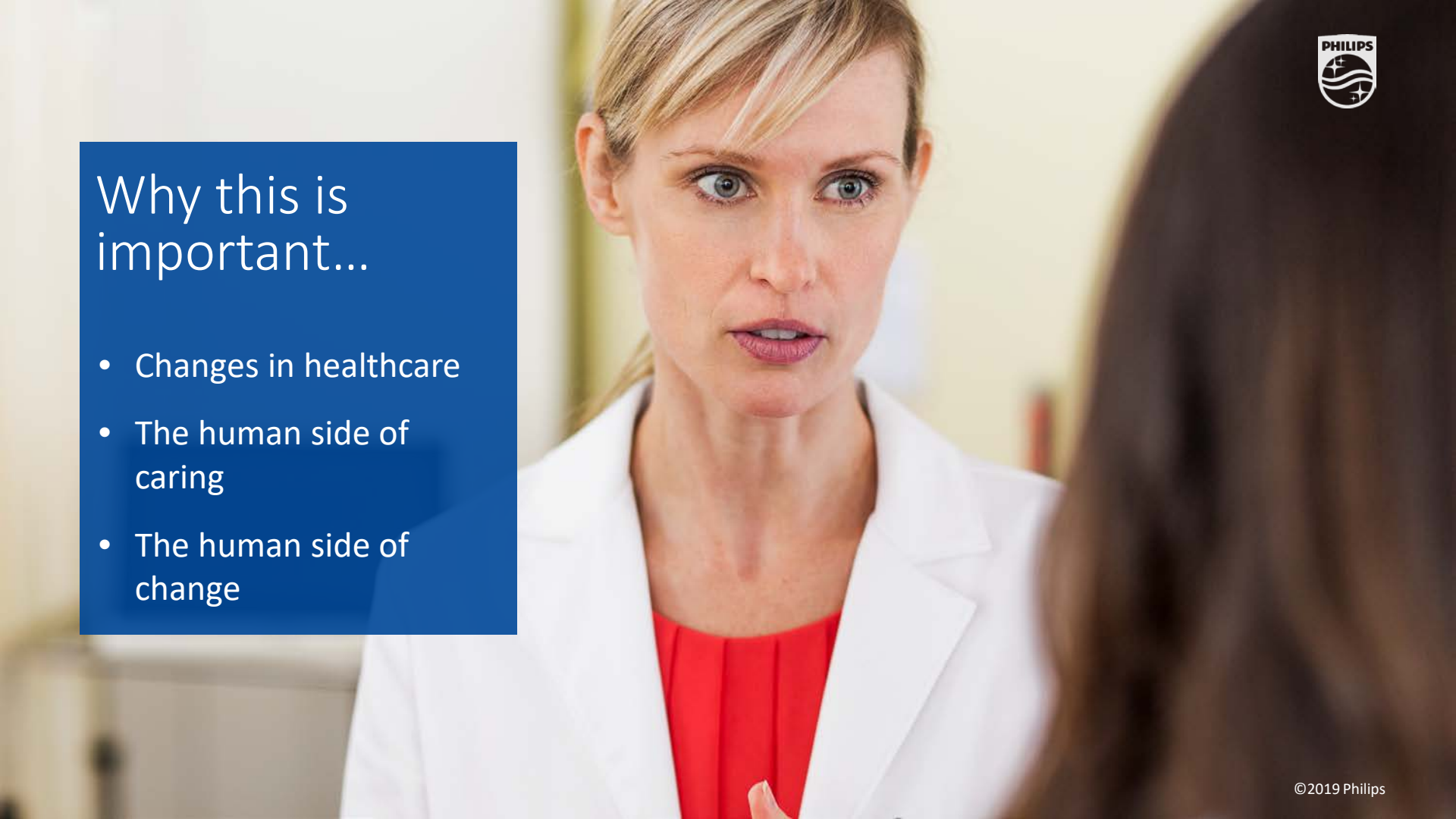

Why this is important…

- Changes in healthcare
- The human side of caring
- The human side of change

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Aiming to improve…

- Safety
- Quality
  …of care outcomes, of pathway, of service, of work
- Experience of care, and care delivery
- Productivity
  …not just efficiency
- Costs

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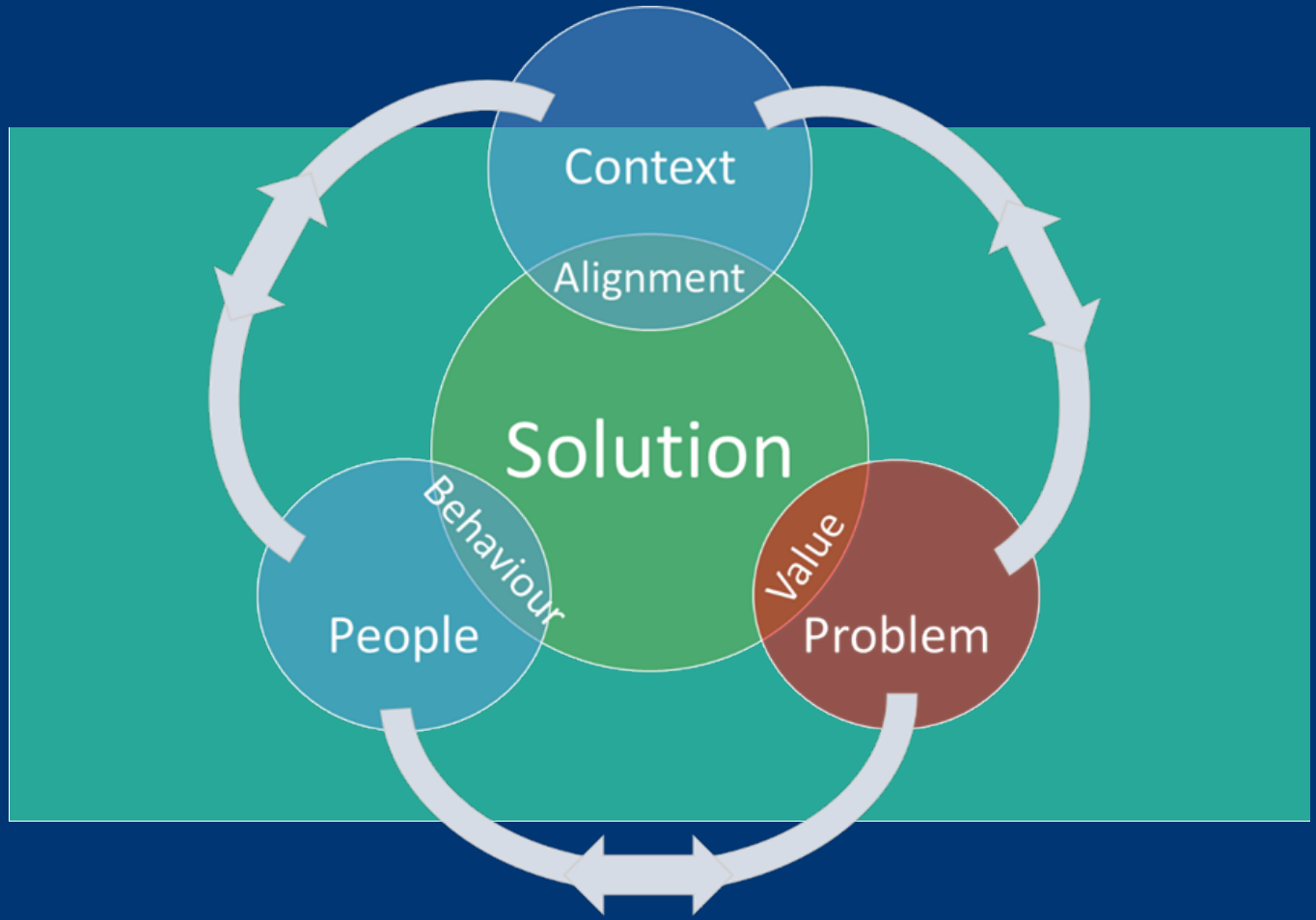

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People-centered…

- Patients / consumers are at the center of care
- Need support of families and carers
- Staff, who provide care

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Optimise the context and environment

…requires knowledge and understanding of:

- Customer perspective
- Clinical perspective
- Operations
- Context
- Transformation

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This also includes the physical environment…

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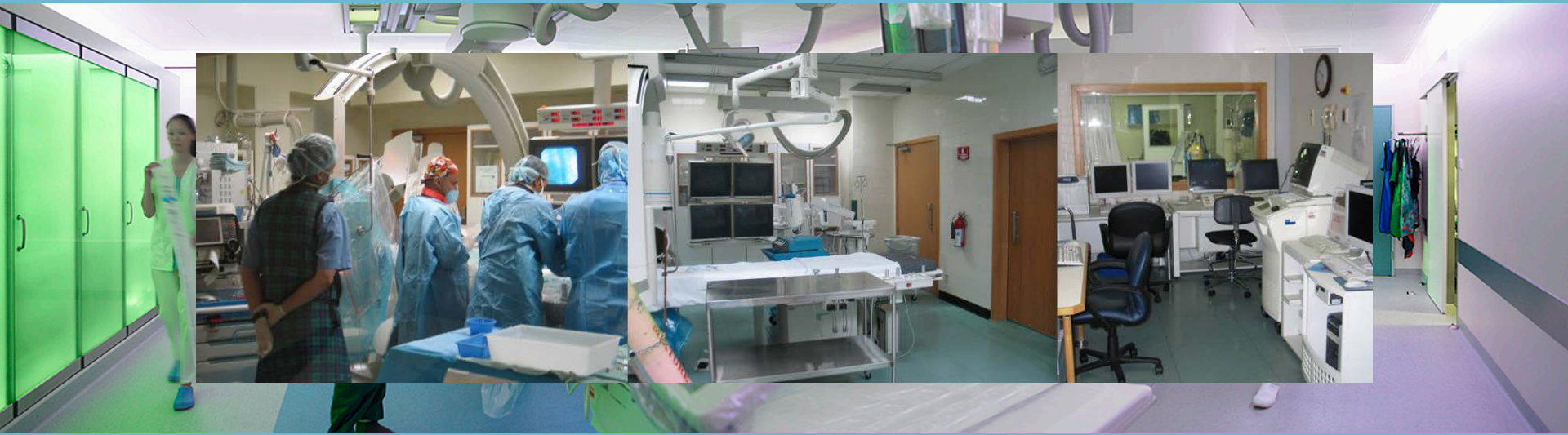
Before/after



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The facts

- ~40% of all patients undergoing an MRI exam experience **medium to high levels of stress**.
- MRI examination stress can lead to **reduced diagnostic accuracy**, aborting the procedure and unwillingness to undergo another MRI exam.
- **Head-first patients typically experience more stress** than feet-first patients*[1]

Reference [1] Source: Melendez JC, McCrank E. Anxiety-related reactions associated with magnetic resonance imaging examinations. JAMA. 1993;270(6)745–7

Ambient Experience

Providing a positive environment for patients and caregivers

- Enhances patient care and clinical processes
- Reduces patient stress
- Improves patient & staff experience and satisfaction
- Improves efficiency (throughput↑, predictability↑, costs ↓)
- Differentiates your organization (patient volume ↑)

Results from case studies are not predictive of results in other cases. Results in other cases may vary.

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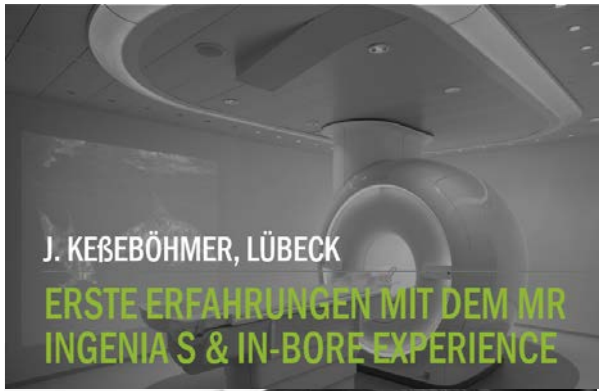
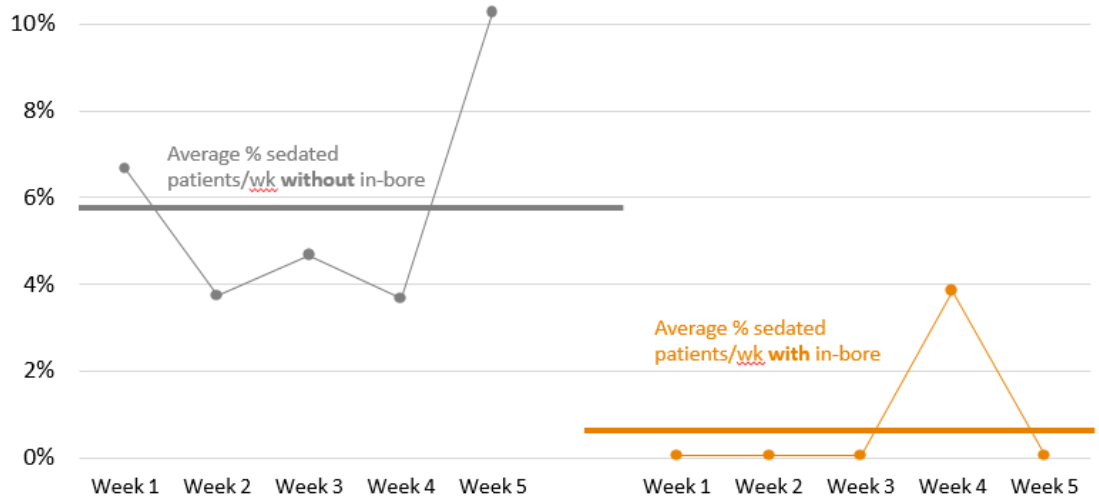
In-bore experience supports patient comfort

Number of patients needing sedation decreased by 80%



% sedated patients followed for 5 weeks



Patients scanned on Siemens 70 cm
without in-bore experience

Patients scanned on 70 cm Ingenia 1.5T S
with in-bore experience

Case study in Lubeck, Germany (n=583). Results from case studies are not predictive of results in other cases. Results in other cases may vary. The tranquillizer referred to is a valium-based derivative called “Diazepam”. Results represent a case study performed at a single location

70% reduction in MRI rescans*

Ambient Experience

Challenge:
Help improve patient satisfaction and help differentiate the healthcare services at Herlev Hospital.

Solution:
The in-bore Connect was added to the Ingenia 3.0T system with Ambient Experience, providing information and guidance to the patient during scanning. Leading to improved patient experience and patient satisfaction.

70% reduction in number of rescans*

90% better patient comfort level

Herlev Hospital

* 70% reduction in rescans with Ambient Experience and In-bore Connect

Results from case studies are not predictive of results in other cases. Results in other cases may vary.

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Transforming Radiology Services

Ambient Experience

“We’ve achieved something fantastic here. It is better than we anticipated and more effective than we anticipated. Children are more cooperative and we get the scans we need.”

Dr. Susan Morris, pediatric radiologist

Challenge:
The children’s charity, LATCH, and the Noah’s Ark Children’s hospital wanted to enhance the experience of children with cancer.

Solution:
After reviewing ongoing plans, consulting staff and patients on deeper needs, we created a child-friendly radiology department improving patient satisfaction with environment design.

Net Promoter Score
78

85%
of parents say that their child was less stressed in the new department

89%
of parents rate the department as better regarding child friendliness

Noah’s Ark
Children’s Hospital Charity
Elusen Ysbyty Plant

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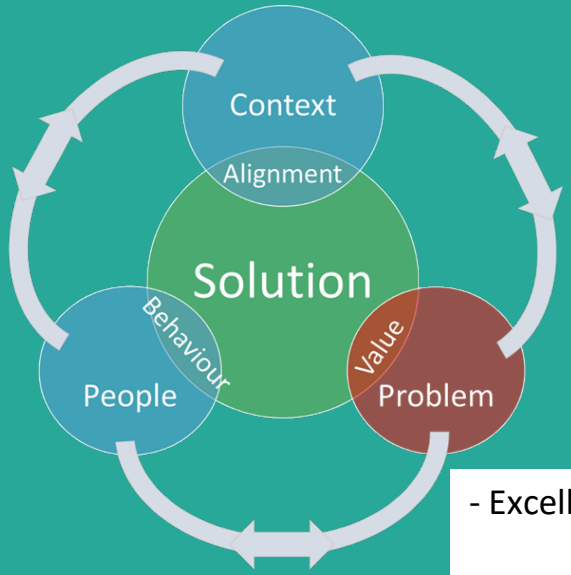
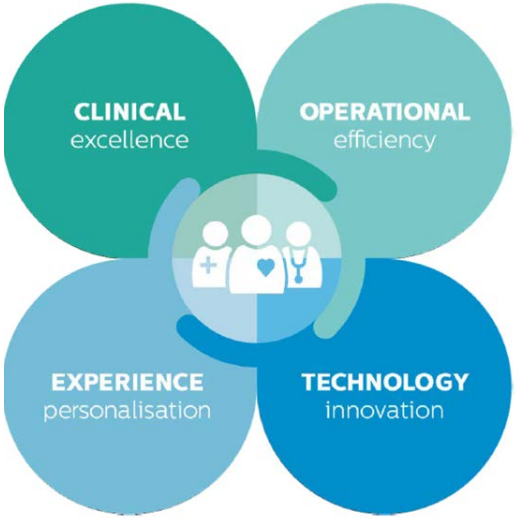
Sarah McIntyre
Superintendent Radiographer, Childrens Department



- Excellent healthcare is about **experience and empathy**

- The healthcare environment can drive **clinical outcomes**, quality for **patients, families and staff**, offer **psychological support**, instill a **sense of wellbeing**

- Overall better healthcare (experience) can be achieved by enhancing **Clinical Excellence**, **Operational Efficiency, Experiences** and **Technology Innovation**



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Thank you.

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