

The background of the advertisement is a photograph of a Philips MRI scanner. A patient is lying on the table inside the circular gantry, which is illuminated with a soft blue light. Two control monitors are visible on the sides of the gantry. The overall color scheme is a deep blue, creating a professional and futuristic atmosphere.

**PHILIPS**

MR Subscription

# Limitless capability, future focused

Maximum value that grows with you

Philips MR Subscription

## The challenge: A future out of focus

Across industries, the way we do business is fundamentally changing: [new approaches are value-driven and partnership-based](#). This shifting dynamic brings new business models, like subscription, to the forefront.

Within healthcare, this shift is complicated by both financial and clinical realities. Reimbursements and margins are trending down, while staff costs continue to rise.

Imaging departments have difficulty keeping up with the latest technology. Strained resources may leave them poorly equipped to respond to a variety of clinical needs and provide the best care to patients.

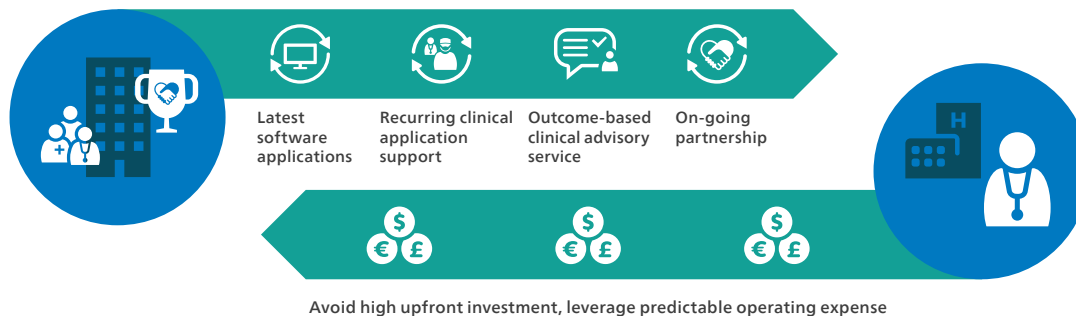
## The change: A vision of longevity

In such a complex environment, innovative business models may help you thrive in the long term. Adding a subscription model can yield important benefits by delivering ongoing value, keeping you up to date, shifting technological investments from capital to predictable operating expenses, and evolving business relationships from transactional to collaborative.

That is why we have created **MR Subscription**—[a future-focused business model providing access to all the most up-to-date software on a continuous basis](#). With it, you will realize optimum value from your system, and you'll get personalized, value-driven support—all at a low initial investment with a predictable, transparent pay structure.



### MR Subscription model



### Benefits of the MR Subscription model

- Full clinical flexibility with immediate access to advancements
- Lower up-front capital investments with predictable budgeting
- Flexibility to scale with operations and enhance case mix
- Personalized clinical advisory



## Limitless capability, future focused

MR Subscription helps you realize the full potential of your Philips MRI systems, so your team never falls behind. This future-focused, flexible business model includes:

- Access to all the most up-to-date software on a continuous basis
- Clinical advisory throughout the term of your subscription
- Annual reports with data-driven insights based on your system utilization
- Predictable pay per period business model

MR Subscription is available across all current Philips MRI systems, including [MR7700](#), [Elation](#), [Ambition](#), [MR 5300](#), [Ingenia](#), [Prodiva CX](#), [Achieva](#) and [Multiva](#).

### Different modules to help tailor your subscription to you and your patient's needs



#### Speed module

*Focused capabilities for enhanced productivity*

Access to all advanced diagnostic applications for fast and robust imaging and workflow.\*



#### Clinical module

*Breadth of applications for clinical confidence*

Access to a wide variety of clinical applications that help you deliver a confident diagnosis.



#### Clinical sub-module(s)

*Focused capabilities for clinical confidence*

Access to a subset of clinical applications for a confident diagnosis in a specific anatomical area.

*"As we try to meet the demand and challenges of imaging, not being able to adapt and grow with technology innovations puts us at a disadvantage.. The solution to this is a predictable, guaranteed, seamless access to the newest applications when they come to market with the ability to deploy them across all of our imaging systems. MR Subscription can solve this for us."*

**-Dr. Jeff Miller, Chair of Radiology at Phoenix Children's Hospital**

Our focus is supporting your vision for your department—from enhancing workflow to providing every patient with exemplary care. MR Subscription was designed with the predictability and flexibility necessary to help you:

- Expand your clinical excellence - to improve diagnostic outcomes
- Advance your operations - to elevate productivity
- Maximize the lifetime value of your systems

\*To access the most current Speed module applications, your system should have the DDAS operating system and MR Workspace.



# Ready to answer any referral

Access to current and future MRI applications

## Clinical module



Neuro	Spine/MSK	Body Oncology	Cardiovascular
<ul style="list-style-type: none"> <li>Black Blood Imaging</li> <li>SWI Specialist bFFE XD</li> <li>4D TRANCE</li> <li>3D NerveVIEW</li> <li>3D Non selective</li> </ul>	<ul style="list-style-type: none"> <li>2K IMAGING</li> </ul>	<ul style="list-style-type: none"> <li>4D FreeBreathing</li> <li>3D PelvisView</li> <li>4D THRIVE/BLISS</li> </ul>	<ul style="list-style-type: none"> <li>Cardiac Expert (2.0° 3.0°)</li> <li>Cardiac Expert Extension</li> </ul>
<ul style="list-style-type: none"> <li>DTI FiberTrak</li> <li>FiberTrak Spec Extension</li> <li>MR FiberTrak<sup>4,5</sup></li> <li>MultiBand SENSE<sup>1</sup></li> <li>EPIC Brain</li> <li>MR IVIEW Bold<sup>4,5</sup></li> </ul>	<ul style="list-style-type: none"> <li>IRIS ZOOM</li> </ul>	<ul style="list-style-type: none"> <li>3D BreastView</li> <li>SmartShim</li> </ul>	<ul style="list-style-type: none"> <li>Cardiac Quant</li> <li>Cardiac Quant Extension</li> </ul>
<ul style="list-style-type: none"> <li>Spectroscopy Specialist</li> <li>Spectroscopy Specialist XD</li> <li>Spectro Specialist ext. Pack</li> <li>MEGA<sup>2</sup></li> <li>Neuro Science Specialist</li> <li>Ext</li> <li>Neuro Science Specialist</li> </ul>	<ul style="list-style-type: none"> <li>3D SpineVIEW</li> </ul>	<ul style="list-style-type: none"> <li>mDIXON Body Fat</li> <li>QuantSpec</li> <li>mDIXON XD FFE Specialist</li> <li>Multivane XD</li> </ul>	<ul style="list-style-type: none"> <li>Coronary Acquisition</li> <li>K-T BLAST</li> </ul>
<ul style="list-style-type: none"> <li>3D ASL Neuro</li> <li>3D APT<sup>3</sup></li> <li>Perfusion Tools</li> <li>BOLD<sup>4,5</sup></li> <li>bFFE XD</li> </ul>	<ul style="list-style-type: none"> <li>ZOOM Diffusion imaging</li> </ul>	<ul style="list-style-type: none"> <li>WholeBody Specialist</li> <li>Arteriovenous TRANCE<sup>5</sup></li> </ul>	<ul style="list-style-type: none"> <li>4D TRAK XD</li> <li>SENCE<sup>1</sup></li> </ul>
<ul style="list-style-type: none"> <li>SmartQuant Neuro</li> <li>2D SyntAc</li> <li>3D Syntac<sup>5</sup></li> </ul>	<ul style="list-style-type: none"> <li>ScanWise Implant</li> <li>O-MAR XD Specialist</li> </ul>	<ul style="list-style-type: none"> <li>ZOOM Diffusion Imaging</li> <li>Diffusion XD TSE</li> <li>Computed DWI</li> <li>LOVA ADC<sup>4</sup></li> <li>AV-Once Diffusion Pro<sup>4</sup></li> </ul>	<ul style="list-style-type: none"> <li>Arteriovenous TRANCE<sup>5</sup></li> <li>High bandwidth IR<sup>4</sup></li> </ul>

AVAILABLE APPLICATIONS

FUTURE APPLICATIONS

Enabling new clinical pathways

## Speed module



<ul style="list-style-type: none"> <li>mDIXON XD FFE Specialist</li> <li>mDIXON XD TSE Specialist</li> <li>mDIXON XD FFE</li> <li>MultiStation<sup>7</sup></li> </ul>	<ul style="list-style-type: none"> <li>Multivane XD</li> </ul>	<ul style="list-style-type: none"> <li>3D VANE XD</li> </ul>	<ul style="list-style-type: none"> <li>C-SENSE Neuro and Spine</li> <li>C-SENSE MSK</li> <li>C-SENSE Body</li> <li>C-SENSE Cardiac</li> </ul>	<ul style="list-style-type: none"> <li>Day Manager<sup>4</sup></li> </ul>
<ul style="list-style-type: none"> <li>WholeBody Specialist</li> </ul>	<ul style="list-style-type: none"> <li>SmartExam Brain</li> <li>SmartExam Spine</li> <li>SmartExam Knee</li> <li>SmartExam Shoulder</li> <li>SmartExam Breast<sup>7</sup></li> </ul>	<ul style="list-style-type: none"> <li>SmartSpeed<sup>4</sup></li> <li>SmartSpeed Neuro/Spine</li> <li>SmartSpeed MSK</li> <li>SmartSpeed Cardiac</li> <li>SmartSpeed Body</li> </ul>	<ul style="list-style-type: none"> <li>SmartSpeed MotionFree Full</li> <li>SmartSpeed DWI Full</li> <li>SmartSpeed Implant Full</li> <li>SmartSpeed 3D FreeBreathing Full</li> <li>SmartQuant6 Neuro/Spine (requires external application, see ref 6)</li> <li>SmartQuant6 MSK/Body/Cardiac (requires external application, see ref 6)</li> </ul>	

AVAILABLE APPLICATIONS

FUTURE APPLICATIONS

Enabling speed and image quality

Subject to Philips terms and conditions of sales

- 1 Available and compatible with DDAS systems only, MultiBand SENSE not on Prodiva
- 2 Available and compatible with 3T DDAS systems only
- 3 Available and compatible with 70cm large-bore systems only

4 Available and compatible with R11 systems

5 Available and compatible with R12 systems

6 SmartQuant Neuro requires Synthetic MR, SmartQuant Body requires mDIXON Body Fat Quant Spec, SmartQuant Cardiac requires Cardiac Quant, SmartQuant MSK needs AV Cartilage assessment to view Cartilage Mapping

7 Available and compatible with all systems except Achieva, Multiva and Provida CS

# Expand your clinical excellence

We provide access to all current and future applications and the clinical support you need, straight from Philips application specialists, to help your department realize its full potential.



## Ready to answer any referral

MR Subscription currently offers More than 60 MR applications that deliver extensive clinical and operational benefits. Throughout the life of your contract, you'll automatically receive access to all future Philips MR applications— so you're equipped to provide the right image with a shorter scan time.\*



## Elevated institutional reputation

Your MR Subscription contract includes continuous updates and upgrades to help you achieve fast, high quality images. In keeping your department on the cutting edge of MR capabilities, you can enhance your institution's clinical reputation and reinforce your referral pipeline.



## Adopt innovations with personalized clinical advisory

We pair unlimited access to current and upcoming applications with proactive, recurring clinical support from Philips experts to help you easily adopt innovations and solve any problems—improving staff effectiveness and enabling your department to provide exceptional patient care with complete confidence.



*\*Subject to terms and conditions of sale, to access some of latest speed applications, your system should have DDAS operating system and MR Workspace*

## Your whole fleet—at the ready

Without MR Subscription



With MR Subscription



*Provide exemplary care to any patient on any machine with standardized capabilities across your whole fleet.*

## Advance your operations

It's nearly impossible to predict your incoming case mix, making a broad range of clinical capabilities essential. With your teams and systems in sync, you can react quickly and efficiently to even the most unexpected clinical need.



### Data-driven, actionable insights

We provide a complete annual report with data-driven, actionable insights using clinical and performance analytics based on your system utilization. These observations help you shape your operational strategy by proactively identifying which features that have not yet been adopted may be most beneficial to your case mix.



### System standardization

MR Subscription creates one set of standardized protocols across your MR fleet. Individual machines abilities no longer influence triage decisions— promoting fast scanning, improving scheduling capacity, and expanding your clinical capabilities. With equalized potential across all systems, your department can offer uniform patient planning to support an efficient, refined experience.



### Productivity, perfected

Parallel capabilities across your fleet help promote a streamlined workflow, alleviating the pressure from a backlog of patients while still pushing toward optimal operations. In creating uniformity in patient planning, reducing training complexity, and simplifying scheduling, your department can rise to peak performance.

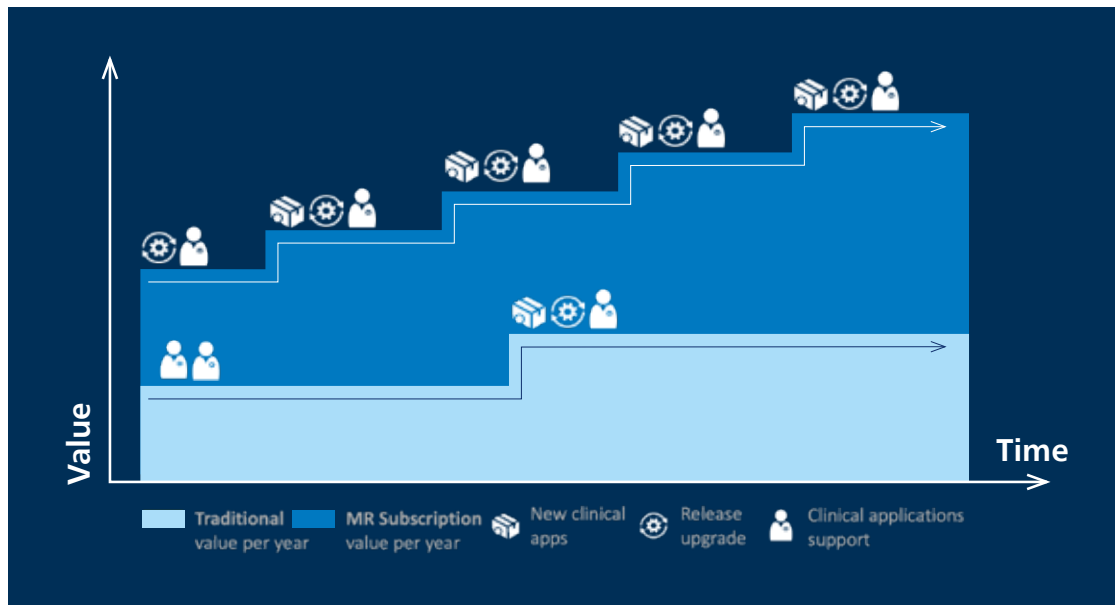
*\*Subject to Philips terms and conditions of sales*





# Maximize your lifetime value

In traditional business models, keeping your MR capabilities current requires extensive planning and complex budget approval processes. [MR Subscription helps you avoid these hurdles and stay ready for the future through a long-term partnership that's built on flexibility and value.](#)



## Predictable, transparent costs

MR Subscription moves your updates and upgrades from a capital expense to an operational expense. With a low upfront investment and a recurring fee model, you can ensure access to the latest clinical applications—without the complicated, lengthy budgeting process.



## Enhance your case mix

Access to the newest Philips clinical applications is automatic with MR Subscription—it doesn't require you to wait for the next budget cycle to update and upgrade. When you are constantly on the leading edge of MR capabilities, you're equipped to respond to a variety of clinical needs, which helps you optimize your case mix and help to improve reimbursement.



## MR Subscription

A future-focused business model providing access to all the most up-to-date software on a continuous basis.



Always up  
to date



Clinical  
advisory



Utilization  
insights



Predictable  
recurring  
payment

## Limitless capability, future focused

The future of healthcare depends on innovation—not just in how we treat patients, but in how we do business. MR Subscription helps you live in that future. MR Subscription helps you enhance your MR capabilities with access to all current and future applications.



Choose the **Speed module** to enhance productivity with applications that support fast scanning and rapid diagnosis, without compromising image quality.



Choose the **Clinical module(s)** to boost clinical confidence and flexibility with a breadth of advanced applications.

Both modules provide access, support, and training for the most up-to-date Philips applications that help:

- Expand your clinical excellence
- Advance your operations
- Maximize your lifetime value

With one transparent, predictable cost model, you can feel certain your department is prepared for any patient with access to every available application—[today and tomorrow](#).

[Click here](#) to explore the possibilities of MR Subscription.



