



# Exploring the value of EPIQ premium ultrasound

**PHILIPS**

# Reducing cost of care through more definitive diagnoses

Philips EPIQ offers a new level of premium performance ultrasound, and with it the opportunity to manage healthcare costs through more definitive diagnoses even for your most difficult cases.



## **Premium ultrasound allows you to do more with less**

With a focus on reducing the cost of health care delivery, clinicians are being asked to deliver the same quality of healthcare.

## **Uncompromised clinical performance**

Philips EPIQ features an uncompromised level of clinical performance – allowing you to truly experience the evolution to a more definitive modality. New revolutionary **nSIGHT** architecture makes xMATRIX\* and PureWave technologies even more powerful and allows for more definitive diagnoses even for your most difficult cases.

## **New fully integrated multi-modality fusion**

Philips EPIQ also features new fully integrated fusion capabilities that allow clinicians to achieve fast and effective fusion of US/CT/MR/PET with live ultrasound. By directly combining imaging modalities on the ultrasound system, clinicians now have access to advanced instrument visualization, enabling clinical confidence and fast decisions.

\* Available on EPIQ 7.

# Speeding exam efficiency and consistency

Ultrasound demand is increasing due to the aging population, and the growing use of ultrasound results in a need for greater throughput and efficiencies. With Philips EPIQ, every exam can benefit from integrated efficiency tools that can make a day-to-day economic difference.

## Proven to reduce exam time

The SmartExam protocol assures exam quality and consistency and is proven to decrease exam time by 30% to 50%, allowing for greater exam capacity per unit.<sup>1</sup>

## Auto Doppler for better workflow and exam consistency in cardiovascular exams

The prevalence of cardiovascular disease worldwide increases the pressure to improve workflow and throughput while maintaining the quality of vascular exams.

Auto Doppler takes time-consuming color box positioning and sample volume placement from ten steps to three steps, and reduces the number of repetitive button pushes by an average of 67.9%.<sup>2</sup> This not only speeds exam time, but also simplifies the exam to allow for more consistent and high-quality care, which could reduce repeat exams.

## Reducing repeat cardiovascular exams has significant benefits

Globally more people die annually from cardiovascular disease than from any other cause, which puts tremendous pressure on vascular ultrasound labs to perform a large number of exams as efficiently as possible.

Each repeat exam represents an additional, unnecessary burden on the healthcare system. Most repeat exams are not reimbursed, and having patients return for repeat exams can have a negative effect on customer satisfaction and provider reputation.

What even a 30% reduction in exam time means for you

A 30% reduction in exam time results in improved staff and patient satisfaction and the ability to provide enhanced quality care. Focus more on the patient interaction instead of working the machine.<sup>3</sup>

## Up and running from day one

Staff turnover is a constant reality in today's healthcare environment. Having insufficient, new, or temporary staff perform studies directly impacts the reimbursement revenue potential for your ultrasound department.

EPIQ features "walk up usability" so that users can perform a standard ultrasound exam without the need for extensive training. The ability to be up and running from the start allows you to maximize use of the system from the day it arrives in your lab and with each new user on your team.

# Addressing WRMSD offers significant savings

It is estimated that staffing shortages due to WRMSD result in additional costs related to medical bills and payout of worker's compensation, and new staff recruitment of \$70,000 annually per injury. Temporary staffing can cost an additional \$150,000. Reducing the cost of just one WRMSD injury by 50% can result in savings of over \$100,000.<sup>4</sup>

## Focusing on clinician health enhances the financial picture

More than 80% of ultrasound users experience work-related pain, and more than 20% of these suffer a career-ending injury.<sup>5</sup> An increasing loss of ultrasound users due to work-related musculoskeletal disorders (WRMSD) exacerbates an already existing shortage and affects productivity and patient care.

EPIQ has several design features that revolutionize how users interact with the system:

- New tablet-like interface results in dramatic reduction in reach and button pushes, with 40% fewer long reaches and 15% fewer steps in general imaging exams<sup>6</sup>
- Multiple degrees of articulation for both the control panel and 21.5-inch

LCD monitor with 720° of freedom allows for ergonomic alignment for scanning comfort whether sitting or standing

- Lightest in its class (104.3 kg) and 40% lighter than the heaviest competitive premium system
- Easily transported on both carpet and tile floors

# Proactively increasing equipment availability

In this era of economic and regulatory change, healthcare providers must explore new ways to manage expenses and increase department efficiencies. New payment models that impact imaging reimbursement make your equipment availability and efficient patient throughput more important than ever.

# Remote services mean we're closer than ever<sup>\*</sup>

## Remote desktop

Spend less time on the phone with a Philips "Virtual Visit" with remote system interaction for faster technical and clinical troubleshooting and guided scanning options.

## Online support request

Enter a support request directly from your EPIQ system for a fast, convenient communication mechanism that reduces workflow interruption and keeps you at the system and focused on your patient.

## Utilization reports

Data intelligence tools that can help you make informed decisions to enhance workflow, deliver quality patient care, and decrease the total cost of ownership.

## Pro-active monitoring

Proactive monitoring allows for the detection and repair of anomalies before they become problems and allows us to better predict potential failures and proactively act on them. Increase system availability, optimize workflow, and promote patient satisfaction by scheduling downtime as opposed to reacting to an unexpected problem.



<sup>\*</sup>Check for availability in your geography. May require purchase of a service contract.

# Meeting the new challenges in global healthcare



## Healthcare reform is expected to have far-reaching effects on the US healthcare delivery system.

- An increase in newly insured patients under the Affordable Care Act could lead to higher procedure volume
- New payment models that impact imaging reimbursement make equipment availability and optimized patient throughput more important than ever
- New payment models tie providers reimbursements to quality metrics aimed at improving patient care and outcomes while at the same time reducing total cost of care
- Rapidly increasing pressures among providers on critical issues such as managing costs, usage of drugs and devices, and standardized care are transforming healthcare business models

## This changing landscape translates into the following key trends in ultrasound:

- A movement to use ultrasound first – even for advanced image guided therapy, replacing a number of procedures now performed using more expensive modalities
- The need for more definitive premium ultrasound with superb image quality and intelligence that provides automated views and quantification
- A demand to automate most operator functions to provide ease of use and exam consistency between users, as well as demand for greater workflow and throughput
- The need for technology to address the technically difficult patient

## Introducing a new era in premium ultrasound

The new EPIQ premium ultrasound system from Philips advances both the clinical and economic benefits of a new level of premium ultrasound, offering key economic benefits through performance, design, and an unprecedented level of intelligence.





At Philips, sustainability is all about improving the health and well-being of individuals and their communities. Philips EPIQ is one of the greenest systems we have ever designed. It consumes 25% less power than its predecessor,<sup>7</sup> which helps to save on energy costs.

## Philips EPIQ makes it easy to be green and to save on energy costs



1. Philips SmartExam protocols takes NYCVA cardiovascular lab to the next level, (452296236671, July 2008).
2. NYCVA Auto Doppler Workflow Study, December 5, 2011.
3. Based on average Medicare reimbursements rates and calculated using publicly available average CMS rates for the five most popular studies per modality.
4. Sound Ergonomics LLC, Cost of Injury, <http://www.soundergonomics.com/information/cost-of-injury.html>.
5. Society of Diagnostic Medical Sonography, Industry Standards for the Prevention of Musculoskeletal Disorders in Sonography, May 2003.
6. Internal Philips engineering study comparing Philips iU22 ultrasound system with EPIQ 7.
7. Compared to Philips iU22/iE33 ultrasound systems.

Please visit [www.philips.com/EPIQ](http://www.philips.com/EPIQ)



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