



## **Backgrounder: Disney themes incorporated into Philips Ambient Experience for MRI at Rady Children's Health in Orange County**

Philips and Disney are collaborating to bring Disney-themed storytelling into Philips Ambient Experience for MRI environments, helping create a more comforting and engaging experience for children undergoing MRI exams. By combining familiar Disney characters with Ambient Experiences' clinically designed lighting, sound and visuals, the collaboration aims to support calmer patient experiences and smoother imaging workflows. Rady Children's Health in Orange County is an early adopter of these new themes and is already seeing positive staff and patient impact.

### **Supporting children during MRI exams**

In addition to imaging services provided at Rady Children's Health in Orange County (Rady Children's), the system's recently opened medical tower on its Orange campus houses two new MRI machines equipped with the Philips Ambient Experience system designed to make the experience of getting an MRI less scary for kids. And while they wait to undergo their MRIs, children can learn about the exam by using Philips' "Kitten Scanner," a play version of a CT scanner. The Kitten Scanner promotes health literacy, can reduce anxiety, and supports the child's successful completion of their scan.

Rady Children's is the only pediatric facility in Orange County offering a wide range of imaging services using the most advanced equipment, while ensuring the lowest amount of radiation possible. The organization is proud to be one of only a few medical centers in the country to have child life specialists working in a dedicated pediatric radiology and imaging department. These specially trained professionals help children of all ages – babies through young adults – feel comfortable and safe.

### **About the relationship with Disneyland® Resort**

From Walt Disney's early fundraising efforts before the hospital was built, to the Disneyland® Resort's \$5 million gift toward construction of the new Bill Holmes Tower, Rady Children's Health in Orange County (Rady Children's and Disneyland Resort have enjoyed an enduring and meaningful partnership.

Having a children’s hospital in the community was important to Walt Disney, who in 1960 sat on the hospital’s founding board. Disneyland artist Bob Moore designed Rady Children’s beloved mascot Choco Bear. Disney artists also helped create the child-friendly feel of the lobby of the Bill Holmes Tower, which houses the interactive “Turtle Talk with Crush” show donated by Walt Disney Imagineering.

The Disneyland® Resort is the presenting sponsor for the CHOC Walk in the Park, which benefits Rady Children’s. The unique fundraising event unites the community at the Disneyland® Resort for an inspiring stroll through Disneyland® Park and Disney California Adventure® Park before they officially open to the public.

Over the decades, beloved characters have brought the magic of the Disneyland Resort to patients and their families at Rady Children’s with inpatient room visits, providing treasured personal interactions with favorite Disney pals, creating positive memories.

Cumulatively, the Disneyland Resort is by far Rady Children’s largest – and longest serving – corporate donor.

**Rady Children’s Health leaders available for comment on this news:**

**Andrew Ruiz**

**Andrew is the Director of Imaging Services at Rady Children’s Health in Orange County (Rady Children’s),** where he is responsible for the operational and strategic direction of the health system’s diagnostic and interventional radiology divisions. He has been in the imaging field for the past 15 years and began his leadership journey in 2014 as the MRI Supervisor at a small rural hospital in Imperial County, CA. Three years later, he was named a director.

Since joining Rady Children’s in 2021, Andrew has led the planning, design, construction, and operational activation of state-of-the-art pediatric Nuclear Medicine and Interventional Radiology programs – together representing the only dedicated pediatric programs of their kind in Orange County. He has also supported the health system’s Enterprise Master Plan through the development of a comprehensive outpatient imaging model, culminating in the successful opening of a truly one-of-a-kind advanced pediatric outpatient imaging center in June 2025.

**Quote for attribution:**

“Rady Children’s Health is always looking for ways to make healthcare feel less intimidating for our young patients. By incorporating Disney’s familiar, friendly characters into the Philips Ambient Experience for our MRI environments, we’re transforming what was once a source of apprehension, into something engaging

and even enjoyable,” said **Andrew Ruiz, Director of Imaging Services**, Rady Children’s Health in Orange County. “With our Orange campus’ shared history and ongoing connection to the Disneyland Resort, we’re thrilled about the inclusion of their characters and are eager to see it aid us in our quest to reduce the need for anesthesia when possible.”

## **Dr. Eghbal**

**Dr. Azam A. Eghbal is Medical Director, Pediatric Radiology at Rady Children's Health in Orange County.** She received her medical training at University of Florida College of Medicine. She completed her residency training at Allegheny General Hospital and served her pediatric radiology fellowship at Boston Children’s Hospital. Dr. Eghbal is board certified by the American Board of Radiology with a certificate of added qualification in pediatric radiology.

### **Quote for attribution:**

“For parents, sometimes the hardest part of imaging is seeing their child anxious about a scan, needing to reschedule and return due to a failed study, or ultimately requiring sedation,” said **Dr. Azam A. Eghbal, Medical Director, Pediatric Radiology**, Rady Children’s Health in Orange County. “This technology has helped mark a meaningful shift, creating a more comforting environment that supports children emotionally while also improving safety and efficiency in how we deliver care.”

## **About Rady Children’s Health**

Rady Children’s Health (RCH), a premier pediatric healthcare system in Southern California, unites the expertise of Children’s Hospital of Orange County (CHOC), nationally recognized for its commitment to safe, high-quality care, and Rady Children’s Hospital San Diego, ranked among the nation’s top 10 children’s hospitals by U.S. News & World Report.

With three hospitals, a growing network of primary and specialty care centers spanning six counties, and two of the region’s Level 1 pediatric trauma centers, RCH is a trusted partner for families seeking safe, high-quality care. Building on a combined legacy of more than a century of clinical excellence, RCH is dedicated to advancing children’s health through leading-edge research, innovative treatments and compassionate care. We remain steadfast in our commitment to serving our local communities while providing the benefits of our integrated organization.