

Experience With Philips SymphonySuite Building My Lab

Harmonizing products and services for long-term success.

WITH ELIAS KASSAB, MD, AND PHIL HEMSTREET, MD

Outpatient locations, such as office-based labs (OBLs), have seen rapid growth in recent years and continue to facilitate a shift for doctors and patients alike away from traditional hospital settings. With the advent of more sophisticated technology coupled with a drive for increased physician control and autonomy, more OBLs are breaking ground. The shift has resulted in improved health outcomes, better patient experiences, and reduced costs per procedure.

Patients are seeking solutions that simplify health care. From turnkey procedures to effective time management during a visit, patients and physicians are enjoying efficiencies while benefiting from improved care delivery. Providers are relishing the fact that they spend more time in the office, see more patients, and connect more often with patients through the care process to ensure a continuum of care pre- and postprocedure. Physicians believe that by focusing exclusively on the clinical aspects of the procedure, fewer complications occur.

New solutions such as Philips SymphonySuite have driven the OBL model and provided more capabilities in a variety of packages and footprints, making it easier, safer, and cost-effective to treat increasingly complex procedures in an outpatient interventional environment. At Philips, we do more than provide physicians with advanced technologies. We set practices up for long-term success with customized training programs, resources, and services to support every step of the OBL life cycle. With an advanced portfolio of industry-leading technologies, responsive service organization, construction partnerships, site planning expertise, and competitive financing options, the Philips SymphonySuite OBL model offers solutions to help support physicians whether they are looking to open a new lab or already have an established practice.

PHYSICIAN INSIGHTS ON PHILIPS SYMPHONY SUITE

Like a conductor in a symphony, preparation, instruments, and cadence are critical for practice success. Philips provides the tools and resources so physicians can focus on improved, orchestrated patient care. We recently sat down with two thought leaders in the interventional cardiovascular space who have adopted the office interventional suite model and are using Philips SymphonySuite in their OBL. Their hands-on perspective gives insight into the outpatient model in practice.

BENEFITS OF OBLs INCLUDE:

SUPERIOR PATIENT EXPERIENCE

- Centralized patient care
- Consistent continuum of care with physician and staff

POSITIVE FINANCIAL OUTCOMES

- Overall cost per procedure decreases due to favorable reimbursement
- Cost-effective for the patient, practice, and health care industry
- Supports potential increase in revenue

IMPROVED EFFICIENCY AND WORKFLOW

- Control of your own schedule and treatment algorithm
- Examine and treat patients in one location



Elias Kassab, MD

President and CEO
Dearborn Cardiology and the Michigan
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Dearborn, Michigan

Disclosures: Independent consultant for Ra Medical; Philips; Bard Peripheral Vascular; Cardiovascular Systems, Inc.; Covidien/ev3, Inc.; Medrad, Inc.; speakers bureau for Bristol-Myers Squibb; Aralez Pharmaceuticals US, Inc.; Sanofi US and Regeneron Pharmaceuticals; and Amgen.



Phil Hemstreet, MD

President and CEO
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Disclosures: Financial relationship with Novartis, Philips Healthcare, and Alabama Heart and Vascular Medicine.

Describe the community you serve.

Dr. Kassab: In the greater Dearborn area, we have a population of 650,000. Although we do serve a variety of patients, Dearborn has one of the largest Middle Eastern communities in the country.

Dr. Hemstreet: We are in Tuscaloosa, Alabama, about 55 miles south of Birmingham. Although the population is 100,000, we draw approximately 400,000 from surrounding areas.

What factors impacted your decision to open an OBL?

Dr. Kassab: After 30 years in the business, I have a clear understanding of what works in terms of patient care and time management. The OBL model frees physicians from layers of bureaucracy and opens the door to efficient and effective workflow. For both practice and patient, it is better to manage care under one roof and build a team of in-house experts including physicians, technicians, nurses, and mid-level extenders who are focused on a continuum of care for each patient.

Dr. Hemstreet: I agree with Dr. Kassab's perspective. One of our primary challenges in interventional cardiology is an increasing number of patients to serve and a limited number of resources. By opening the OBL, we wanted to expedite care with advanced technology and service, keeping patients as priority number one. OBLs solve for that and increase patient care and efficiency. Through a partnership with Philips, we were able to develop a lab in a timely basis, providing patients with a better experience. Clearly, medical economics plays a role as well, and we are seeing favorable responses to the evolving role of OBLs.

What drives a successful OBL?

Dr. Hemstreet: Any interventional cardiologist will tell you, time is of the essence. Providing quality care and delivering it in a timely, efficient manner, is key to our success. Philips has helped us ensure that paradigm. For both equipment and business services, we have one point of contact who assists in making complex decisions. Philips SymphonySuite is a one-stop shop for the OBL, freeing physicians to do what they do best—treat patients.

Dr. Kassab: In addition to Dr. Hemstreet's feedback, I believe there are three factors that drive a successful OBL—quality, cost, and compliance. Within a hospital system, your identity can be lost. As a stand-alone OBL, we have more control. We purchase our own equipment and have chosen the best in SymphonySuite, and we surround our patients with knowledgeable physicians and staff who are respectful of their time and care. That combination has delivered almost 100% patient satisfaction. When you surround yourself with the right people, the best equipment, and unprecedented service, you enhance patient care.

How do OBLs change the patient experience?

Dr. Kassab: The patient experience is simplified. Patients do not have to drive to multiple doctors and complete a variety of paperwork. OBLs offer a one-stop shop, one signature, and they are taken care of. The OBL model provides much less bureaucracy, easier access to the system, and better human interaction with the patient.

Dr. Hemstreet: Since our inception, we have had nothing but outstanding patient reviews. Philips was an equal partner in that. With quality equipment, we are better able to diagnose and treat in one setting. Through centralized care, grounded in long-term relationships with the same physician and staff, patients are in and out and on with their lives.

DIVERSIFIED PORTFOLIO DESIGNED FOR THE OBL

Philips SymphonySuite offers a comprehensive range of products designed for the OBL and ambulatory surgery center ranging from patient monitoring, ultrasound, x-ray, and diagnostics to therapeutic devices. We are uniquely positioned to support all of your OBL cases. The portfolio includes:

CAPITAL EQUIPMENT

- Mobile C-arms
- Fixed imaging systems
- Physiomonitors systems (Hemo)
- Ultrasound
- Contrast injectors
- Ancillary equipment
- Patient monitors

DEVICES

- Intravascular ultrasound imaging
- Hybrid and laser atherectomy*
- Atherectomy guidewires
- Chronic total occlusion crossing catheters
- Drug-coated angioplasty balloon
- Scoring balloon
- Crossing catheters
- Aspiration catheters

*Hybrid atherectomy refers to the Phoenix family of products. The 2.4-mm deflecting catheter is the only device with directional cutting ability.

What challenges did you face when deciding to open an OBL?

Dr. Hemstreet: Philips can work with any scenario and helped customize our technology based on our situation. For instance, we needed the lab to be associated with the clinic itself, so we were limited by the footprint of our office. Equipment is flexible and adaptable without compromising patient comfort, workflow, and excellence—we still see superior image quality.

Dr. Kassab: That's a good point, Dr. Hemstreet. Another nuance for us was financing. Financing is a

significant challenge and making smart investments upfront is key; you don't want to invest too much, too soon. Philips SymphonySuite allows you to scale the lab based on your practice's individual needs. Philips works with you to build a lab that works for your office. It's not a cookie-cutter approach. We add technology as needed.

Why did you choose Philips SymphonySuite as your OBL provider?

Dr. Kassab: I was very impressed with the Philips team and their commitment to my success. Their scalable approach to setting up labs—small, medium, and large—demonstrates their flexibility to physician needs. But it's not only the equipment, it's the full package of services, including engineering, site identification, and financing that would otherwise be unavailable to physician entrepreneurs. Physicians can regain independence while minimizing risk.

Dr. Hemstreet: We were also extremely impressed with the Philips team. We were faced with several challenges in deciding on an OBL. Beyond high-quality imaging, we needed a partner who could help us navigate the overwhelming process of opening an OBL and the financial aspect of an investment of this size. Philips was equally invested in the project and had solutions at every turn. The combination of exceptional technology, service offerings, and personalized care nurtured a trusting relationship that has grown into a smart investment.

How does Philips support your success?

Dr. Hemstreet: From the get-go, Philips was invested in this project. From design through implementation through current-day patient care, Philips has been available for questions, advisement, and counsel. They are available, and we talk on a regular basis in order to improve the quality of care delivery.

Dr. Kassab: I agree with Dr. Hemstreet wholeheartedly. Philips SymphonySuite supported our ability to operate, partner, and adjust our practice model. My Philips representative is in contact with me on a regular basis, more than once a week, and sometimes several times a day, discussing practice challenges and solutions. That relationship, in sync with the Philips SymphonySuite approach, has grown substantially and supported our success.

How valuable is it to have a system that works together seamlessly?

Dr. Kassab: Having a reliable, affable company in your court is a game-changer. It has liberated us from the responsibilities of day-to-day management and the last-

PROVIDING A COLLECTIVE SUITE OF OBL SERVICES

Philips SymphonySuite offers an ensemble of instruments and services working in concert to assist you with building, opening, and generating momentum for your OBL.

SPECIFIC SERVICES INCLUDE:

- Construction
- Dimensional laboratory renderings tailored to your lab; beneficial for site planning
- Practice workflow education with Philips Deep Venous Summit
- Marketing tools
- Equipment service contracts
- Product training
- Capital financing through Philips Medical Capital*

*Philips Medical Capital determines eligibility and not all customers will qualify. Certain credit requirements must be met.

minute items that inevitably interrupt a physician's day. Philips SymphonySuite works seamlessly, and support is available when needed.

Dr. Hemstreet: I'm sure Dr. Kassab agrees, we will only use products that deliver excellence. We want to be able to see everything the way it is represented. Philips' training gave me and the staff an unparalleled level of confidence. Philips has been truly accommodating in making sure that we have the foresight, planning, flexibility, and structure we needed.

For complex patients, do you refer to a hospital setting for the procedure?

Dr. Hemstreet: We're a full-service interventional cardiology practice. We practice both interventional cardiology from a coronary perspective as well as a peripheral perspective. Our peripheral procedures are performed here in the OBL. Although there will always be patients who require care in a hospital setting, sophisticated technology like the Philips SymphonySuite and a trained and experienced staff open the door to seeing more and more patients in the OBL.

Dr. Kassab: I get this question a lot. My answer leans on two items similar to Dr. Hemstreet's perspective. It truly comes down to experience and quality. An experienced team, partnered with quality devices and technology, can perform any procedure, complex or simple, in an OBL setting.

What does the future look like for your practice?

Dr. Kassab: I like crystal balls and my crystal ball is predicting that we will open an ambulatory surgery center in the near future. We will partner with Philips to provide cath labs and equipment and all the ingredients necessary to showcase a superior outpatient vascular center. Because of our robust partnership with Philips, I'm no longer nervous about the future. I don't need that crystal ball.

Dr. Hemstreet: Although I don't own a crystal ball, I do know peripheral artery disease continues to grow and the number of patients who need our help increases. We'll remain focused on exceptional care and improve awareness of treatment options. The OBL provides safe and efficient care in a very comfortable outpatient-based setting. In partnership with Philips, we'll continue to explore innovations that improve the quality of life for our patients.

WE BRING THE FINELY-TUNED INSTRUMENTS, YOU CONDUCT THE SYMPHONY. LET'S HARMONIZE.

We set you up for long-term success with customized OBL training programs, resources, and services to support every step of your OBL life cycle. As part of our industry-leading solutions, we have developed a comprehensive program called Philips SymphonySuite, which includes a robust set of tools to support your efforts in opening, growing, and maintaining an OBL. An experienced device team, tools for educating patients, physicians, and staff and a broad offering of physician led training programs are just some of the ways Philips can support your practice's evolving needs, allowing you to focus on priority number one: your patients. ■

CONTACT US

Philips is the only company able to uniquely offer a full range of services and a comprehensive portfolio of products to open your OBL. Learn more at [Philips.com/OBL](https://www.philips.com/OBL).