

A photograph of three healthcare professionals in a clinical setting. On the left, a man in blue scrubs with a stethoscope around his neck. In the center, a man in a light blue shirt and dark tie with a lanyard. On the right, a woman in blue scrubs with a stethoscope. They are all looking down at a tablet held by the man in scrubs. The background is a blurred clinical environment.

PHILIPS

Services and
solutions delivery

Technology Maximizer

Technology Maximizer

The smart way to keep your technology up-to-date,
clinically advanced and secure

A new era of healthcare services

The business of healthcare is driving the need for solutions that optimize performance to achieve operational excellence. Healthcare organizations are embracing digital transformation and investing in innovative technologies to streamline and standardize clinical workflows. There has been an increasing need for robust services to protect investments and support long-term vision. While improving healthcare operations creates new opportunities, it also presents challenges.

Increasing pressure on limited resources, aging populations, overloaded staff and legacy technology are all impacting the options that are available to healthcare organizations in their quest to drive excellence. And overcoming all those hurdles requires more than a technology-first approach; it demands a technology partner who is willing to share risk. A partner with mutual focus and understanding, and a one-team approach to collaboration. A partner like Philips.

From planning and implementation to maintenance and upgrades, it's this shared-risk mindset that embodies the entire portfolio of Philips Healthcare services. Our suite of end-to-end services support operational excellence to improve clinical processes, enhance professional and patient satisfaction, and deliver a steady return on capital investments.



Technology as a service

For every healthcare institution, keeping technology up to date is a significant investment but also an essential component in quality healthcare delivery. It has become a key differentiating factor in improving patient care and establishing a competitive advantage. Yet successful management of a broad installed base of hardware and software is highly challenging and has brought the discipline of lifecycle technology asset management to the top of the leadership agenda.

It requires a shift to technology as a service with business models that support technology management while offering structured upgrade capabilities. All within a cost framework that offers transparency, predictability and

cost efficiency. Because the savings derived from a right asset management program can be significant.

According to a recent report¹, hospitals spend \$93 billion per year on medical equipment lifecycle costs. That covers all the activities related to the purchase, support and disposal of medical equipment and technology. But due a lack of accurate information, internal resources, bandwidth, and specialized expertise, even the most diligent hospitals are missing savings that could represent as much as 12-16% of their entire medical equipment lifecycle costs. And that's the equivalent of \$12,000 per bed per year.

1. Robson, Peter, CEO Miga Solutions, A new way of thinking about medical equipment costs, Becker's Healthcare, Hospital CFO Report, 11/13/2016, <https://www.beckershospitalreview.com/finance/a-new-way-of-thinking-about-medical-equipment-costs.html>, accessed on 02/08/2020.

Introducing Technology Maximizer

Your systems are packed with performance advances from day one. Technology Maximizer is a smart way to keep your technology up-to-date, clinically advanced and secure.

Every piece of medical equipment in a hospital is an essential component in delivering quality care. From Computed Tomography (CT) and Magnetic Resonance imaging (MRI) to Ultrasound (US) and the Image Guided Therapy (IGT) lab, technology is the differentiating factor for diagnosing and treating patients with an affordable upgrade program where you can choose to pay with planned operational budget. Technologically advanced solutions enable quick and efficient diagnosis and treatment. They also support the work of clinicians, improving standards of care keeping costs low.

Upgrades are vital to maintaining the performance and operational value of key medical systems. But as every clinician and hospital leader knows, ensuring imaging systems remain state-of-the-art, secure and compliant is a huge challenge. Managing a large and complex fleet of equipment, requires significant ongoing investment. This is why choosing the right strategic partner for your healthcare technology is very important.

Predict cost, protect security and stay clinically advanced

Philips Technology Maximizer helps healthcare organizations to stay clinically advanced, to drive better patient outcomes, improve staff experience and help retain talent. Even better, it does it while optimizing workflows, improving image quality and protecting cybersecurity. It allows hospitals to keep systems up to date within a predictable budget.



86%
of customers considered Technology Maximizer to be highly relevant in helping them overcome their key hospital limitations of staying competitive, addressing staff satisfaction and ensuring cybersecurity.²

2. GemSeek research commissioned by Philips, No 151, USA.

Technology Maximizer offers your organization four key benefits



Stay clinically advanced
Access system upgrades and innovations upon release, instead of buying new system hardware or software packages each time. Improve your technology – all while enhancing workflows and keeping systems state-of-the-art.



Protect cybersecurity
Protect clinical data and reduce cybersecurity risk with essential security updates that help avoiding weak links and vulnerabilities created by outdated or obsolete software.



Improve staff experience
Empower employees to work more efficiently with the latest technology releases as standard across your fleet, reducing staff pressure, increasing confidence and driving better outcomes.



Predictable costs
Be predictable in your costs while keeping systems up to date. Avoid repeated capital investments and multiple approvals over system lifecycle with an affordable upgrade program where you can choose to pay with planned operational budget.



How does it work?

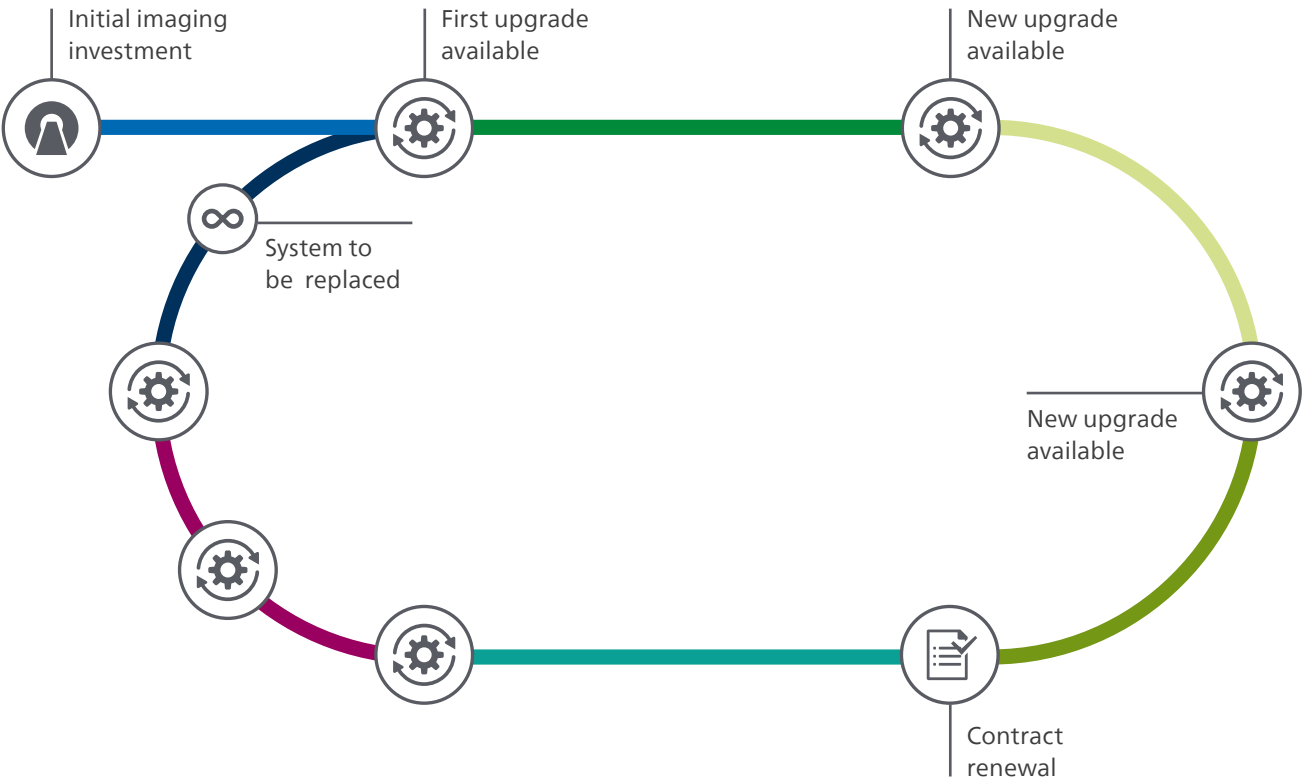
Signing up for imaging software and hardware upgrades through Technology Maximizer runs in tandem with Maintenance Service Agreements.³

Philips Technology Maximizer is a service that works alongside our maintenance service agreement. For a predictable service fee, it maximizes your clinical capabilities and equipment performance with software and hardware upgrades as and when they are released – regardless of your purchase cycle. Technology Maximizer is available for selected systems in Ultrasound, MR, IGT, DXR and CT and helps you to keep your entire fleet standardized on the same technology release level⁴ for a fraction of the cost of purchasing upgrades individually.

What does this mean in practice?

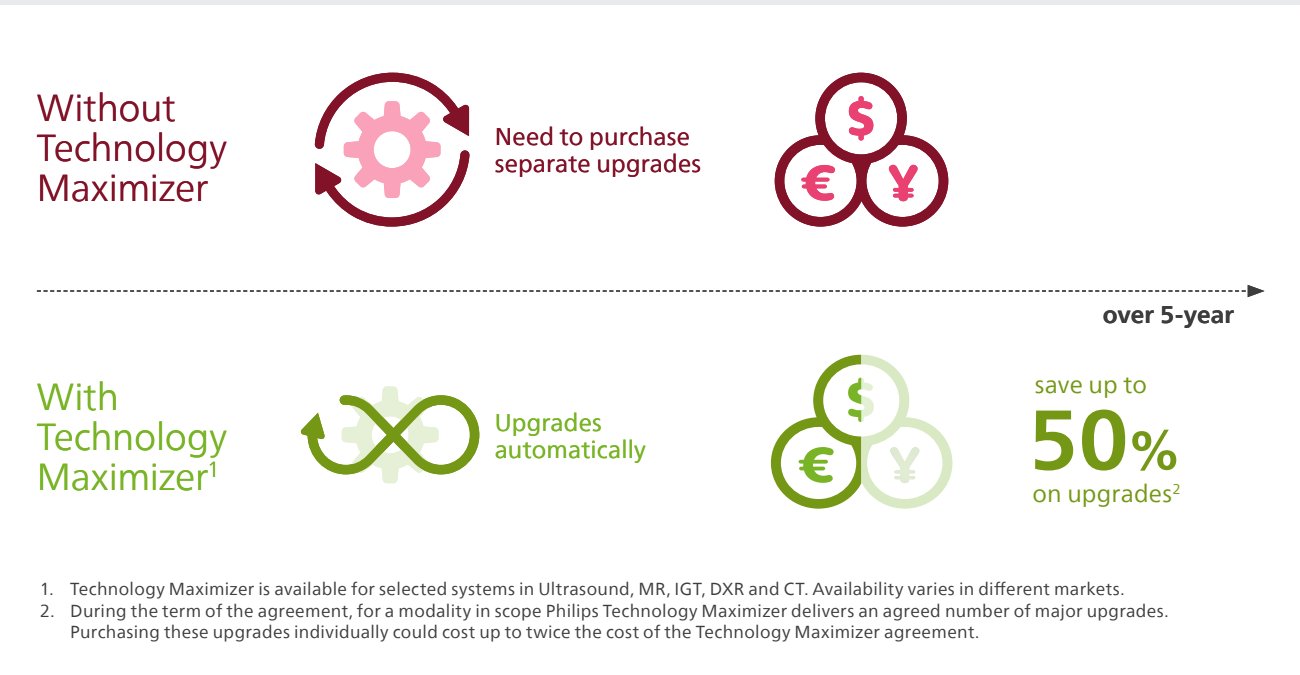
The first step would be the initial investment in imaging technology and equipment. Once that is up and running, the system will automatically upgrade when a first upgrade becomes available. Once new upgrades become available, the system automatically also will be upgraded until eventually, the system needs to be replaced. These upgrades include:

- System software upgrade
- PC hardware refresh
- Connectivity advances & cybersecurity
- Image quality and workflow improvements
- New clinical features⁵
- Clinical training for upgraded functionality



3. Eligible maintenance service agreements are available with Technology Maximizer depending on your region.
4. Eligible release level depends on system configuration and region.
5. New clinical features may differ as per Technology Maximizer plan.

Save on system upgrades



1. Technology Maximizer is available for selected systems in Ultrasound, MR, IGT, DXR and CT. Availability varies in different markets.
2. During the term of the agreement, for a modality in scope Philips Technology Maximizer delivers an agreed number of major upgrades. Purchasing these upgrades individually could cost up to twice the cost of the Technology Maximizer agreement.

With traditional financing models, budget approval delays could result in fewer upgrades over the five years following initial investment in a system. With Technology Maximizer, budgets are agreed upfront as a predictable operational expense, so new upgrade packages can

be implemented automatically on release. The result is the equivalent of a full system upgrade over the 5-year program, at half the cost of purchasing hardware and software upgrades separately.

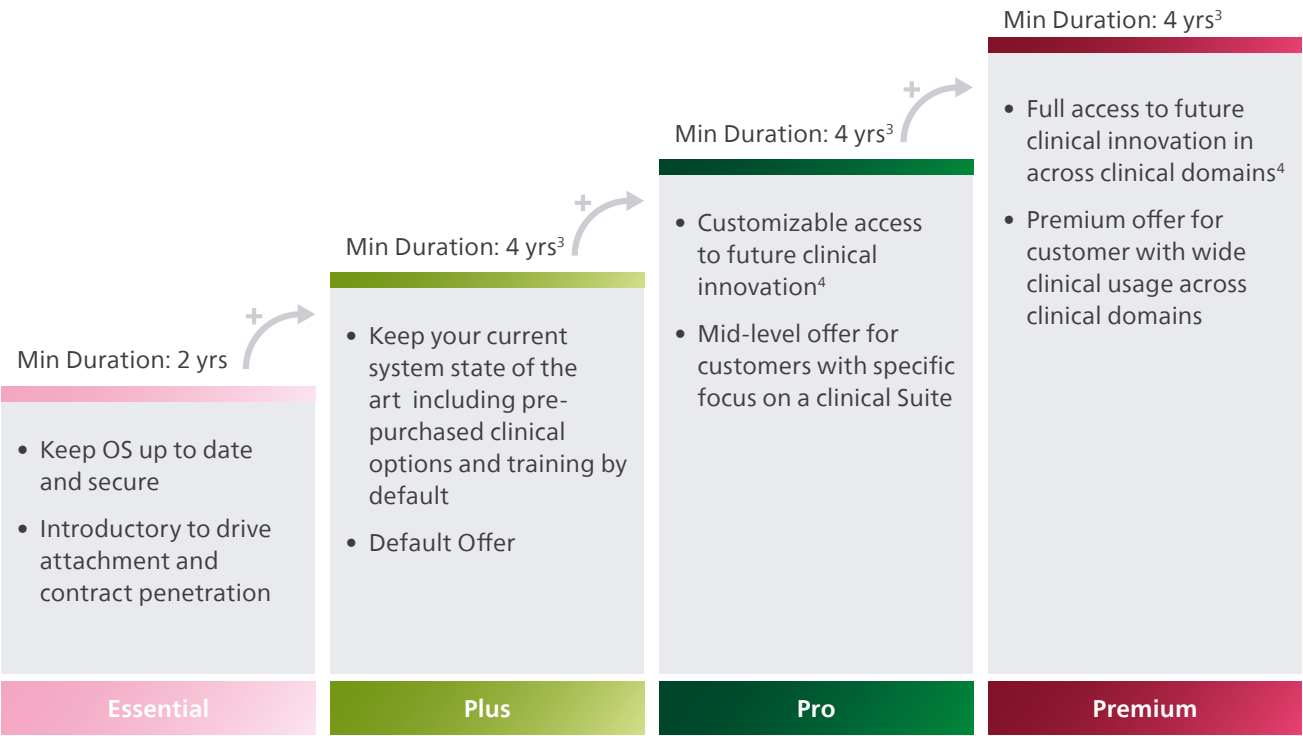
“The reason we chose Technology Maximizer is because we were thinking about future upgrade pathways for a predictable cost. It is an excellent way to do it. This fits with our ethos of continuing development, being at the cutting edge.”

Dr Waiter, University of Aberdeen



Technology Maximizer Plans

Philips Technology Maximizer offers four service plans to suit the equipment lifecycle needs and ambitions of healthcare organizations.



3. The default contract duration for Technology Maximizer Plus, Pro and Premium is 4 years after 1 year warranty.
4. Technology Maximizer Pro and Premium include the full entitlements of Technology Maximizer Plus.

Philips Technology Maximizer					
	Maintenance Contract	Essential ⁵	Plus ⁶	Pro ⁷	Premium ⁸
Mandatory safety / cybersecurity fixes	✓	✓	✓	✓	✓
Software update to fix bugs	✓	✓	✓	✓	✓
Core software upgrade, including: Operating system update, cybersecurity patches, licensed software features and workflow enhancements	—	✓	✓	✓	✓
Computer hardware replacement to support software upgrade	—	As needed	✓	✓	✓
Training for upgraded and new software functionality	—	As needed	✓	✓	✓
Enhancements to purchased clinical software options/applications	—	—	✓	✓	✓
Advanced training for new clinical features and/or applications	—	—	—	✓	✓
New clinical features and/or applications in a selected clinical suite	—	—	—	✓	✓
New clinical features and/or applications across clinical suites	—	—	—	—	✓

5. Technology Maximizer Essential is available for selected IGT, CT and Ultrasound systems.
6. Technology Maximizer Plus is available for selected IGT, MR, CT, Ultrasound and DXR systems.
7. Technology Maximizer Pro is available for selected MR and IGT systems.
8. Technology Maximizer Premium is available for selected IGT systems.



Need more information on Technology Maximizer?

Get in touch with your local Philips Healthcare Representative, or go to <https://www.philips.com/technology-maximizer>

