



Philips Medical Systems

Philips Medical Systems supplies hospitals and other health care facilities globally with diagnostic imaging equipment and systems for patient monitoring and health care informatics. Its North American market accounts for a significant percentage of its total business.

OBJECTIVE

Philips provides mobile diagnostic imaging systems that are installed into custom 18-wheel mobile coaches. These systems are predominantly purchased by entrepreneurs, who then sub-lease them to hospitals, clinics, prisons and other medical providers in communities that cannot support their own scanner. On average, these fully-staffed mobile units operate 15 hours a day, six days a week. When equipment goes down, patients wait. If the patient has already been injected with a radioactive contrast agent for a scan, and the system happens to go down between the injection and the scan, the scan may have to be rescheduled if the system is not back up quickly. This not only frustrates the patient, but it also increases the service providers' overall operational costs. Most importantly, it delays diagnosing of a potential disease.

Philips often retains responsibility for servicing the equipment. Because the units are highly mobile and their routes often change, locating and repairing them has been challenging. Previously, the practice of locating the mobile units that needed service was a manual effort (via phone calls), which was not very efficient. And often, the field service engineer would have to drive several hours to the mobile. Philips needed to find a way to locate and service the units more efficiently to ensure that patient care was optimized, and customers were most effectively utilizing their diagnostic systems.

SOLUTION DESCRIPTION

After testing a similar 3G repair and tracking system in China, Philips decided to install its first U.S. wireless unit in a mobile in February of 2007. It then proceeded to equip five more coaches to test the bandwidth of the application and the coverage of Verizon Wireless' Broadband Access. More than 100 additional systems are now being rolled out using GPS location technology to track the units and EV-DO data connectivity, along with standard voice service, for diagnosing and repairing them remotely. Philips, in collaboration with DCS Diplomat™ has created a web service to track each mobile unit's location using GPS technology.

PHILIPS

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COMPANY

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OBJECTIVE

- Improved patient care
- Customer satisfaction
- Speed up tracking, diagnostics, and repair of mobile imaging centers

SOLUTION

- Philips proprietary diagnostic tools
- Verizon Wireless BroadbandAccess (EV-DO)
- Astral Communications systems design
- DCS Diplomat GPS vehicle tracking

RESULTS

- Gained product differentiation from competitive mobile imaging systems
- Reduced many service event repair times from hours to just minutes
- Cut response times by up to 50% in many service situations
- Project a significant amount of hard savings from preventing downtime to customers, resulting in a decrease in revenue loss and enhancing the productivity of its own customer service organization
- Improved customer satisfaction

Efficient troubleshooting and problem resolution helps Philips' customer service organization keep the imaging centers on schedule. "With 3G, we can contact the units and diagnose problems more quickly," says Ketan Shah, senior manager of mobile enterprise for Philips. "What used to require hours of driving time for repairs could now be done in minutes."

Philips is very pleased with the product deployment. Together with Astral Communications, Philips designed the wireless remote diagnostics solution. According to Shah, "the elapsed time from concept to product introduction

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Ketan Shah, Senior Manager, Mobile Enterprise, Philips Medical Systems

was shorter than expected. Our partners have gone above and beyond." Looking at the initial 3G technology as the foundation, he adds, "It is a very scalable solution for us to continue to build on."

RESULTS

The 3G service solution has been an important differentiator for Philips. "Based on market intelligence, our competitors with similar diagnostic imaging systems do not have these remote diagnostic capabilities using 3G," admits Shah, "In this business just locating units can take hours. With GPS and EV-DO we have real-time visibility and traceability. This makes the customer service organization much more productive and helps us address patient needs immediately, which boosts customer satisfaction."

Equipment downtime also threatens major financial impact on equipment owners. "Breakdowns can cause huge revenue losses," Shah explains. "Many of our customers scan all day and, at current average reimbursement rates, not being able to scan is a huge operational challenge. We estimate that 3G enables us to respond up to 50% faster on service calls for equipment problems because of more accurate tracking and remote diagnostics."

As a result of this innovation, Philips anticipates significant savings to its customers each year, which includes preventing revenue losses for equipment owners, as well as productivity realized in the customer service organization. "The remote capabilities in mobiles will allow the engineers from our remote technical operations dial-in to proactively monitor and diagnose the systems," Shah says. "And fewer system problems mean more satisfied customers and better patient care."



3G A-List Awards

PHILIPS

Philips Medical Systems is a 2007 finalist for the 3G A-List Award in the Healthcare category.

The 3G A-List Awards recognize the leading builders of successful wireless data solutions based on 3G CDMA (CDMA2000 1X, EV-DO, and UMTS/HSPA) technology. **To learn more about the A-List, please visit www.3galist.com**

SUPPORTING PARTNERS

The A-List also recognizes supporting partners for their enabling role in assisting with these wireless data deployments.

