

Philips Launches “First of its Kind” On-Demand Ultrasound Service in the UK



Royal Philips has announced the launch of Ultrasound on Demand in the UK, believed to be the world's first on-demand ultrasound solution which has gone live on 1st June 2015.

Providing access to the best technology at an affordable monthly fee, [Ultrasound on Demand](#) offers both extensive functionality as well as the assurance that it can meet the ever changing needs placed on busy hospital departments. Designed to offer a range of hi-spec ultrasound packages that are charged for when used, the technology also allows procurement managers to track utilisation twenty-four hours a day, showing them, for example, exactly when equipment is switched off, idle, in use or in study mode.

Given its ultimate flexibility, with more than 50 options, Ultrasound on Demand will also enable clinicians to access a host of advanced facilities such as 3D abdominal scanning - where previously they were limited by the restrictions of necessary upfront investment costs.

Ultrasound on Demand's adaptable approach not only enables clinicians to explore new imaging options but also allows managers to future-proof their services, by letting them upgrade and alter their systems without locking in expenditure budgets as functionality is only charged when used. This flexibility, therefore, removes obstacles to more advanced and specialised treatments, encouraging clinicians to push clinical barriers further and potentially expand on services offered.

"We see Ultrasound on Demand as a significant innovation," said Katie Taylor, Group Director of Imaging & Cardiology at BMI Healthcare. "It provides the opportunity to test clinical applications that a site may not have used before such as elastography, using advanced software, or abdominal scanning using 3D Xmatrix software. It will help us move beyond the conventional use of our systems and consider how, with this wider range of tools, we can increasingly provide specialist services to our patients and grow our expertise. This opens up new possibilities for BMI Healthcare."

Ultrasound on Demand has been thoroughly tested and modeled to establish the full scope and range of work that it can deliver for clinicians. It's designed with patients and clinicians at its core, whilst ensuring value by providing a system that can be easily altered to meet clinical needs. Furthermore, with Ultrasound on Demand, procurement managers can now monitor equipment use to help refine or reconfigure their package accordingly; to help inform staffing needs, be it a need to stagger shifts or provide additional training; or to help determine the need for investment in additional probes - all with a monthly fee cap to ensure peace of mind. Neil Mesher, Managing Director of Philips Healthcare UK & I adds:

"We're excited about Ultrasound on Demand's potential to help clinicians do more. As an innovative new approach to ultrasound provision we think this flexible, scalable system will equip our healthcare partners to be braver, strive for innovation and achieve even better outcomes for their patients."

Philips will be offering Ultrasound on Demand system nationally, and hopes to present its findings later in 2015.

Source and image credit: [Philips](#)

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