

PHILIPS

Partnership

Managed Service



How a customer-first approach makes Philips the customer's choice for diagnostic imaging at Royal Preston Hospital

"We want to build on what our customers are already great at, while developing new cutting-edge hospital facilities that take advantage of new healthcare technologies and treatments to offer the absolute best in modern healthcare. We work with healthcare partners on complex challenges, but at the end of the day, care is a human activity. Technology is not there to replace caregivers, it is there to support them. That's why we partner to create services and solutions that prioritise people, as well as processes, and technology."

Peter Brimelow, District Leader North, West & Midlands, Philips UKI

Who

Royal Preston Hospital is a district general hospital in Lancashire, England. It is part of the Lancashire Teaching Hospitals NHS Foundation Trust, a regional specialist centre for neurosurgery, major trauma, renal, vascular, cancer, disablement services and adult allergy, which also includes Chorley and South Ribble Hospital.

Royal Preston Hospital provides a wide range of general medical services including Emergency Department, critical care, general medicine including elderly care, general surgery, oral and maxillo facial surgery, ear nose and throat surgery, anaesthetics, children's services, women's health and maternity. It also provides several specialist regional services including cancer, neurosurgery and neurology, renal, plastics and burns, rehabilitation, and acts as the major trauma centre for Lancashire and South Cumbria. With 700 beds, operating theatre complex, outpatient suites, and education facilities, it combines its role as a community hospital with being a destination for innovation through training and research.

Chorley and South Ribble Hospital is a district general hospital, providing services including Emergency Department, critical care, coronary care, general medicine including elderly care, general surgery, orthopaedics, anaesthetics, stroke rehabilitation, midwifery-led maternity care, and breast service.

The hospital has 220 beds and a large operating theatre complex, outpatient suites, and education facilities.

Challenge

With a commitment to excellent patient care, the MRIs at Royal Preston Hospital and Chorley & South Ribble Hospital are used for over 12 hours every day. Keeping downtime to a bare minimum and future-proofing their systems, is important to keep their busy department running.

Solution

This equipment includes two Philips Ingenia 1.5T MR scanners at Royal Preston Hospital, which they acquired in 2015. These were recently joined by the Philips Ingenia Ambition 1.5 X at South Ribble and Chorley Hospital. With its unique, fully sealed BlueSeal magnet, the Ingenia Ambition brings its own benefits in supporting helium-free MR operations. All three systems are supported by the highest level of maintenance contract, Rightfit Uptime, aiming for high system availability and zero downtime.

Paul Lowe, Principal Lead Radiographer at Royal Preston Hospital explains:

"We scanned around 49,000 MRI scans last year and rely on our Philips equipment. We are a busy department – we've got lots of patients. We scan a lot of poorly patients. Everything from hardware to software is easy to use, easily adaptable and easy to teach. The scan is quick and the image quality is sharp. It just fits perfectly with what we want to achieve. Our two scanners here are predominantly in-patient scanners."



RightFit Customisable service agreements and remote monitoring

Philips RightFit service agreements are customisable, tailored to individual customer needs, aiming for a high system uptime, ensuring that imaging systems, patient monitors and ultrasound devices are used to their utmost efficacy and efficiency.

With downtime not an option at Royal Preston Hospital, the partnership with Philips comprises 24/7 remote monitoring. This service provides the department with remote technical, clinical and educational services needed to maintain and improve peak operating performance for their equipment.

Philips proactive remote monitoring services have proven invaluable to Royal Preston Hospital as the service can pre-empt issues to prevent them from occurring, with a speedy resolution when needed, which increases system availability, and enhances performance for critical healthcare equipment.

Paul Lowe explains:

"We had an MRI quench in the past and the service was amazing. When the engineer rang me to say it was working again, I questioned him because I thought that it was impossible that it was sorted out in such a short amount of time. I have no words to describe how remarkable it was. We've had a couple of quenches recently and the engineers were incredible. In fact, they informed us that a scanner had quenched before we even knew about it, and they fixed it in no time. I really could not believe the scanner got up and running again so quickly. I am an extremely happy Principal Radiographer (with Philips)."

In addition to this, Royal Preston Hospital also subscribed to Philips Technology Maximizer to keep its Philips Ambition 1.5 X systems up to date.



Technology Maximizer

Paul Lowe also highlighted the effectiveness of the hospital's subscription to Technology Maximizer. Technology Maximizer is a cost-effective subscription service, providing hardware (IT) and software upgrades for a fraction of the cost of individual upgrades. Chorley & South Ribble Hospital decided to invest in Technology Maximizer as a cost-effective way to manage its ongoing technology upgrades to keep their medical equipment up to date and to invest in the future of the service they want to provide to patients.

Paul Lowe explains:

"Technology Maximizer is a future promise that we will get access to the latest and greatest software and hardware for our scanners, so they stay up to date. Future-proofing the scanners is a big deal, especially in the current climate, it is so important. Everything offered to us by Philips in the past has influenced my decision to get it."

Customer Service Excellence



A unique differentiator of the ongoing partnership, is how the Philips team works as an extension of the customer's team defining a technology strategy and providing always-on support.

Peter Brimelow, District Leader North, West & Midlands, Philips UKI explains:

"Philips can do everything from room planning via our project managers to the installation of the equipment with the help of engineers and training on hardware and software configurations via our Applications Specialists. This also includes the maintenance of the systems and the service response to arising issues via our engineers. In fact, the partnership between Royal Preston Hospital and Philips is an example of how a large, global organisation with a customer-centric focus can forge powerful partnerships that make every individual interaction count and result in long-term trusted relationships."

The key, as Royal Preston Hospital found, is the diligence and passion of the company's Field Service Engineers and Account Manager who put Operational Intelligence – the effective synchronisation of people, processes and technology - into action each and every day.

What is Operational Intelligence?

Operational Intelligence is an integrated, service-based healthcare growth model, aiming to connect silos and build relationships to optimise planning, alignment and outcomes. When Philips partners with a healthcare provider such as Royal Preston Hospital and Chorley & South Ribble Hospital we bring our Operational Intelligence approach to merge skills and capabilities. Working together offers cumulative gains.

People:

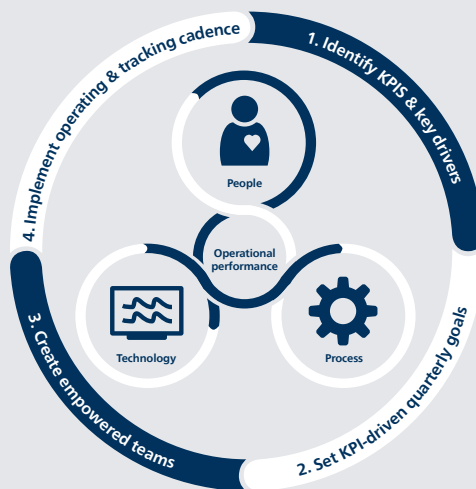
Working as one team.

Process:

The opposite to the common one-size-fits-all approach, Operational Intelligence demands that processes are fine-tuned and co-created together to solve root causes.

Technology:

Technology is an enabler, connecting silos.



Service excellence: A partnership focused on Operational Intelligence

Principal Lead Radiographer at Royal Preston Hospital, Paul Lowe has seen for himself how the partnership with Philips Customer Services exceeds expectations:

"Every interaction, every single conversation we had with someone from Philips has been a 10 out of 10. From Sales, to the After Sales, to the Engineers, to the Applications teams. I cannot fault Philips service since we got the scanners from Philips 6 years ago. It has been and continues to be first class. Every time one of the Philips engineers comes, it's like having a member of the team here. They are respectful, friendly and very professional. I honestly cannot speak highly enough of them. If we ever have any problem, it's dealt with immediately They are just like part of the team and, in return, they get treated as if they are part of the team."

A Philips partnership with Operational Intelligence harnesses quantifiable change and supports performance of the customers operations, cultivating collaboration and enabling innovative ways of working.

The move to value-based care depends on partners, such as Philips, providing ongoing both hard and soft value to its customers. Paul Lowe and the Radiography team at Royal Preston Hospital and Chorley & South Ribble Hospital are satisfied ambassadors of this ongoing commitment to customer-centricity that permeates every part of our Philips organisation from our Chief Executive Officer to our Field Service Engineers.



Interested to see how you can benefit?

Want to make an outcomes-based partnership possible for your healthcare system? Our Operational Intelligence approach is designed to help you optimise your total cost of ownership and maximise your healthcare technology investments while securing the availability of your people, processes and technology at the right time to delivery quality care, now and in the future.

Let's talk. Even better, let's collaborate at <https://www.philips.co.uk/healthcare/services/operational-intelligence>



© 2022 Koninklijke Philips N.V. All rights reserved. Specifications are subject to change without notice. Trademarks are the property of Koninklijke Philips N.V. or their respective owners.

0000 000 00000 * APR 2022

How to reach us
Please visit www.philips.com
healthcare@philips.com