

The top half of the image is a photograph of a medical professional in a white lab coat and glasses, smiling and adjusting a patient on a Philips MRI table. The patient is lying down, and the MRI gantry is visible in the background. The scene is illuminated with a soft blue light. In the top left corner, there is a white box with the Philips logo and the text 'Ambient Experience'.**PHILIPS**

Ambient Experience

# Enhancing the care environment with Philips Ambient Experience

## Key advantages

- Enhancing the patient experience
- Improving staff workflow
- Delivering across service lines
- Designing a better care environment

## Creating a calming and engaging experience

Higher productivity, more efficient processes, and a better care experience for patients, family and staff – these are some of the tangible results we can help you achieve with Philips Ambient Experience solutions.

Measured success from our 3000+ installations demonstrates that reducing patient stress can lead to better patient compliance, thereby decreasing delays and retakes. This can have a positive impact on your clinical, operational and financial challenges.

Our evidence-based research approach and people-centric design thinking, helps facilities like yours uncover new opportunities to transform the care experience. We use room design, dynamic lighting, video projection, and sound to provide positive distractions and give patients greater control of the environment. In addition, we can provide recommendations for effective staff workflow and optimized storage – all aimed at improving the care experience for patients and healthcare professionals alike.

Ambient Experience solutions have proven successful in waiting areas, exam/procedure suites, recovery rooms, and even entire departments.



# Ambient Experience solutions

## Designing a groundbreaking patient care experience

### What are the elements of an Ambient Experience solution?

#### Active relaxation themes

Themes are an important feature of Ambient Experience, helping patients feel engaged and providing them with positive distraction and a feeling of control. Ambient Experience can access more than 9 hours of thematic content for different age groups, cultures, and personal tastes. The themes are developed to calm the patient and are based on Healing Art guidelines and experience research.

#### Dynamic lighting, sound, and video

A proprietary control system integrates dynamic lighting, sound, and video to provide both positive distraction for the patient and an opportunity to personalize an otherwise intimidating environment. The Ambient Experience theme or color selection and pre-set functionality are accessed with a touchscreen interface. Moreover, patients or staff can connect their own devices to the Ambient Experience system to comfort with personal audio and video.

#### Room design, site planning, and project management

Site-specific recommendations are provided to optimize the clinical area regarding workflow and storage, including opportunities to reduce clutter for a more soothing environment. These recommendations are incorporated into the standard equipment site plans.

Specific enhancements are available per modality, such as In-bore Connect for positive visual distraction during an MRI exam and automated breathhold support for MR exams. A Pediatric Coaching program brings child-focused stress relief to the youngest patients.



# Pediatric Coaching solution



Pediatric Coaching playfully prepares your youngest patients for an effective MRI exam. This will help you to successfully scan the vulnerable age group of 4+ with as few sedatives as possible and avoid healthcare-induced trauma. The solution employs gamification, a buddy system, and augmented reality (AR) educational techniques to engage, guide, and empower the child through their MRI scan journey. The experience begins at home, continues to the hospital waiting room, and leads right into the scanner itself.

### Scan toy Buddy app

The Pediatric Coaching journey begins at home using the Scan Buddy app, a gamified mobile app, helping the child and their parents/caregivers become familiar with the MRI procedure in a playful way. The app is compatible with Apple and Android devices and is available in 25 languages. The app consists of three modules for children; an educational movie, an interactive MRI game, and children can explore the MRI scanner in augmented reality. In addition, the app contains a module with information for parents/caregivers.

### Scope of Delivery

- 4-year license to use the app
- Unlimited number of users
- 25 languages (English, Spanish, French, German, Italian, Dutch, Portuguese, Norwegian, Swedish, Greek, Finnish, Arabic, Danish, Turkish and Hebrew, Bahasa Indonesia, Simplified Chinese, Czech, Japanese, Hindi, Hungarian, Malay, Polish, Ukrainian, and Russian.)
- Download Apple Store for iOS or Google Play for Android devices¹

### ‘Kitten Scanner’

The journey continues in the hospital waiting room at the educational Kitten Scanner where the child can ‘scan’ a favorite buddy character to trigger a fun, informative video. This helps the child to learn about the scanning procedure and provides tips to relax, and lie still. Reducing stress for the child beforehand can make the procedure go more smoothly and may reduce the need for sedation. The Kitten Scanner is designed to take into account how each child learns best, with visual, auditory and kinesthetic learning.



red dot winner 2022



### Scope of Delivery

- Scale model of a scanner mounted on a base unit, including a moving patient table
- 3 buddy characters (Ollie the elephant, Doris the chicken and Chris the crocodile) and a storage board
- Language selection cards in 25 languages (English, Spanish, French, German, Italian, Dutch, Portuguese, Norwegian, Swedish, Greek, Finnish, Arabic, Danish, Turkish and Hebrew, Bahasa Indonesia, Simplified Chinese, Czech, Japanese, Hindi, Hungarian, Malay, Polish, Ukrainian, and Russian)
- 32 -inch flat screen display with embedded speakers and remote control. A bracket is included for wall mounting

### Technical specifications

Power requirements : 100-240 V, AC, 50-60 Hz  
Weight: 20 kg  
Dimensions: 932 mm (W) x 887 mm (H) x 917 mm (D)  
Audio and Video connector type: HDMI

### In-bore Connect Pediatric license

The in-bore Connect Pediatric License is an addition to the Ambient Experience in-bore Connect (sold separately, Ambient Experience system release 6.1 is required.) Staff can select the pediatric option in the Ambient Experience user interface. This will enable the pediatric friendly overlay with Ollie, the elephant, whose familiar voice guides the child through the scanning procedure with visual and auto-voice timings and breath-hold instructions. Moreover, the overlay and auto voice are automatically triggered by the Philips MR scanner system.

### Scope of Delivery

- Pediatric Coaching journey continued in the bore
- Children encounter same characters, design elements, voice, and child-friendly language as in the Scan Buddy app
- Overlay and auto voice automatically synced with Philips MR scanner
- 4-year license for one MR system (additional licenses for more MR systems can be ordered)

The overlays require a minimum of Ambient Experience Software Release 6.1. Apple is a trademark of Apple Inc. Android is a trademark of Google LLC.



