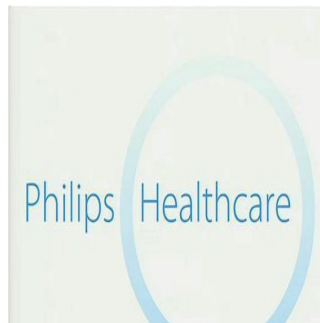

MEDICA 2013: Philips Unveils Healthcare Transforming Solutions at Congress



New healthcare solutions developed with users and patients help improve the recovery process and treatment options for patients while supporting medical staff in their work

Healthcare is constantly changing. The best way to deal with this change is for all parties in the sector to join forces. Philips is putting this principle into action under the banner "Transforming healthcare, together", and at this year's MEDICA it will demonstrate solutions that have been developed together with users. On show will be innovative solutions for imaging, patient monitoring, care in the home and improving patient and staff experiences, all geared even more clearly to the needs of clinics, doctors' surgeries and – most importantly – patients. The new solutions will ensure up-to-date patient care today and in the future.

New research concepts for ICUs

Research shows that most people will at least once in their life be treated in an Intensive Care Unit. During this critical phase patients often find their surroundings stressful and intimidating. Clinical research has shown that factors such as noise, social isolation and bad lighting that is purely functional can considerably increase the likelihood of the patient having to stay in hospital for an extended period, and affect their emotional and psychological well-being afterwards. Philips is presenting two solutions to address this issue at MEDICA.

Using its expertise in lighting and healthcare, Philips is working with clinical partners to research ways to make the clinical environment more pleasant for patients and translate those findings into healthcare solutions. It recently developed a prototype for a 7-meter-long, luminous ceiling that simulates energizing daylight and can also play audio-visual media content to support the patient's well-being and recovery. This LED-based ceiling installation forms part of an innovative integrated spatial concept for intensive care patient rooms, which has been designed by the Charité Berlin in conjunction with GRAFT architects.

The constant background noise in ICUs can also affect a patient's recovery process. In a related project named Clear Mind, Philips Research is working on a solution for analyzing this background so that personnel can recommend actions to reduce noise levels.

Green hospitals

With medical equipment and lighting having a significant impact on hospitals' electricity usage, Philips – globally recognized as one of the world's greenest companies – offers a wide portfolio to help hospitals operate more energy and cost efficiently using the latest technologies such as LED solutions and intelligent controls. At MEDICA, it is showcasing a new, fully LED-based version of its successful HealWell patient-room lighting system. HealWell is designed specifically to stimulate people's natural responses to light. It provides light tuned to support our biological clock and creates a pleasant atmosphere for patients and visitors, thus supporting the healing environment. The use of energy-efficient LEDs helps to reduce hospitals' electricity usage.

Smart ultrasound with an eye for detail

Discussions with ultrasound specialists have made it clear there is a need for an ultrasound system that can be operated intuitively and with no prior knowledge regardless of how hectic things get in an emergency. The same discussions also highlighted the potential usefulness of a platform that could be used in cardiology, radiology, internal medicine, gynecology and labor wards, and which could deliver clear results in a matter of seconds to enable fast, reliable diagnoses.

In response, Philips has developed the new EPIQ 7 platform in conjunction with ultrasound users to ensure it provides straightforward yet comprehensive support in every situation. EPIQ 7 features many technical innovations. For example, the new Anatomical Intelligence technology is the system's "brain", autonomously evaluating individual data records and converting them into complete information packages. Meanwhile, the nSIGHT imaging technology delivers highly detailed images very quickly and visualizes structures that had previously only be partially visible with ultrasound.

New nasal mask – tested and approved

For over 25 years, Philips has been developing solutions and technologies for the care of chronically ill patients at home. Interaction with users plays a crucial role in this development, and is the only way home healthcare can be continuously updated to meet current and future needs. For example, Philips recently launched a new sleep apnea nasal mask called Wisp under the tagline "Working together for improved sleep and respiration" (Gemeinsam für besseren Schlaf und bessere Atmung). Wisp was developed based on a preference survey among patients. The survey showed that Wisp promotes better sleep, increases user comfort and creates a better seal than other leading nasal and minimal-contact masks. And with an open field of vision, it also allows patients to read, watch television and even wear spectacles before the go to sleep.

Developed together with specialists and patients, these solutions aim to deliver more cost-effective care models for the healthcare sector and help improve treatment and the recovery process for patients.

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