

## Featured Partner

Philips is excited to be a new partner member with MedAxiom. This corporate partnership allows Philips to improve its relationship with Cardiology Practice Customers and provides the ability to communicate in a more efficient and effective way as well as proactively create and enhance relationships with cardiology practices across the country.



An interview with Denise Friedman, Vice President, Strategic Business Group for GS&S NA

**Q: Why have you chosen MedAxiom as a strategic partner?**

A: MedAxiom provides unique access to cardiology practice leaders. Philips endorses MedAxiom as a valuable resource for offering cardiology market insight on industry trends. We're excited about the opportunity to work with MedAxiom and foster new relationships and enhance existing relationships with its membership base.

**Q: How does your business currently interact with the Cardiology practices?**

A: Philips provides several channels of access to cardiology practices. This includes our traditional Philips account managers, as well as support from our Channel partner – Ledford Medical.

**Q: What primary products are utilized by the practices?**

A: X-Ray Angiography  
Philips X-Ray Angiography systems deliver the flexibility and workflow control you need while ensuring exceptional image quality and superb dose management. Designed for both cardiac and vascular interventions and EP applications, our systems help to increase clinical efficiency. The BV Pulsara mobile C-arm supports cardiac surgery, pacemaker implantation, PTCA, and more. Xper technology, a unique feature of the Allura Xper FD system, customizes the system to your preferences with an intuitive interface that helps to speed through complex procedures. Advanced 3D rotational angiography, Stentboost, and flat detector technology provides detailed data needed for high interventional confidence.

Cardiovascular CT

No two cardiac patients are exactly alike. Philips solves this challenge with exclusive Rate Responsive Cardiovascular CT technology. Our patented automatic adjustment of the imaging window-by-analysis of diastolic temporal changes – the Beat-To-Beat Variable Delay Algorithm – allows for automatic adaptations to heart rate changes. Our MaxCycle adaptive multi-segment reconstruction continuously optimizes temporal resolution across

# PHILIPS

the image. The Philips Brilliance line is designed to maximize ease of use and provide superior images in myocardial and coronary artery studies. World-class clinical partners are validating that accurate coronary CT angiography can be consistently achieved when you work with Philips.

Cardiovascular MR

Optimized for cardiovascular imaging, Philips' Intera Achieva CV MR system provides the power needed to perform comprehensive cardiac exams in a single session. With its simple, intuitive controls and extensive suite of quantitative analysis tools, the Achieva CV enhances workflow and improves clinical productivity. Designed to reduce patient anxiety, shorten preparation time, and promote trouble-free examinations, Achieva's customizable, pre-set exam cards offer "one-touch" scanning. The Real-Time Interactive feature lets you acquire the standard four (4) views in just two (2) minutes, yet allows for quick and simple planning in more sophisticated studies, such as coronary artery imaging.

Nuclear Cardiology

As one of the leaders in nuclear cardiology, Philips offers Vantage Pro, a clinically validated attenuation correction solution, on the CardioMD, a highly capable and reliable in-office nuclear cardiology system with excellent image quality. Philips also partners with nuclear cardiology experts, investing heavily in clinical validation to provide you with an innovative comprehensive, continually evolving portfolio of proven cardiac solutions for greater efficiency, both in the hospital and in the office-based practices. We provide a wide-range of systems designed with the capabilities that cardiologists need to optimize their practice.

Echocardiography

Close collaboration and our passion for echocardiography have resulted in such innovations as Live 3D Echo and Live xPlane Stress. We also work with you on convenient upgrades, such as Performance, which helps improve workflow and quantify 3D images. This powerful suite of tools also includes Live xPlane stress allowing you to capture images closer to peak stress and acquire a complete stress study in a shorter period of time. 3D Link lets you network 3D data to digital echo labs and PCs. You can also view, interrogate, and quantify Live 3D Echo images off-line – including LV volumes and EF measurements. Philips truly offers the most advanced EC solutions to help ensure the highest standard of care.

## Featured Partner

### Diagnostic ECG

When you need ECG results, you need them fast with high-quality and ease of access. A Philips Diagnostic ECG solution sets new standards for information quality. Whether ECGs are collected on our PageWriterTouch cardiograph or IntelliVue patient monitor, you'll have access to the data. Our TraceMasterVue ECG Management System distributes access throughout your hospital network and to remote sites. You can also export telemetry or monitoring data from an IntelliVue Information Center to any of our Holter analysis applications, which could justify earlier patient discharge.

### CCU Monitoring

Philips acute care monitors deliver the clear, consistent information clinicians need for effective decision support, at the bedside or remotely. Our monitors not only provide the wide-range of required clinical measurements, they also allow information to be shared, interpreted, and acted on quickly in a variety of acute care environments. Data is easy to access, understand, and respond to across care areas, patient acuity requirements and multi-disciplinary teams. Information comes together at Philips patient monitors and central stations, producing more comprehensive data for clinical decisions, which leads to quicker therapeutic turnaround times.

### Clinical IT

Philips comprehensive portfolios of integrated information management solutions are designed to help healthcare institutions increase efficiency throughout the continuum of cardiovascular care. Integrated patient reports and medical images enable clinicians to share information across departments, accelerating workflow and enhancing patient care. To eliminate barriers between cardiology departments and hospital information systems, Philips will offer comprehensive Healthcare IT Solutions that link enterprise applications across departments, eliminating patient-data silos and reducing time to interventions.

### Defibrillators

When cardiac arrest occurs, one thing matters above all: time to defibrillation. With fast charge times and clear, easy-to-use controls, the Philips family of resuscitation products put the diagnostic and lifesaving therapeutic power caregivers need into rugged, reliable packages. Whether you need to upgrade equipment in your critical care areas or implement a tiered defibrillation program incorporating automated external defibrillators for BLS responders, you'll find you can rely on Philips for proven resuscitation solutions to meet your needs. In addition to defibrillators, we offer multi-function pads and data management software, all backed by our comprehensive service and support.

### **Q: What differentiates your organization from others?**

A: For outpatient cardiology, Philips is on the pulse of tomorrow's practice. Combining advanced technology with sound business sense, Philips specializes in the requirements of the cardiology practice. We help customers enhance patient care while driving new levels of productivity. Philips features specific products designed for the needs

# PHILIPS

of the office, including cardiovascular CT, nuclear cardiology, cardiac Ultrasound, the PageWriter cardiograph & HeartStart defibrillators. With this technology comes our promise of simplicity. Our single team approach covers everything from service to supplies, flexible financing options, consulting and beyond.

### **Q: How do you intend to add more value to your customers in the next 12 months?**

A: Philips is focusing on the patient care cycle and specifically how it addresses the cardiovascular disease segment to assist our customers in providing the best care possible across all aspects of the cardiac care continuum. This will include working close with all cardiovascular physicians, nurses, and managers to provide better cardiac care through our renewed focus on the management of patients with cardiovascular disease. Our vision is simply to contribute to the value our customers can deliver to their patients. This supports a shift in simplifying healthcare delivery that is already beginning. This will be the key to our mutual success.

Philips has also designed a unique multi-modality Group Buy specifically for MedAxiom. The promotion is currently in effect and Philips has seen several incremental leads as a result of our Webcasts with MedAxiom and through our growing relationship. We are pleased to offer exceptional savings on Cardiovascular CT, Cardio MD, our IE33 Ultrasound unit, and Xcelera cardiovascular information. MedAxiom customers have taken advantage of savings over and above our very competitive contract discounts during this time.

### **Q: What new products or services can we expect to see released in the next 12 months?**

A: In support of our focus on the cardiac cycle of care, we expect to see more integration of technologies, breaking down the silos between traditional areas of care to help optimize efficiency in workflow, improved outcomes and customer satisfaction. For example, the value of using Live 3D TEE in the Cath lab, helping surgeons to exactly see the problem faster – increasing their confidence.

## Featured Partner

**Q: What are your long-term goals in serving the cardiology practice arena?**

A: It is our belief that by focusing on the care cycle, we will be well equipped to deal with the demands of healthcare in the future by creating solutions that provide value to the business of cardiology. Both patients and caregivers are struggling with a complex and fragmented healthcare system. We believe the best way to reduce the complexity is by addressing the needs of industry from the perspective of the patients and their health problems. Our focus is to understand the struggles that our customers are facing in managing their practices. By understanding and advocating on their behalf and by creating innovations that help remove the boundaries that interfere, we believe together we can help the health of their patients and their practices.

**Q: Who should the MedAxiom practices contact with questions about Philips Medical Systems or products?**

A: Eric Williams, Corporate Accounts Manager, Ph: 615/472-2208

# PHILIPS