

A man with glasses and a blue shirt is looking at a laptop screen. The laptop screen shows a line graph and a bar chart. He is talking to another person whose back is to the camera.

PHILIPS

Healthcare

Transformation Services

Supporting the transition to
value-based care

Healthcare Transformation Services

A man in blue scrubs and glasses is speaking in a meeting, with his hand raised. Other people in scrubs are visible in the background.

The transformation **imperative**

Despite extraordinary advances in science and technology and the steadfast commitment of providers and administrators, healthcare systems still face intense pressure to deliver quality care to all who need it within sustainable cost structures.

Healthcare has become too complex, too fragmented – and too expensive. What's required is a wholesale transformation of care delivery, with a laser focus on improving the metrics that matter to patients: quality, access, affordability, and outcomes.

Philips **Healthcare Transformation Services** was established to provide a support framework for long-term healthcare transformation. We partner with leaders of healthcare systems to deliver end-to-end, patient-centric services and solutions across the continuum of care. Our customized approach is designed to improve clinical and operational effectiveness while contributing to the financial stability of the enterprise. We work with you at every step of your transformation journey, providing the professional services, clinical and business expertise, data analytics, research and innovation resources, and care virtualization platforms you need to deliver value-based care.

A solutions approach

We understand that your transformation needs may range from discrete clinical service optimization projects to comprehensive population health initiatives.

We work collaboratively with our customer partners to operationalize value-driven care through strategic needs assessment, clinical and process interventions, patient experience consulting, technology solutions, education, and change management programs with the greatest potential to impact quality and cost.

Guided by expert strategy and governance – supported by advanced data analytics

Our custom approach draws upon deep but integrated expertise across core transformation solution areas.

Clinical and Business Performance

Improvement: Improve the quality and effectiveness of your clinical and business processes while reducing costs.

Population Health: Manage specific populations that significantly contribute to overall healthcare costs including moving high-tech care outside of the traditional hospital environment.

Experience Solutions: Enhance your efforts to provide a high quality care environment and an unmatched patient and clinician experience.

Education: Provide clinical education, professional development, and product training plus associated learning platforms.

Integrated Solutions & Innovation Partnership: Leverage our technical capabilities, advisory expertise, and innovation resources to manage change and sustain market differentiation over time.

Information Integration: Leverage the power of your information with integration services including analytics, system integration, and custom software development.



Clinical and Business Performance Improvement



Population Health



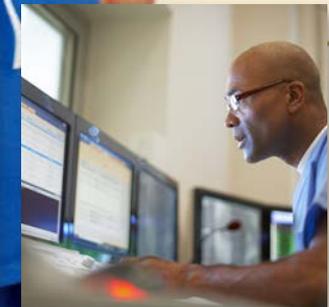
Experience Solutions



Education



Integrated Solutions & Innovation Partnership



Information Integration

Our transformation framework

We believe that understanding complex clinical contexts requires broad stakeholder engagement and reliance on a variety of data and analytics tools. Our process is highly collaborative by design and structured to:

- Assess and align around strategic plans
- Derive meaningful user insights
- Establish actionable, measureable outcomes
- Build broad consensus and commitment to change

Collaborating for operational improvement at a **major academic medical center**

When a large academic medical center in New York needed to make operational improvements in their Cath and EP Labs, they turned to Philips as an innovative and trusted partner who could help them enhance their operations and implement changes in support of their long-term strategy. With early success in that initiative, Philips was then engaged to optimize their perioperative services and is now providing strategic guidance and innovative consulting services as the customer embarks on a multi-year ambulatory care pavilion project.

[Read the case study](#)

Understand the context

Flow mapping lays out clinical and business processes



Clinical experience flow mapping displays and documents opportunities for improvement

Give stakeholders a voice

Patients, family members, staff, and managers contribute input and insights



Soliciting broad stakeholder input captures the insights needed to effect deep, meaningful change

Leverage the power of data

Dedicated tools assess performance across the continuum of care



Analysis of multiple data sources offers fact-based underpinning for recommendations and tracking

Co-create the solutions

Clinicians and managers work to co-define solutions



Mutual "ownership of the recommendation" improves the implementation of improved processes

Implement and transform

Outcomes-driven implementation models



Expert program and change management resources oversee thorough and effective deployment

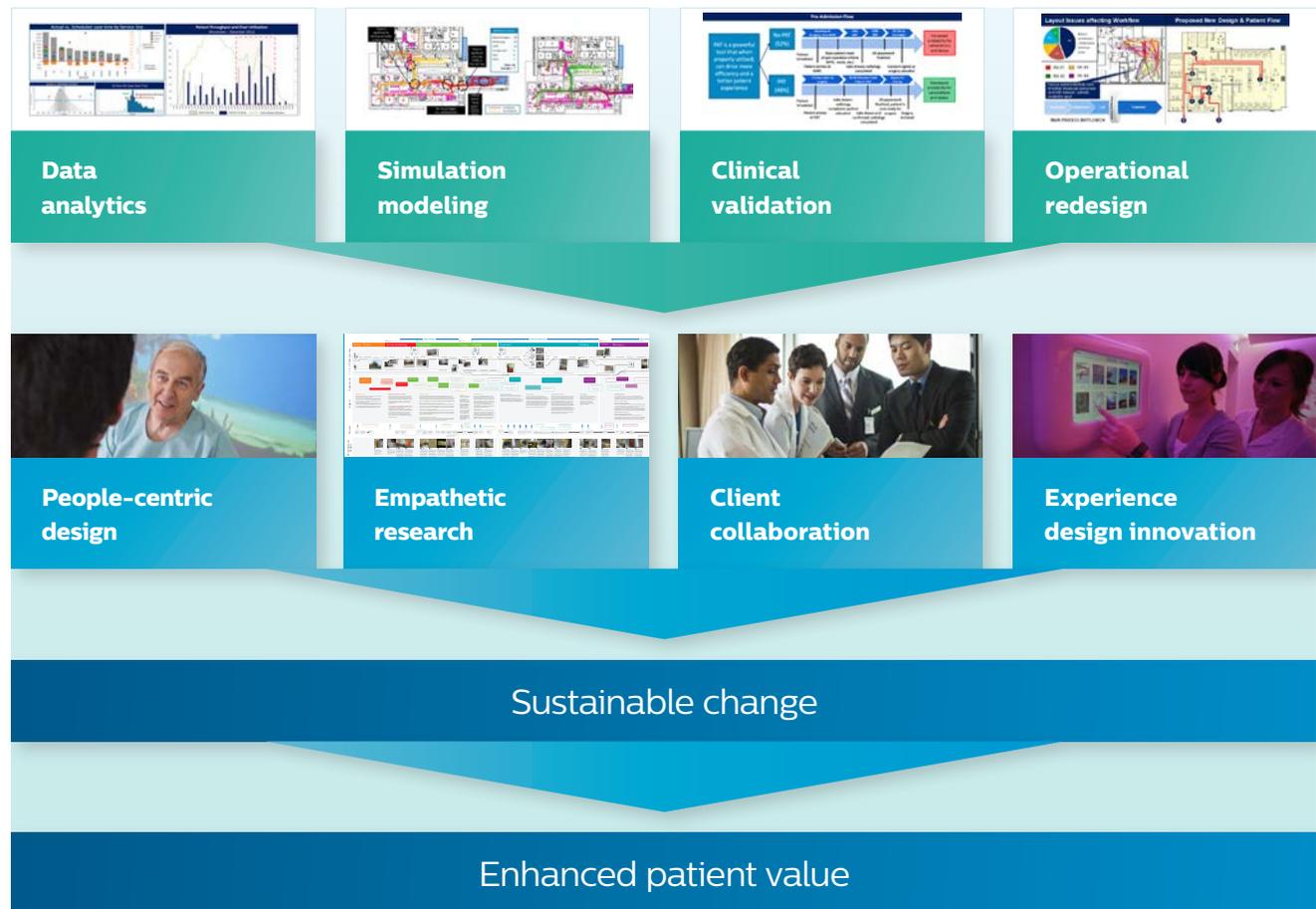
How do we collaborate to achieve operational excellence and **improve value for patients?**

Philips **world-class design*** team adds a unique and powerful dimension to Philips Healthcare Transformation Services. Working closely with your staff, this combined capability set allows us to:

- Understand the perspective of all key stakeholders
- Characterize the healthcare experience across key touch points
- Identify areas for improvement in patient experience, clinical quality, scheduling, workflow, labor productivity, procurement, and revenue capture and growth
- Address modalities, departments, and disease-based services across the care continuum
- Co-create innovative and comprehensive solutions
- Build broad-based staff enthusiasm for sustainable change

When our team works arm in arm with your staff to walk in the patient's shoes, everybody wins.

*Philips received over 150 major design awards last year, including the prestigious Red Dot and iF awards



Mapping care flows for **user insights**

To keep the practical and emotional needs of patients at the center of care, Philips teams use **Experience Flow Mapping** as a core assessment tool. This visual mapping process creates a visual overview of the activities, interactions, obstacles, and emotions of caregivers and staff in a particular care context.

Experience Flow Mapping allows us to distill vast amounts of qualitative and quantitative information into a visualization that makes immediate sense to everyone. The process helps the whole team understand their patients and colleagues in new ways, contextualize their unmet needs, and generate insights and innovative solutions for enhancing the patient and staff experience.

“I was blown away by the new design. Our patients are going to be infinitely happier with the service that they’re provided.”

Natassia Orr, Broward's Chief Operating Officer

[!\[\]\(950a62bbddad88d64435fd35607dfc42_img.jpg\) View the video of the design process and collaboration with Broward staff and patients.](#)

Reimagining the chemotherapy experience at **Broward Health Medical Center**

When Broward Health was looking to update their Infusion Center – which serves some 1,200 patients a month – they engaged Philips. We took a multidisciplinary team of researchers, experience designers, and clinical consultants to the center for one week to shadow and interview the staff, patients, and their families. Our team dug deep into their clinical and emotional needs, then worked with the staff and project architects to map those journeys, pinpoint the key issues, sketch new ideas, and develop an improved layout for the new center.



Program and project management for **transformation success**

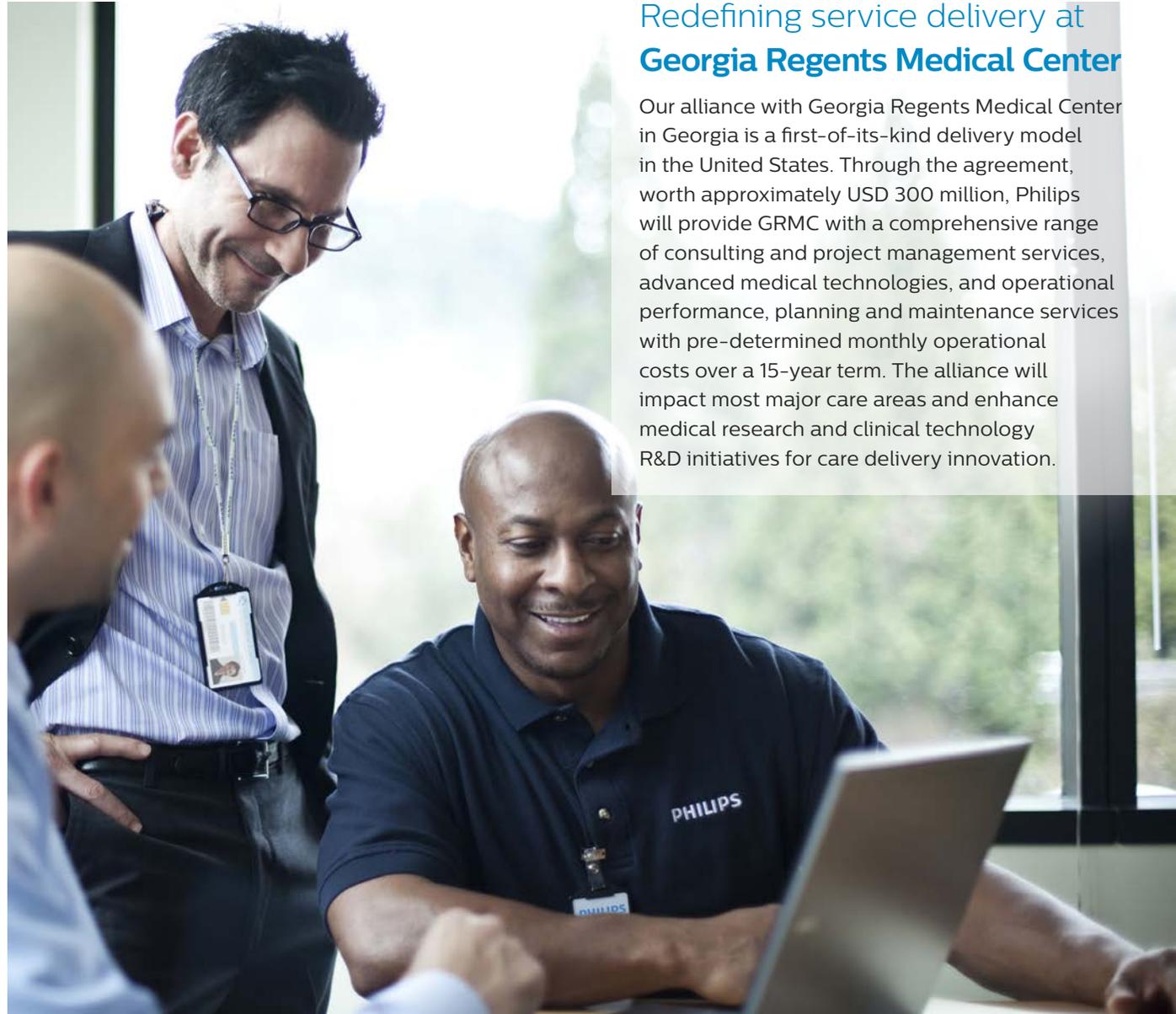
All Philips transformation engagements are scoped, planned, managed, and evaluated by trained project management professionals.

For customers in need of program and project management support for large-scale initiatives such as clinical service planning and implementation, IT infrastructure projects, or new construction or renovation, Philips offers dedicated **Program Management Office** capabilities.

Our Program Management Office supports the organization, project planning, budgeting, time management, cost control, risk management, quality management, and change management components of transformation initiatives and large-scale projects.

“Episodic interactions with a supplier do not create a real partnership. But our alliance with Philips enables us to determine together what outcomes we want to achieve and operationalize the way to reach those goals. It’s a very different and powerful way of bettering our organization.”

*Tad Gomez, RPh
Vice President, Professional Services
Georgia Regents Medical Center*



Redefining service delivery at **Georgia Regents Medical Center**

Our alliance with Georgia Regents Medical Center in Georgia is a first-of-its-kind delivery model in the United States. Through the agreement, worth approximately USD 300 million, Philips will provide GRMC with a comprehensive range of consulting and project management services, advanced medical technologies, and operational performance, planning and maintenance services with pre-determined monthly operational costs over a 15-year term. The alliance will impact most major care areas and enhance medical research and clinical technology R&D initiatives for care delivery innovation.

A global organization

built on clinical strength and collaboration,
led by senior consulting talent

Our transformation team is anchored by senior executives who have held practice leadership roles in top strategy, operations, and healthcare consulting firms. Their deep experience in healthcare transformation and data analytics combined with the clinical innovation and research expertise of Philips, creates a team uniquely able to partner with our customers to create novel solutions that change how care is delivered to patients.

This potent convergence of strategic, clinical, design, research and analytics talent is collaborating with healthcare leaders around the globe to improve quality, reduce cost, and improve access to care.

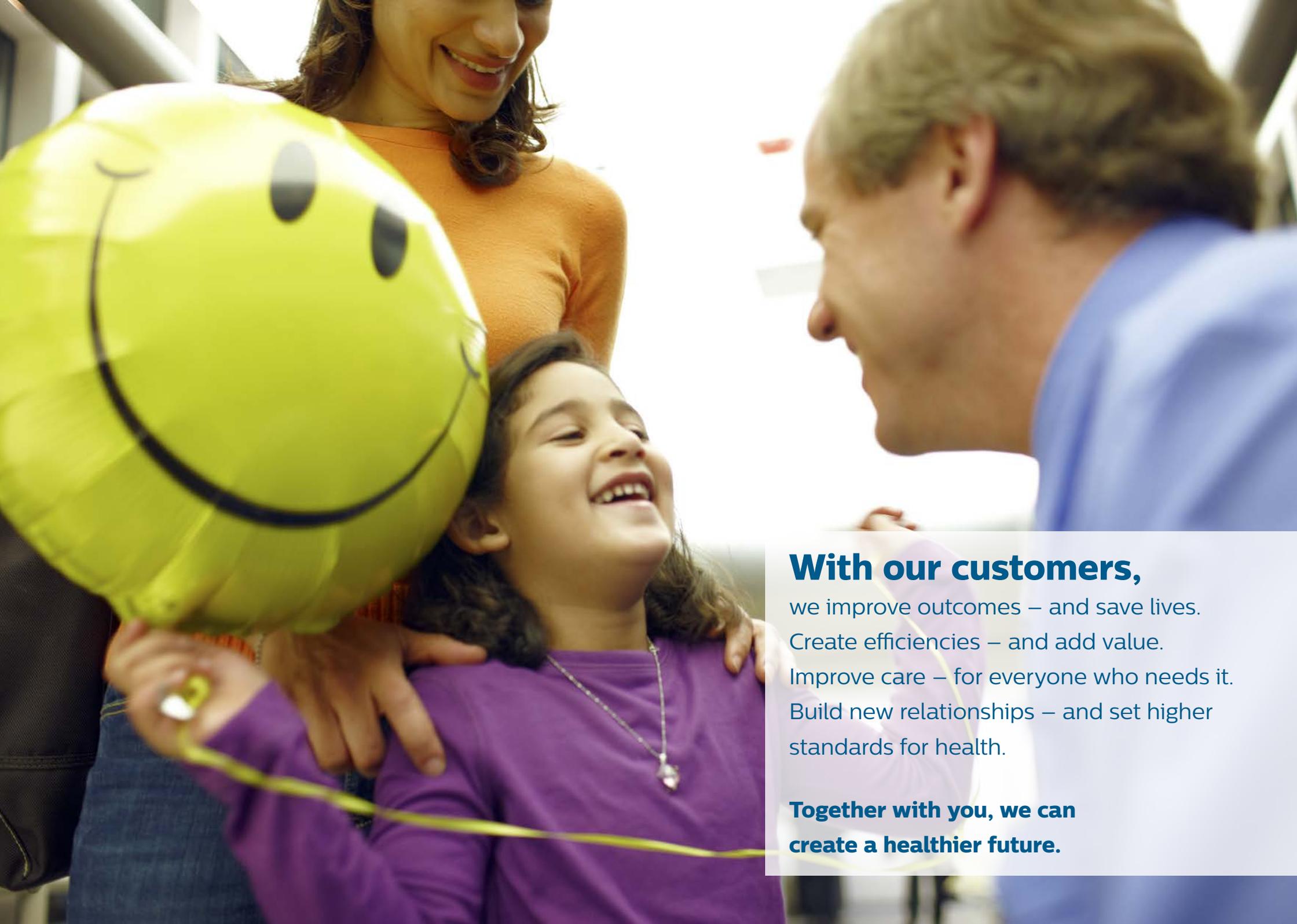


Our qualifications to serve:

- A broad, empathic understanding of the patient journey
- Deep clinical expertise across the care continuum for most major diseases
- Proven, top-flight consulting talent
- Flexible, outcomes-driven collaboration models
- Advanced data analytics and access to data sources
- Philips' commitment to meaningful innovation



With Healthcare Transformation Services,
we're applying the full force of Philips'
combined resources to address the
biggest problems in healthcare today.



With our customers,

we improve outcomes – and save lives.
Create efficiencies – and add value.
Improve care – for everyone who needs it.
Build new relationships – and set higher
standards for health.

**Together with you, we can
create a healthier future.**

Our commitment

The Healthcare Transformation Services team is dedicated to partnering with you to improve clinical care and operational effectiveness while contributing to the financial stability of your enterprise. We'd like to be your strategic advisor and partner in transforming the future of healthcare.

Contact us

Find out how Philips Healthcare Transformation Services can support your journey to value-based care. Please visit us at www.philips.us/healthcareconsulting.

