



# A people focused healthcare experience

Philips Ambient Experience: redefining the interventional environment

**PHILIPS**

# Personalizing healthcare

At Philips we seek to improve the quality of life with technology. We've studied human interaction throughout the clinical experience and applied those insights in a personal, holistic way.

Philips Design leaders have re-visualized the interventional environment to promote physical and emotional comfort while enhancing workflow efficiency. The result is Philips Ambient Experience. This people focused solution can reduce patient anxiety, increase staff satisfaction and offer your institution a competitive advantage in the marketplace.

The Ambient Experience Interventional Suite provides an unique opportunity for your patients to gain a sense of control over their environment. Selectable themes transform the suite with projected images and dynamic colored lighting, designed to relax and soothe. This calming atmosphere maximizes interaction between patient and staff.

Architectural enhancements optimize room design. In true collaborative fashion, we work with your in-house team to effectively reduce clutter, recess the cabinetry, and improve the lighting. Open, stress-free

surroundings provide your staff an unique interventional environment. With the support of our global organization, we help you create a human technology interface that will revolutionize the way medical procedures are performed.

## **A collaborative effort**

Every Ambient Experience solution is tailored to meet your institution's specific physical and clinical requirements. Each installation offers unique opportunities to enhance the overall space. Room design is based on key Ambient Experience principles,





customized to suit your staff's personal preferences. Close coordination between contractors, hospital staff and Philips is critical to success. Ambient Experience design experts work side by side with your team, from site survey through planning, to construction and operation – all to create a unique interventional environment.

#### **Demonstrating value**

The Ambient Experience Interventional Suite can differentiate you from other healthcare facilities. This flagship service can enhance the image of your

hospital in the eyes of all stakeholders. It facilitates better communication with the patient, and can provide a more efficient working environment with the potential to impact staff morale, retention and recruitment. Ambient Experience demonstrates your dedication to people focused healthcare.

“We operate in a very competitive market.  
With Ambient Experience, we've got the competitive edge.”

Mike Sisto, Director of Radiology and Cardiology, Central Florida Health Alliance, USA

# Improving the patient experience

In today's increasingly competitive healthcare environment, patient-centric facility design stands as a differentiating factor. This now extends into the complex realm of the cath lab. A renewed emphasis on patient comfort and clinician satisfaction suggests the need to redefine the physical space.





Dynamic lighting bathes the suite in relaxing colors

Philips has considered every aspect of the interventional experience – from preparation, to procedure and post-procedure. In each, we use technologies that improve the experience for patient and staff. We draw upon the capabilities of Philips Healthcare, Philips Consumer Lifestyle and Philips Lighting to create the Ambient Experience Interventional Suite.

### Comfort for your patients

Patients relinquish control to relative strangers when they agree to any catheterization procedure. Fear of the unknown fosters nervousness and anxiety. Ambient Experience returns some sense of control by allowing the patient to choose a room 'theme' using a wireless touch screen prior to the procedure.

Diffused overhead lighting coupled with perimeter cove lighting produces a soft, pleasant effect. Walls appear to fade away. Calming sounds and accompanying images wrap the patient in a relaxing ambience. To maximize patient privacy, the control room glass switches from transparent to opaque at the push of a button.



The control room glass switches from transparent to opaque, to maximize patient privacy

"It's a lot different than it used to be.  
That ceiling is really nice...you just  
concentrate on that and it takes your  
mind off what's going on around you."

Mr. B. Brand, patient Ambient Experience Interventional Suite,  
Catharina Hospital, Eindhoven, the Netherlands

# High tech with a soft touch

Ambient Experience is a unique way of shaping and customizing the interventional environment to meet the specific requirements of clinicians and their patients. Clinicians can personalize an array of settings and benefit from advanced features that increase efficiency and improve working comfort.

The benefits for your clinical staff can include:

- increased working comfort
- more patient contact
- improved workflow
- increased efficiency

A 'skylight' directly over the table serves two functions. A series of dynamic colored lights react to the chosen patient theme enhancing the calming effect. Special procedural lighting provides an uniformly illuminated table surface for physicians. With virtually no monitor reflection, visualization of fine vessel

detail is improved and operator eye strain reduced. All lighting effects can be pre-configured to the operator's preferences and activated remotely at tableside.

Recessed catheter cabinets are at once more visually appealing to the patient while at the same time vital to the efficient organization of supplies. Special attention to room design and layout ensures properly built and placed storage bins, which minimize room clutter. With the Ambient Experience Interventional Suite, Philips presents a more comfortable and efficient work climate for all medical personnel.

A 'skylight' provides thematic lighting for the patient and procedural lighting for the staff



Illuminated catheter cabinets improve organization of supplies



Optimal location of storage bins maximizes floor space





"Our cardiologists love the soft lighting: there is no eye strain or glare. We can alter any of the room lights to suit their needs."

Mike Sisto, Director of Radiology and Cardiology, Central Florida Health Alliance, USA

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