



Relaxing and reassuring

Philips Ambient Experience for MR: transforming your MRI suite into a patient friendly environment

By creating a comfortable and calming environment for your patients, and an efficient, clutter-free workspace for your staff, Philips Ambient Experience enhances the quality of care. Next generation Ambient Experience for MR continues this emphasis on people-focused healthcare by expanding on proven solutions for patients and staff and affirming a commitment to provide flexible options to suit your needs.

Key advantages

- Increase patient comfort as a result of a soothing, interactive environment
- Reducing stress for the patient helps procedures run more smoothly and may reduce the need for sedation
- Provides opportunities for improved throughput, increased efficiency and differentiation in the marketplace

PHILIPS

Investing in a people-centric environment

Ambient Experience for MR offers scalable solutions, designed to work with a variety of equipment and space configurations. This versatility makes Ambient Experience a smart choice for your patients, and for you.

Whether your MR requirement is a versatile open system or a state-of-the-art high-field system, Philips helps you maximize your investment by creating an Ambient Experience environment tailored to your institution.

Based on extensive analysis and evaluation, Philips has identified four strategic pillars of Ambient Experience:

- **Comfort** - contribute to the relaxation and well-being of patient and staff
- **Contact** - maximize interaction between staff, patients and loved ones
- **Personalization** - give patients a sense of control over their experience
- **Workflow** – enable staff effectiveness and efficiency

When tied together, these pillars provide a strong foundation for Ambient Experience solutions that can optimize the clinical environment for patients, family

members and staff. They transform the MR imaging suite into a more comfortable, less intimidating place by providing positive distraction for your patients and a more organized, efficient workplace for your staff.

A complete solution

Patient anxiety can be reduced through an immersive, multi-sensorial experience. Patients are introduced to Ambient Experience which presents a selection of room themes. By selecting one and personalizing the room, patients gain a sense of control, tensions begin to fade.

Diffused overhead 'halo' lighting coupled with soft perimeter lighting produces a pleasant wash of color, coordinated with projected themes. Walls appear to fade away. Calming sounds and accompanying thematic images wrap the patient in a relaxing ambience.

The dynamic lighting and projection elements are carefully integrated into an open, clutter-free room design. Unnecessary physical barriers are eliminated for better patient/staff interaction. Minimalistic lines, rounded corners and flush surfaces complete the architectural envelope.



As children play with the KittenScanner, their attention is focused on having fun, so they are less likely to be worried about the upcoming procedure



An animated story explains to children how a scanner works



Ambient Experience creates an environment that maximizes contact between patient and staff

Ambient Experience KittenScanner

The KittenScanner is a scale model of a scanner which provides a playful way to educate children about the upcoming scanning procedure. The child can choose a toy, place it on the miniature patient table and slide it into the gantry of the KittenScanner. This triggers an animated story explaining how a scanner works and why it is needed, in terms children can understand and relate to.

Extras

- For pediatric settings a KittenScanner can help alleviate a child's concern of the unknown and may even reduce the need for sedation in some young patients.
- An optional theme update program allows you to change your thematic library. These new themes can be downloaded onto your system, giving you more freedom of choice.
- Every Ambient Experience for MR can be supported by Philips Remote Services Network, assuring prompt resolution to problems, often without need for on-site service.

In an environment that relaxes the patient, the clinician's job can be easier. Exam times may be shortened, throughput improved and workflow optimized.

A scalable solution, designed to fit

Ambient Experience solutions are customized to meet the specific requirements of your healthcare facility. Whether you're building out a new space or undergoing a magnet swap, Ambient Experience for MR can be adapted to suit most clinical environments.

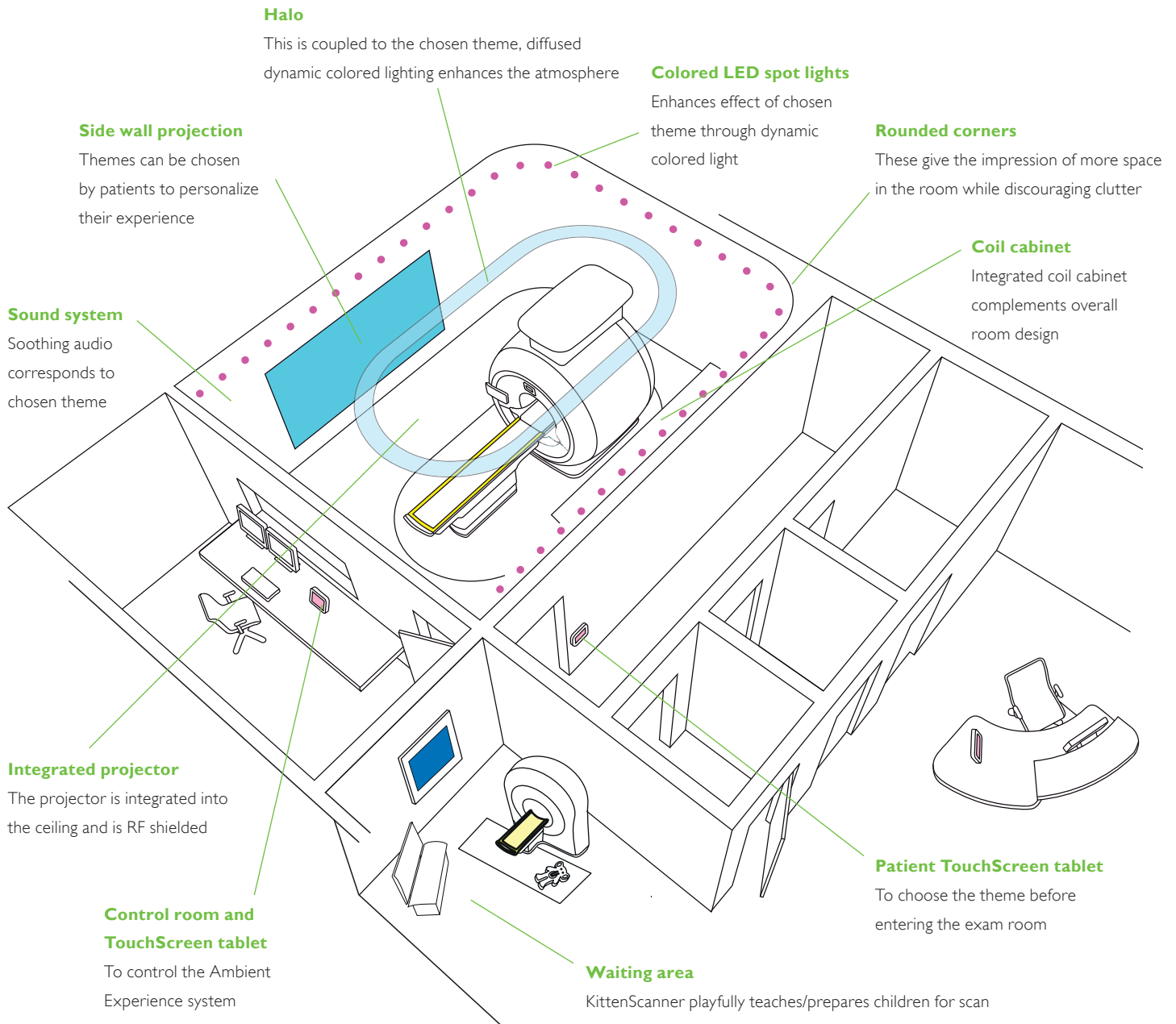
And you may choose from a range of Ambient Experience solutions. From basic wall-wash lighting to a complete solution, Philips scales Ambient Experience to fit in your budget.

Why Philips

Whatever the configuration, Philips designers can work closely with your architects and construction planners to assure effective deployment throughout the MR suite and if requested, beyond - to include areas like entrances, corridors, waiting rooms and control rooms.

With Philips Ambient Experience for MR you benefit from proven insight into the values and needs of patients and medical staff. Attention to personal experience gives you a competitive advantage in your marketplace.

Core elements of Ambient Experience for MR



Please visit www.philips.com/ambientexperience



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