

The background of the advertisement features a close-up of two medical professionals, a woman and a man, both wearing white lab coats. They are looking intently at a computer screen, which is partially visible on the right side of the frame. The lighting is soft and focused on their faces, creating a professional and collaborative atmosphere. The Philips logo is prominently displayed in the top left corner, and the main headline is centered over the image.

PHILIPS

Precision Diagnosis

Radiology Operations
Command Center

Connect to **expert support** for your imaging teams

The Philips Radiology Operations Command Center (ROCC) connects centralized expert support with MR, CT and PET/CT technologists across scan locations, providing real-time support and training on complex procedures and protocols. It's a multi-vendor, multi-modality, multi-site virtualized imaging solution.

Now a technologist can receive expert guidance in real time during a procedure, even if the technologist and expert are on separate floors, in separate buildings, or even thousands of miles away. The less time experts

spend traveling between the locations they support, the more time they can devote to doing value-added work focusing on other team members, patients and workflow.



3 out of 5 technologists
want more on-the-job training¹

3 out of 5 technologists
want more imaging protocol
standardization¹



4 out of 5 imaging respondents
believe an imaging
telepresence solution
would add value¹





The right support in **real time**

This real-time support can happen even while the patient is on the scanner table, enhancing technologist confidence. With ROCC, going further no longer means going farther. This remote expert support removes the barrier of physical distance, extending your ability to offer consistent imaging experiences across your organization.

ROCC features an intuitive user interface, private and highly secure architecture, and backward compatibility with your scanner install base.



At a command center

Experts can connect with technologists and view scanner console screens concurrently to provide virtual assistance or cross-training.



At the scanning site

Technologists can give experts secure access to the console and receive help with completing a procedure or adjusting an imaging protocol.

Everyone wants an exam that's **right the first time**

With ROCC, connecting experts and technologists brings significant benefits across your entire imaging organization.



“We are already deeply involved with using remote operation of our scanners. We use this to distribute expertise, our cardiac imagers on one site helping at other sites, rookie technologists doing a problematic prostate MR where they are supported by a central site. But we also centralize training, bringing people in, letting them watch multiple exams on the same day from the central site.”

Dr. Lawrence Tanenbaum
Chief Technology Officer, Director of Advanced Imaging, VP, RadNet Inc., USA



Reference

1. IDR Medical. ROCC Concept Assessment. Report prepared for Philips by IDR Medical North America, Boston MA USA. 2020 May;22-98.

Available for sale in the USA only.

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