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Medical Equipment – maximize value in the Life Cycle

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PHILIPS

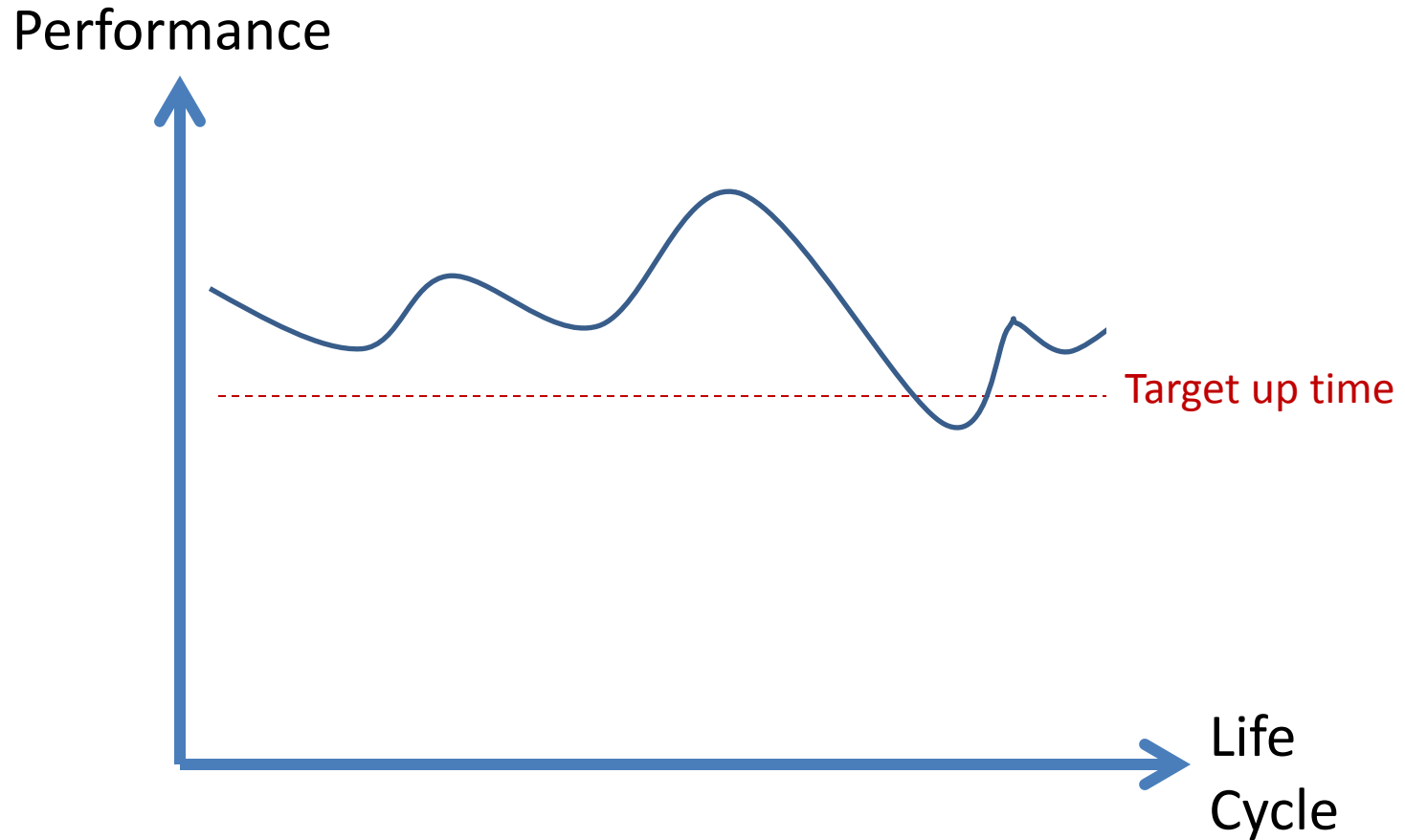
Medical Equipment Lifecycle Management:
How Healthcare Providers & Suppliers can best
work together to maximise returns on
investment from a product Lifecycle approach?

With increasing pressure on budget and
resources, parties in an agreement are expected
to shift positioning from traditional buyer-seller
relationship to partnership. This calls for a
change; from people, on perspective; and on
proposition.



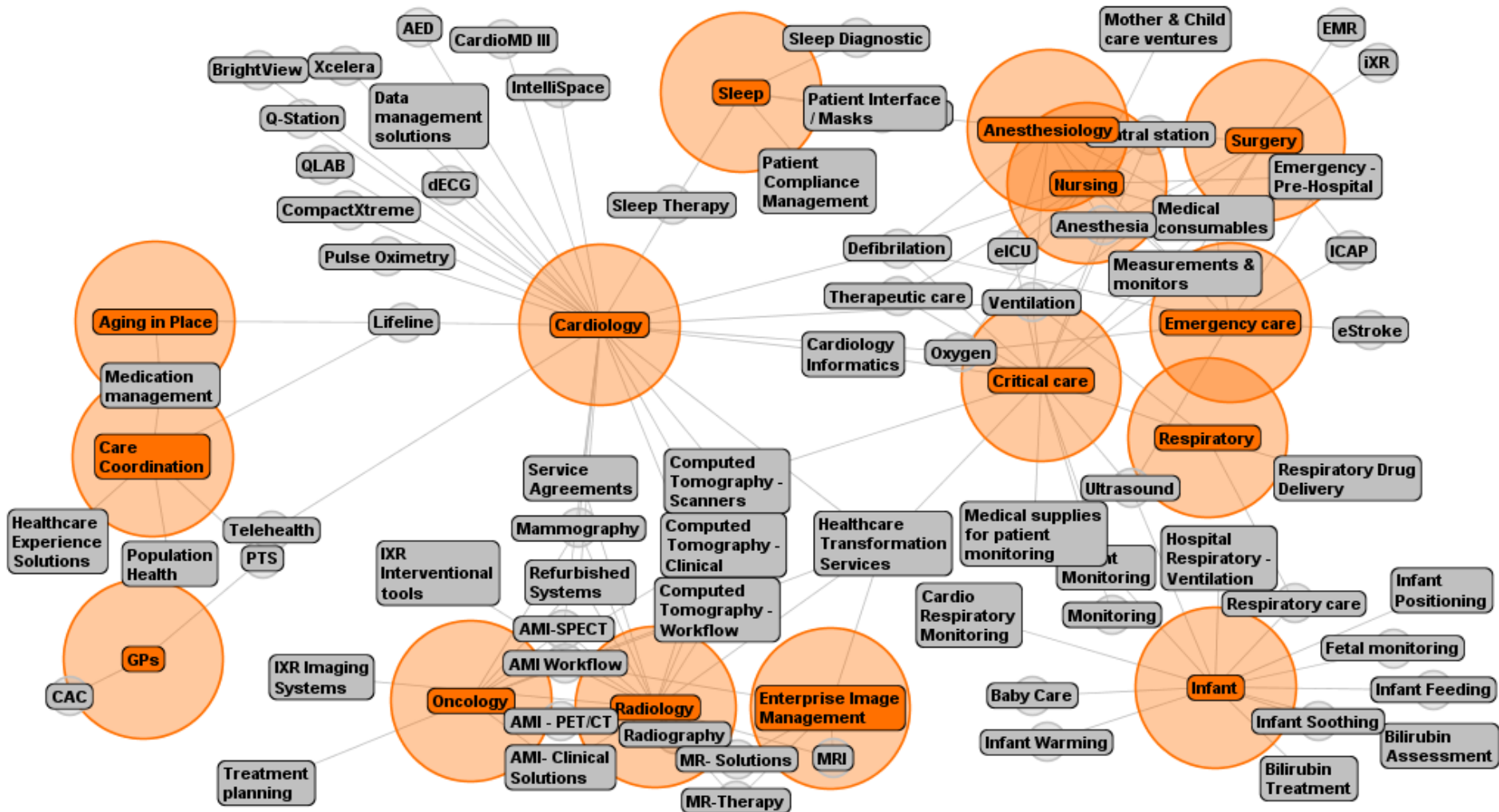
Value #1 - Operations Perspective

Keeping up time of a piece of capital equipment



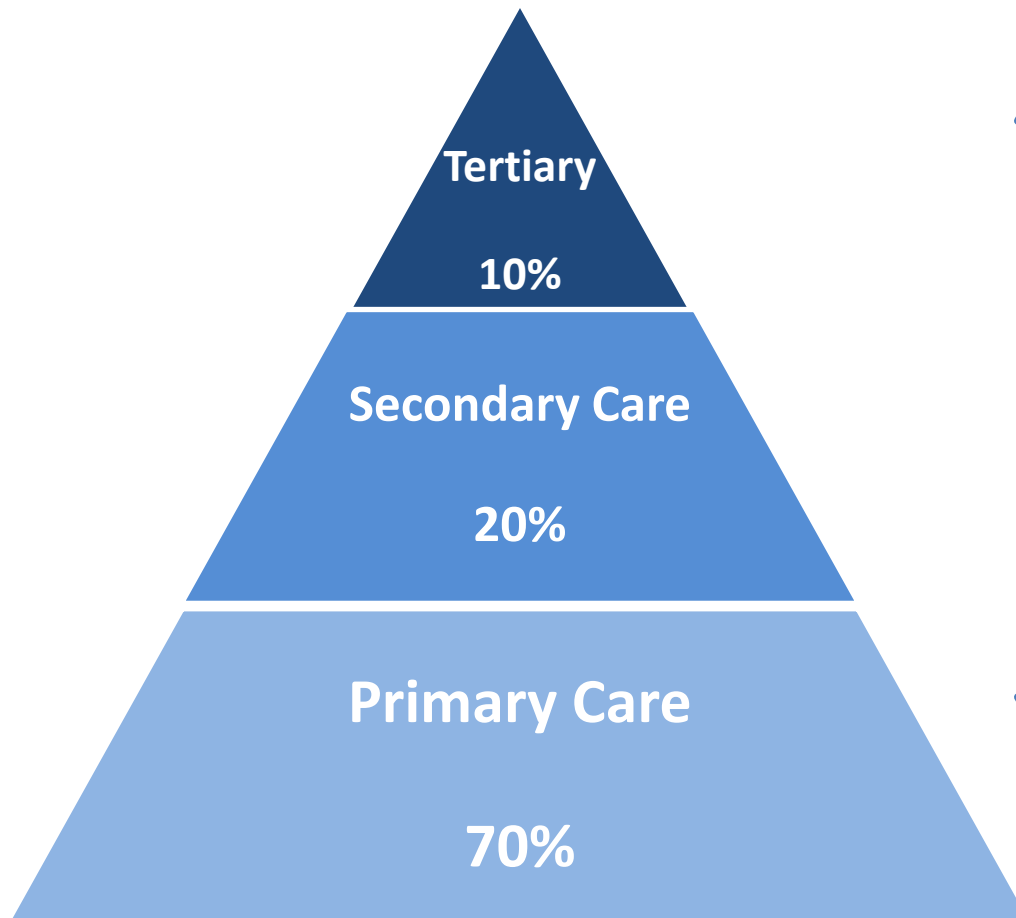
Value #2 – Clinical & Technology Perspective

Across portfolio of healthcare delivery



Value #3 – Positioning

Vision & strategy of institution



- Expensive treatment
- Curative Care
- Complete subsidy not possible

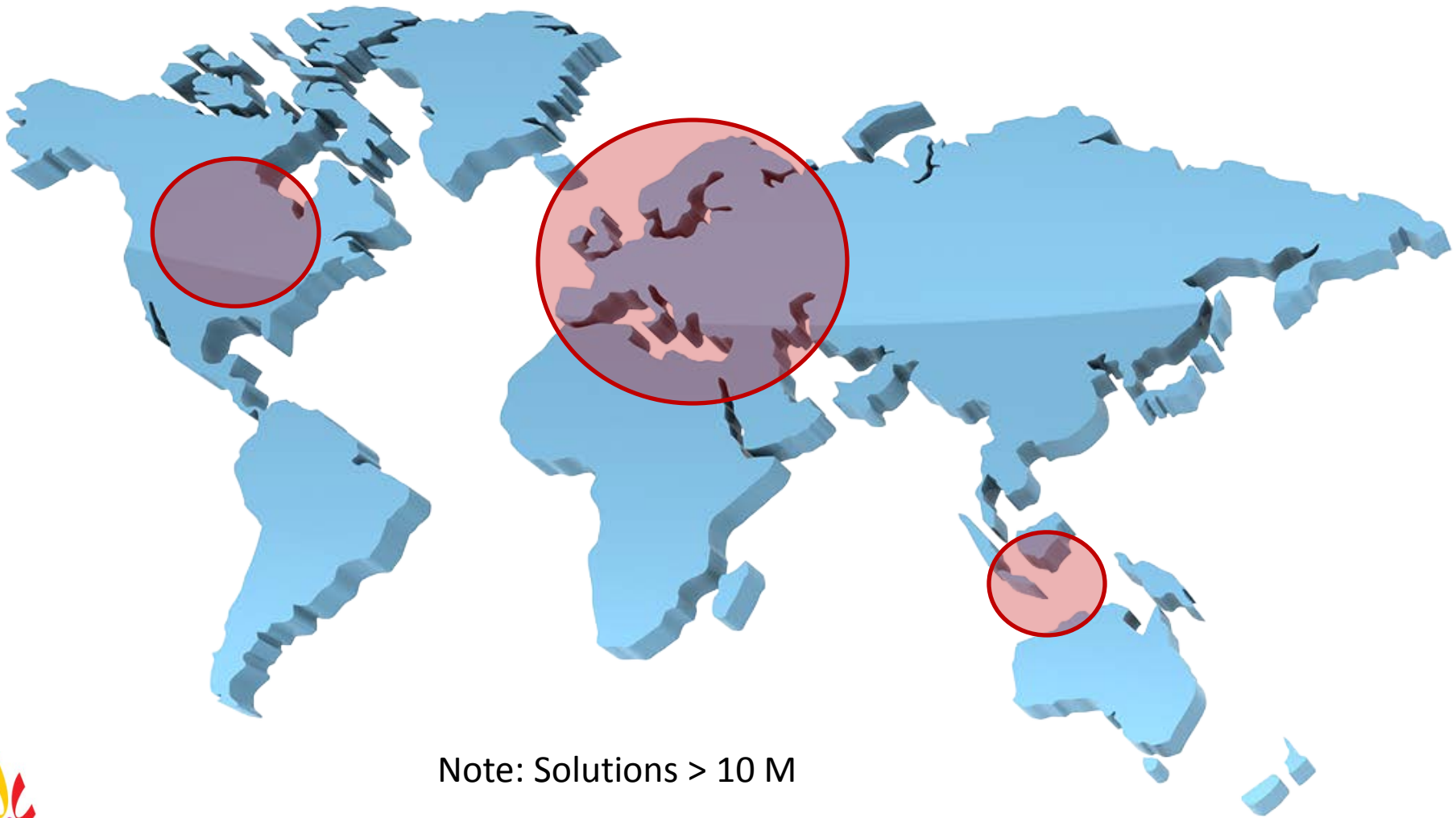
• Mix of Curative & Preventive care

• Touches larger population

• Partial subsidy effective & possible

A shift in thinking of value through the life cycle

Signals from the various geographies



Note: Solutions > 10 M

Case Scenarios

New Karolinska Solna (NKS), Stockholm, Sweden

Support for the Optimization of Care Flows



- Clinical expertise
- Innovation
- Research
- Education

Value-based healthcare

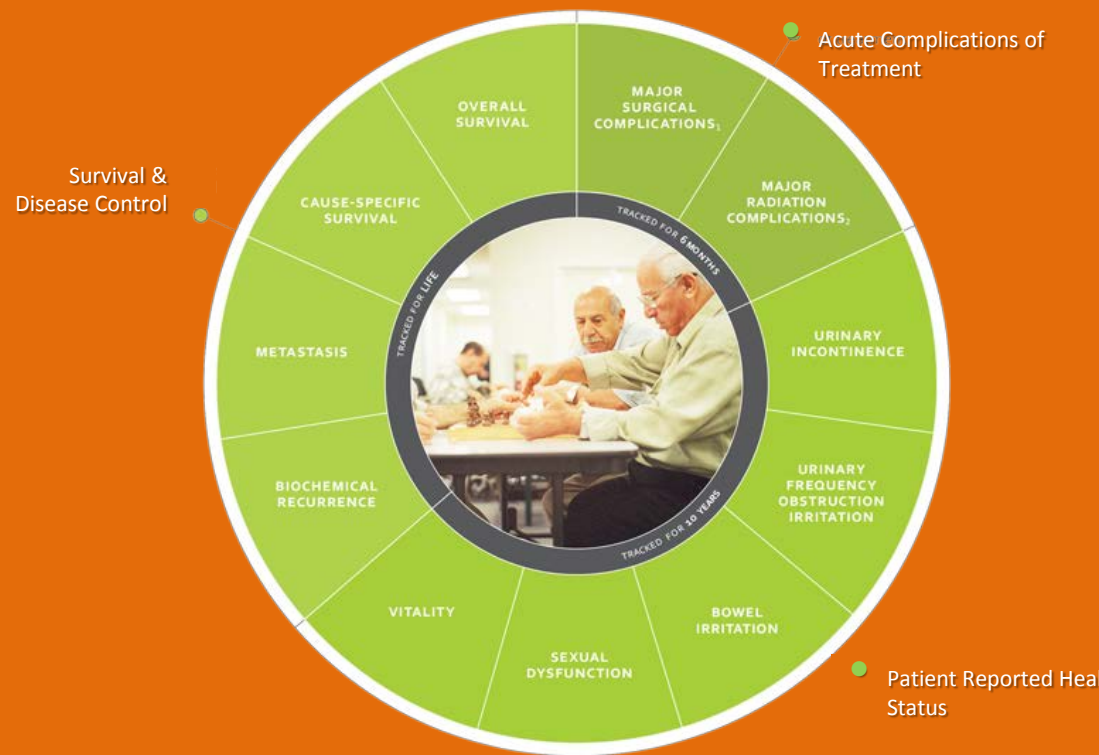
Outcomes
*that matter to the patient**

= Value

Cost

Goals:

- Enhance value at given cost
- Maintain value at reduced cost
- Enhance value at reduced cost



Flow Mapping+

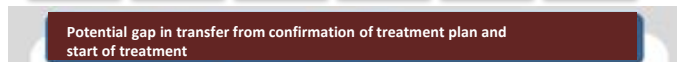
To define and quantify the current state, we analyze from the perspective of multiple stakeholders and touchpoints



← Timeline/measurements

← Stakeholder / clinician activities

← Technology touchpoints



← Key areas of interest

Event

← Patient experience



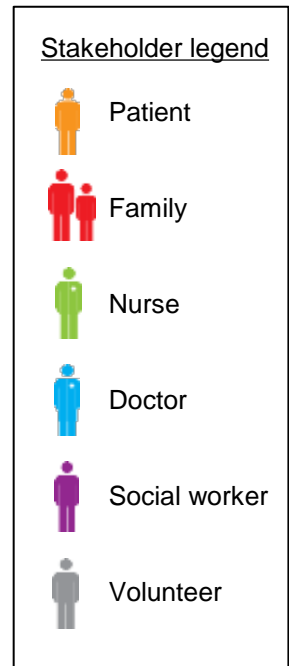
← Supporting visuals

Patient experience

← Stakeholder quotes



← Financial implications

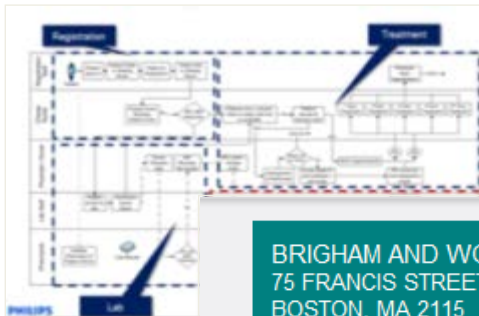


Data Analytics Capabilities

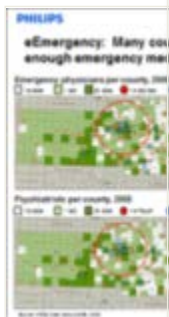
Analytics expertise

Workflow simulation and scenario modeling

Operational dashboard monitoring



Market needs and



BRIGHAM AND WOMEN'S HOSPITAL
75 FRANCIS STREET
BOSTON, MA 2115
(617) 732-5500

HRR Rank

5

4-MASSACHUSETTS GENERAL HOSPITAL
5-BRIGHAM AND WOMEN'S HOSPITAL
6-BETH ISRAEL DEACONESS MEDICAL CENTER

Patient Safety and Quality

38%

Voluntary non-profit - Private
Acute Care Hospitals
Emergency Service
Cardiac Surgery
Nursing Care

Patient and Caregiver Experience

81%

Financial Performance

47%

Process Efficiency

75%

Best Practices

- 1-Mortality Rates
- 2-Likelihood to recommend (NPS)
- 3-Effective Care (CART)

Threats

- 1-Severity adjusted medicare spend per beneficiary higher than norm
- 2-Severity unadjusted medicare spending per beneficiary higher than norm
- 3-Management of hospital acquired conditions and infections require further investigation.

Needs

- 1-Clinical transformation services
- 2-Claims and Clinical Services Variation Analytics
- 3-Clinical workflow and education services



Valhalla, New York
USA

Case Scenario: Results



University Medical Center Utrecht, Netherlands

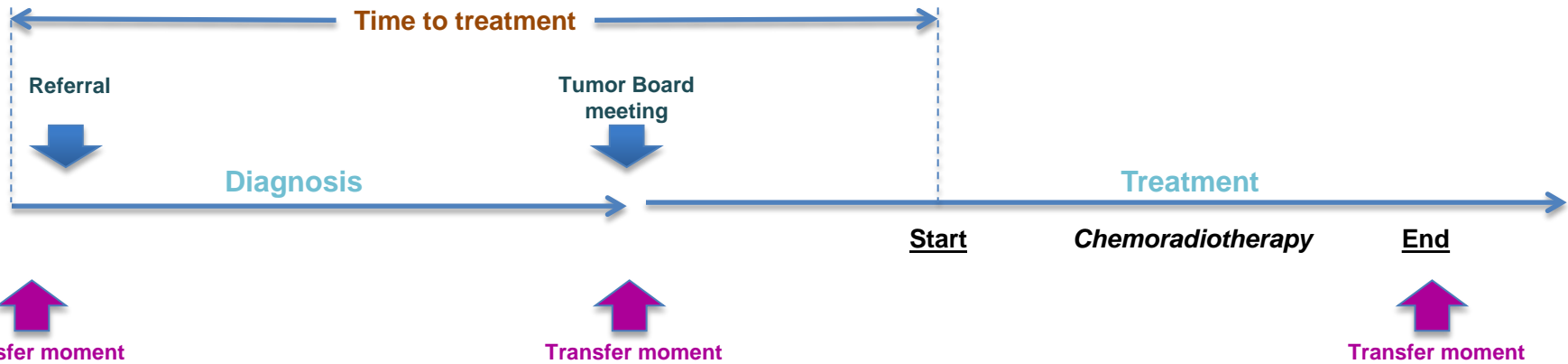
Rapid care pathway optimization



*One day won is
one day saved!*

Time-to-treatment: Cervical cancer

Managing the transitions



Improvement opportunities

- ★ Management of patient expectations
- ★ Oversight in patient status & progress on care flow
- ★ Real-time monitoring of outcome-related data; patient-specific and population-based
- ★ Enhancements in treatment → implications for diagnostic stage
- ★ Referral requirements based on tumor type
- ★ Education of staff involved in data collection at referral site
- ★ What tests were done?
- ★ Is tissue available?
- ★ Probability of likely diagnoses → reserve diagnosis & treatment spots
- ★ If/then scenarios
- ★ Initiation of treatment plan
- ★ Combination scans for diagnosis & treatment planning
- ★ Response trees for possible complications
- ★ Joint patient appointment for initiation of treatment
- ★ Triggers & alerts for key events; upcoming or overdue
- ★ Coordinated transfer back to referrer/home management

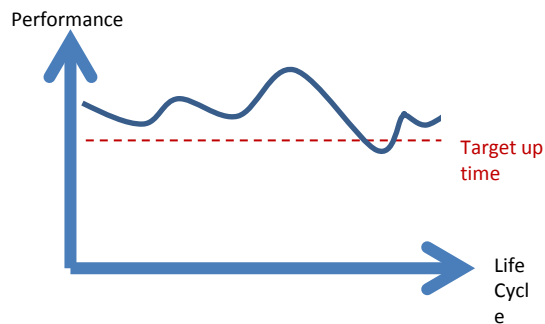
To drive for value to patients

We need to take a new perspective



From:

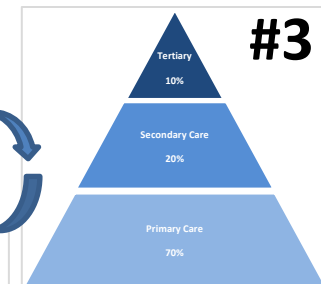
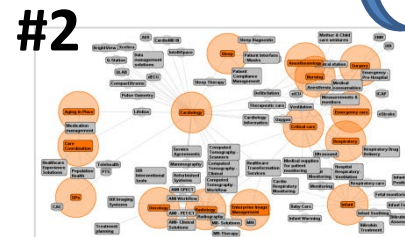
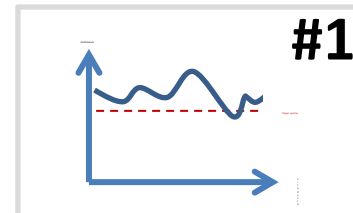
- Equipment angle



- Service Contract to guarantee (1) Uptime, Response, Material.

To:

- Patient & Institution angle



- Upfront alignment of Value, plan to unlock Value through the life cycle.



Thank You