

# Harmonize Your Lab With Philips SymphonySuite

Providing a suite of products and services tailored to office-based labs.

WITH JIHAD MUSTAPHA, MD, AND FADI SAAB, MD



**Jihad Mustapha, MD**

Co-Founder and CEO  
Advanced Cardiac & Vascular  
Amputation Prevention Centers  
Grand Rapids, Michigan  
*Disclosures: Consultant to Philips.*



**Fadi Saab, MD**

Co-Founder and COO  
Advanced Cardiac & Vascular  
Amputation Prevention Centers  
Grand Rapids, Michigan  
*Disclosures: Consultant to Philips.*

The movement of doctors and patients away from hospital settings to outpatient venues such as office-based labs (OBLs) and ambulatory surgery centers (ASCs) continues to grow. Results from this shift include improved patient outcomes, greater autonomy for doctors and staff, and reduced costs for the overall health care industry.

Patients increasingly seek care closer to home, with shorter wait times to see physicians and a more comfortable, patient-focused environment with familiar staff. For providers, OBLs offer physicians greater control over all aspects of patient care, from the initial office greeting to postoperative instructions and follow-up. Health care savings accrue from reduced overhead rates, fewer overnight stays, increased flexibility and productivity by owning the full process, and eliminating inherent inefficiencies related to inpatient procedures or hospital stays.

With a broad portfolio of industry-leading equipment, responsive service organization, construction partnerships, site planning expertise, and competitive financing options, Philips' interventional outpatient solution, SymphonySuite, offers distinctive solutions to help support physicians, whether they are looking to open a new lab or already have an established business.

## BENEFITS OF OFFICE INTERVENTIONAL SUITES INCLUDE:

### IMPROVED WORKFLOW

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

### ENHANCED PATIENT CARE EXPERIENCE

- Centralized patient care
- Consistent continuum of care

### FINANCIAL OUTCOMES

- May enable financial stability
- Supports potential for new revenue

## ON THE ROAD WITH SYMPHONYSUITE

Philips' dedicated SymphonySuite business combines equipment and devices into unique solutions that may offset financial burden while focusing on the practice's ongoing success. This combination provides physicians with the necessary tools and resources to focus on improved, orchestrated patient care. Below are insights from SymphonySuite customers readying to open their new OBL, Advanced Cardiac & Vascular Amputation Prevention Centers in Grand Rapids, Michigan.

### What motivated you to start advanced cardiac and vascular amputation prevention centers?

**Dr. Mustapha:** Years ago, I started to work at a very well-respected hospital in Grand Rapids and was seeing a significant volume of patients facing critical limb ischemia (CLI), an advanced stage of peripheral artery disease that generally results in amputation. Once amputation occurs, patients face a high risk of death. At the time, CLI awareness was very low, the population significantly underserved, and solutions to avoid amputation were at a minimum. CLI became a significant focus for my colleagues and me, inspiring us to launch the annual Amputation Prevention Symposium in Chicago, where physicians from around the world gather to learn, share, and discuss solutions to CLI.

**Dr. Saab:** Our practice is focused on peripheral vascular disease and CLI. Both Dr. Mustapha and my training is cardiovascular, so our philosophy is taking care of the full cardiovascular system. The idea of building the OBL is based on a return to true patient-centered care. We designed it with the "same-door" policy in mind—patients come through the same door, meet the same people, get treatment in the same location.

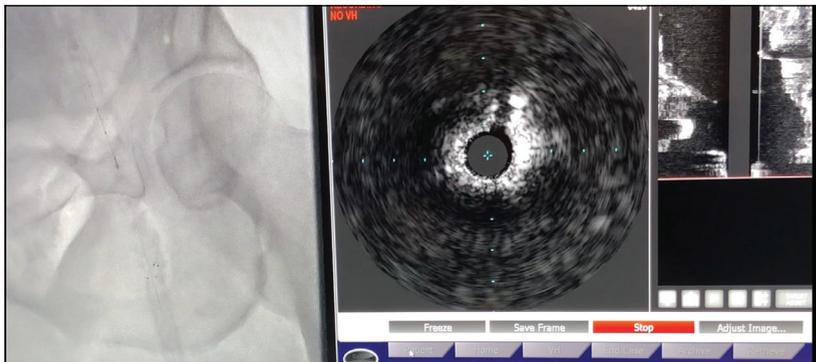


Figure 1. IVUS and angiography imaging can be broadcast to other locations to facilitate training.

### How does the OBL setting change the patient experience?

**Dr. Mustapha:** The technology we need to treat patients is all in one setting. A patient can have an ultrasound, undergo a procedure, and see the physician pre- and postprocedure without leaving the office. Additionally, the OBL setting may significantly reduce the risk of a hospital-acquired infection, which can be deadly.

**Dr. Saab:** Our treatment paradigm is patient-centric. OBLs save patients time and remove the frustration of going from office to office, freeing them to focus on their health. People's time matters, and we want patients to know we value theirs.

### Tell us about Philips SymphonySuite and how it enabled you to go out on your own.

**Dr. Saab:** There's a lot of misinformation out there that physician-based outpatient labs are subpar or inferior to the services provided in the hospital, which cannot be further from the truth. We wanted to prove that OBLs provide an equivalent, if not better, patient experience in an outpatient facility. Our hope is that clinical care will improve.

**Dr. Mustapha:** We researched and sought out world-class equipment that provided the best clarity, imaging, and devices for our patients. Our work is very technical, so we weren't interested in second best. Because we wanted a system that provided seamless precision and accuracy, we chose Philips SymphonySuite as our catheterization lab partner. In addition, we train a lot of physicians. One of the unique features of SymphonySuite is the ability to broadcast the images of fluoroscopy and intravascular ultrasound (IVUS) (Figure 1) in addition to extravascular ultrasound and share with our peers in our training center. Training is critically important to us as it drives awareness of CLI and treatment solutions that can save lives.

### How do you determine what procedures are best to do at the OBL versus a hospital setting?

**Dr. Mustapha:** Most procedures can be done in an office including an ultrasound, CT scan, or an angiography. Those diagnostic screenings generally give us the answers

we need to make a diagnosis. Although we have strict criteria in place to determine whether hospital intervention is needed, it's truly exciting that Philips SymphonySuite technology can fulfill 95% of our needs. Patients have a one-stop shop for medical care—no wait, no running from doctor to doctor, no reacquainting yourself with staff.

### How did Philips help you manage the challenges in opening the OBL?

**Dr. Mustapha:** As you can imagine, there were many challenges and concerns opening a brand-new OBL. Philips partnered with us to tackle those challenges, which allowed us to do what we love, endovascular intervention. Philips took care of the rest, creating an ideal environment for both physicians and patients. From site identification to capital financing, Philips assisted every step of the way. In an industry where physicians may feel brushed aside, Philips treated us differently by delivering on time, being responsive to our questions, and understanding the level of excellence we want to provide our patients. It is a trusted partnership.

**Dr. Saab:** When we aspired to open an OBL, we knew we wanted to take better care of patients, which equates to an increased time in their presence. We needed the tools and expertise to make that happen. Philips SymphonySuite provides us the cath lab to perform procedures, devices such as laser atherectomy or Phoenix atherectomy (Figure 2) to revascularize patients, and imaging modalities such as IVUS and an ultrasound equipment machine. Philips is an ideal partner to provide a continuum of services.

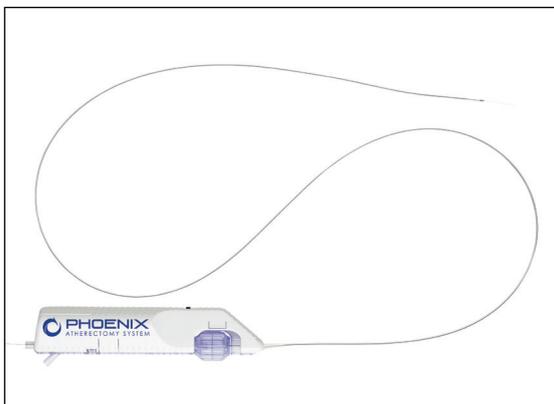


Figure 2. Phoenix atherectomy system (Philips).

## UNIQUE PORTFOLIO DESIGNED FOR THE OBL

Philips SymphonySuite offers a comprehensive range of products designed for the OBL ranging from patient monitoring, ultrasound, x-ray, and diagnostics to therapeutic devices. Philips is uniquely positioned to support all your OBL and OBL-ASC hybrid cases.

The portfolio includes:



Figure 3. Mobile C-arm.

### CAPITAL EQUIPMENT

- Mobile C-Arms (Figure 3)
- Fixed imaging systems
- Physiomonitors systems (Hemo)
- Ultrasound
- Contrast injectors
- Ancillary equipment
- Patient monitors

### DEVICES

- IVUS 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.

## 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.

The full range of services include a best-in-class responsive service organization, construction partnerships, site planning expertise, and competitive financing options, making Philips the partner of choice to enable you to create the perfect arrangement through your entire OBL journey.

### 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.

### Beyond the technology, did you leverage other SymphonySuite services?

**Dr. Saab:** Philips can be extremely helpful in identifying a location, construction, and consulting on equipment contracting. At first, I was concerned that we'd go unnoticed in this large company, but it has been quite the contrary.

**Dr. Mustapha:** Philips helped us utilize the available space in a very efficient manner. The team set up a project schedule and helped us develop a phased approach to opening the OBL. Dr. Saab and I have been pleasantly surprised by Philips' responsiveness and solution-oriented approach. Every time we have a question or a concern, we call one person and that solution is resolved. The personal interaction and SymphonySuite

training has been exceptional, putting us in an ideal position to succeed. It's an investment and Philips has supported us every step of the way.

### How important is it that all the technology works together seamlessly?

**Dr. Saab:** We partnered with Philips for imaging, treatment, and evaluation modalities because we wanted a system that worked seamlessly. It's critical not only for patient care, but for educational purposes. We take pride in the fact that a lot of our colleagues are interested in learning about our technology and equipment. SymphonySuite provides us the ability to transmit images from our lab to physicians around the country. The collaborative nature of the technology transcends the in-office experience and allows us to share information and educate other interventionists. Our education center is the centerpiece of the OBL, where physicians can watch what's happening in the SymphonySuite, with the IVUS machine, or with the ultrasound machine, connecting us all. Not only are we raising awareness of CLI through advanced technology, we are building a community to better treat it, saving lives and limbs.

### PHILIPS BRINGS THE FINELY-TUNED INSTRUMENTS, YOU CONDUCT THE SYMPHONY

Let's harmonize. Philips sets 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 Philips' industry-leading solutions, SymphonySuite includes a robust set of tools to support your efforts in opening, growing, and maintaining your OBL, ensuring your success for years to come. 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 ever-changing needs, allowing you to focus on what really matters: your patients. ■

## LEARN MORE

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).