



PHILIPS

Healthcare

Transformation Services

Collaborating to transform clinical and business performance

Philips Healthcare Transformation Services – **Clinical Optimization Services**





Clinical optimization services

Healthcare leaders continually strive to improve clinical and financial performance by focusing on clinical outcomes, streamlining clinical processes to increase efficiency, and enhancing patient satisfaction. Philips provides patient-focused healthcare transformation services and solutions across the health continuum. We work collaboratively with our client partners to operationalize value-driven care through strategic assessment and interventions focused on clinical and business processes. We also offer strategic design consulting, workforce optimization services, education and change management programs, and technology solutions for a broader potential to impact quality and cost.

Key advantages

- Streamline clinical processes to increase efficiency and reduce costs
- Enhance the quality of clinical care delivery focused on improving value to the patient and organization
- Data analytics and modeling tools enable fact-based recommendations for change
- Experience Flow Mapping identifies insights and improvement opportunities with the most potential impact
- A collaborative approach garners strong support of change initiatives for long-term results

Our clinical optimization services assess current performance and identify opportunities to streamline processes and reduce unnecessary variations in care to increase quality, reduce costs and help organizations achieve their clinical, operational and financial goals. With data analytics as a foundation, change recommendations are fact-based and measurable. Our team works with each client team to agree to specific strategies and activities to achieve sustainable results.

A collaborative **approach**

We take a collaborative approach to enable meaningful clinical and business transformation as we recognize the benefits of shared goals. Our consultants work closely with clients as a cohesive project team to agree on project goals, scope, deliverables, timelines, and measurements of success.



This collaboration supports more meaningful and sustainable improvements for our clients. Stakeholder input is gathered from clinical and non-clinical staff as well as patients and families, when available, to provide a holistic and complete understanding of the unique needs of each client's situation.

Phased project planning

Our consultants propose a detailed project plan as appropriate for each client's situation and needs.

Perform comprehensive data collection and analysis

Conduct stakeholder interviews, observation, and workshops

Gain holistic insights through our Experience Flow Mapping methodology

Leverage data modeling and simulation tools

Deliver recommendations for change initiatives

Develop project roadmap and implementation plan of prioritized initiatives

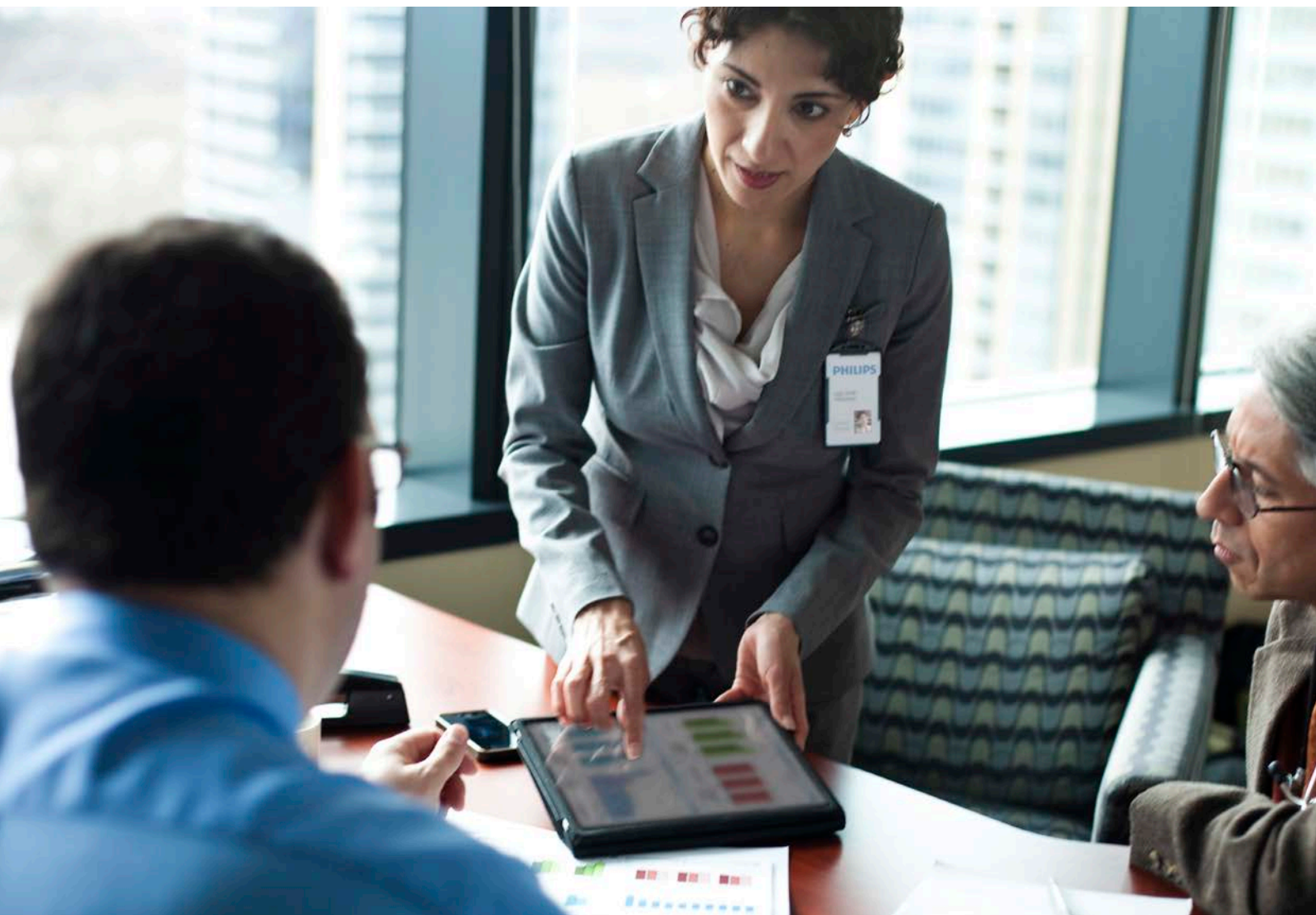
Guide combined client-Philips project team

Support implementation and program management



Based on **data analytics**

Philips is a leader in providing performance improvement consulting services for hospitals and healthcare systems around the world. We believe healthcare transformation should be based on data and data should support each phase of the consulting engagement and drive our recommendations. The creation of data-driven insights begins with data collection and analysis as a first essential step.



Assess	Design	Implementation	Monitor
Retrospective and current state analysis Use client resource utilization data, peer benchmarking, and library of best practices to identify root causes and opportunities for improvement and growth.	Prospective solution modeling Leverage scenario planning and predictive analytics to forecast the cost of proposed improvements and impact on future performance.	Assist implementation and change management Use real-time metrics to support or manage the transition to enhanced, data-based processes and provide change management expertise.	Continued results monitoring and support On an ongoing basis, measure performance to sustain improvements provide relevant updates and recommendations to stakeholders.

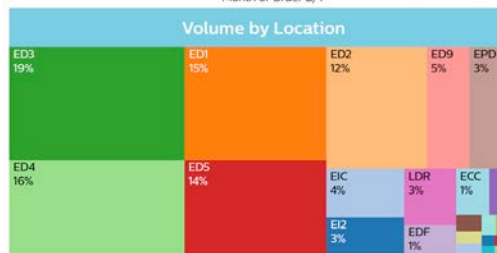
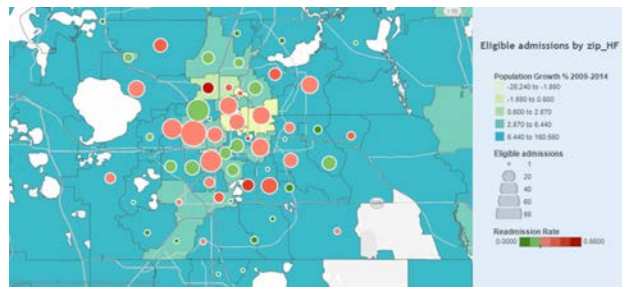
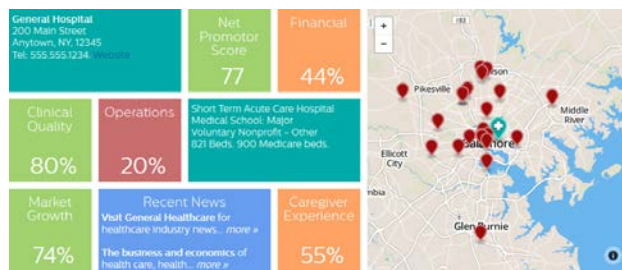
We leverage a variety of data sources, research expertise, benchmarking, best practices, and tools to drive granular performance insights. Data sources include public data, client system data, a wealth of aggregate Philips install base information, third-party data, and more.

Our team analyzes retrospective data to create and deliver data platforms and analytic approaches to help turn data into insights and actions.

The goal is to provide quantitative evidence to:

- Recognize gaps in workflow, capacity, and desired versus actual outcomes
- Identify and quantify improvement opportunities
- Analyze trends to forecast patient demand, staffing and technology needs, supplies, and more
- Simulate the impact of change recommendations to create scenario options
- Embed data into client operations
- Leverage visualization of results to support informed decision making

We work closely with other Philips teams including research and clinical technology businesses to leverage internal capabilities in advanced analytics, equipment, and clinical applications to deliver applications of big data.



The above outputs are examples of the types of data we collect, analyze, and create visualizations to help clients leverage data and analytic tools for data-based strategy and drive decision-making.

Stakeholder input

We put the patient at the center of care in everything we do. So that we interpret the data and operational analysis through the lens of the patient experience, we conduct a series of one-on-one and group interviews, workshops, and other facilitated exercises. Key stakeholders include patients and family members when access is granted as well as physicians and clinical and management staff.

Adjacent departments, referring physicians, and other clinicians are also important stakeholders. Additional stakeholders such as administrative staff, patient liaisons, and care coordinators may be considered. This broader view enables an approach to change across the health continuum.

The team looks to define quality for each client engagement, gain a strong understanding of the challenges and current clinical processes, and map the detailed patient journeys.

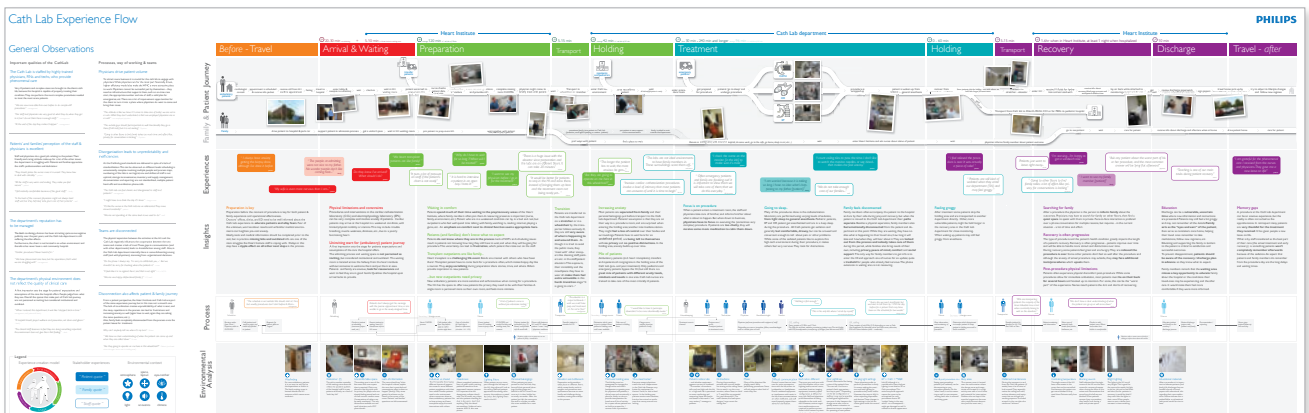
Existing initiatives are also reviewed to look for dependencies, consistencies, and other opportunities for building on prior successes.

Experience Flow Mapping

Our unique approach of Experience Flow Mapping is a structured methodology to provide an insights-based view of the patient journey and clinical processes and to graphically demonstrate areas of concern and opportunities for improvement. This process may uncover challenges not initially identified during the stakeholder input phase.

The consultants map-out all of the data points and insights gained from the data analysis, stakeholder interviews, and workflow observations to create a comprehensive Experience Flow Map for the client. We believe this approach is a best practice to document the patient journey and align it with the clinical workflows, technology utilized, and sources of data to visually summarize the most impactful opportunities for improvement.





Maps are usually the size of a meeting room wall, providing a bird's eye view with attention to detail and often delivering insights which may have otherwise been overlooked. They help to identify and prioritize issue areas so that change initiatives are focused properly. It is also used to demonstrate future state possibilities based on the recommended changes.

Recommendations and results

Philips provides strategic guidance, working closely and collaboratively with client teams. Our clinical optimization recommendations have helped clients achieve performance results including:

- Improved clinical processes
- Enhanced transition between care environments
- Increased patient capacity
- Improved system utilization
- Enhanced patient and staff satisfaction
- Reduced costs as well as resource, labor, and supply requirements

Healthcare Transformation Services

Targeted capabilities empower healthcare transformation

Clinical and Business Performance Improvement	Population Health	Strategic Design	Education	Managed Services	Information Integration
Improve the quality and efficiency of your clinical and business processes while reducing costs.	Align people, processes and technologies to support and operationalize predictable, sustainable delivery of quality and cost-effective care.	Support your efforts in providing an exceptional care delivery environment and patient and clinician experience.	Provide clinical education, professional development, and product training plus associated learning platforms.	Deliver sustainable and affordable access to healthcare technologies and support services via innovative business collaborations.	Leverage the power of your information with information integration services including custom software development, system integration, and analytics.



Many clients have achieved strong, sustainable results. **Learn more about how we have helped others.**

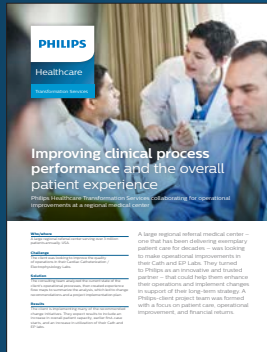
Additional consulting services

Philips Healthcare Transformation Services offers additional programs such as:

- Workforce optimization services
- Stand-alone data analytics
- Program implementation
- On-site project management

Learn more

Through collaborative and patient-focused engagements, Philips Healthcare Transformation Services can help you unlock insights and opportunities to solve your most complex challenges of care delivery. We can help you achieve meaningful and sustainable improvements in clinical excellence, operational efficiency, care delivery, and financial performance to improve value to your patients. For more information, please visit www.philips.com/healthcareconsulting.



Philips helped a US regional referral medical center identify change initiatives to **increase patient capacity, earlier first-case starts, and utilization of the Cath and EP Labs.**



Lakeland Regional Medical Center implemented several of our recommendations to modify their ED ultrasound room, improve patient satisfaction, and **win EmCare's 2014 Genesis Cup Award for ED Innovations.**



Our consulting team enabled a nonprofit US teaching pediatric hospital identify several performance improvement opportunities to **increase MRI room capacity and patient throughput.**

Please visit www.philips.com/clinical_improvement to read about these engagements and download these case studies.



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