

# Listening and responding to imaging center needs

**RBMA Bulletin\*** spoke with Kees Wesdorp from Philips about why he thinks great technology is only the beginning of advancing quality patient care and improving outcomes. Kees joined Philips in 2017 to lead its largest business group, Diagnostic Imaging, and help the company toward its goal of improving the lives of 3 billion people each year by 2025.



**Kees Wesdorp**  
Business Leader  
Diagnostic Imaging  
Philips

### Why is listening to the customer so important to Philips?

This is a great question. First of all, traditionally the industry has come from a technology push approach where the goal was helping the industry advance through technology innovation. I think the goal should be to focus on all of patient care and the structure for delivering healthcare.

We took a deliberate approach of empowering all the people who are involved in acquiring the image. We are very focused on the radiologist, but broadly speaking, serving the radiologist is not all that we are here to do. We should be developing solutions for all the people involved. This could be the patient, the administrators, the technologists, the referring physicians, and the radiologists. We need a systems perspective for how we improve access and quality of care and at the same time reduce costs.

### Many imaging centers face the challenge of how to grow when the pool of potential patients seems limited. Can you give an example of how Philips has used technological advances to let imaging centers find new groups of patients to serve?

A great technology example is how our ScanWise Implant application used with MR can allow a hospital or imaging center to take in additional patients with MR conditional implants that previously they

might have had to turn away. But Philips is also very focused on helping hospitals and imaging centers understand the local demographics of the patient population and develop new services to differentiate themselves in their local market.

### How does Philips help imaging centers become more efficient?

The patient experience is the key point to safeguard as you look for efficiencies in the process. For example, MRI, one of the most common imaging exams, presents a challenge for many patients. Our Ambient Experience for MRI solution is designed to help patients relax and hold still during the exam and this helps contribute to a positive patient and staff experience. Our unique Ambient Experience in-bore Connect takes this experience to another level by providing information and guidance to the patient during scanning as well as information about scan progress.

If you reduce the stress on the patient, your patient is better able to comply with the technologist's instructions for the exam (such as remaining still or holding your breath) and you may thereby get better image quality, better outcomes, and better patient satisfaction. It's all about removing levels of variability to get the patient through the exam as efficiently and comfortably as possible.

### How does Philips help its customers make sure there will be enough demand in their market to justify investing in new technology?

We use a forward-looking market view on the local demographics and population data. What is happening in that region? What kinds of disease patterns do we see? What can we expect the needs will be in this area in the future? Our projections are always based on local population data and focused on really understanding the trends in that specific area. If you make the capital investment in advanced imaging equipment, you do need to understand what it is for and what type of patients are being referred in your region, now and in the future. We help imaging centers get the most value out of their equipment long-term. We work closely with them to understand their market so they can be better informed about the patient population they serve and their disease states. ■

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Philips and RBMA are working together to provide vital education and support for diagnostic imaging centers.

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