



Competitive strategies for small and community hospitals

Philips Diamond Select refurbished systems

PHILIPS

Differentiating yourself has never been more crucial

Making the most of your resources

Doing more with less is critically important in this era of uncertain economic times, changing healthcare landscapes, and the as yet unknown effects of healthcare reform. This is why a number of institutions are reporting that they are finding success with high-quality refurbished medical imaging equipment from the Philips Diamond Select program.

Increasing market share and profitability

Some insights for growth within small and community hospitals include investing in services and technology that are likely to increase market share as well as profitability. Here are some approaches noted by hospitals:^{1,2}

- A high level of service and advanced equipment contribute to growing market share
- Physician liaisons can facilitate dialogue between physicians and hospital executives for open communication and planning
- Select physician employment (such as of primary care physicians or solo internists) can increase referrals and boost volumes
- Diagnostic imaging is cited as one of the most profitable offerings, along with radiation oncology, and vascular, joint, and spine surgery
- Collaboration among sister institutions can facilitate patient referrals
- The need to emphasize advanced technology and a high level of care while communicating a “community-oriented” message in marketing efforts

These days a small or community hospital doesn't compete only with other smaller hospitals. Competition comes in the form of regional medical centers, teaching hospitals, and independent centers for imaging or surgery. Administrators are finding it useful to differentiate their institutions in a number of ways, including offering advanced medical imaging capabilities to attract physician referrals and enhance patient satisfaction.^{1,2}





A high level of service and advanced equipment are key to serving your community and keeping patients close to home.

Advanced imaging sets you apart

When you're competing with larger or specialty institutions, you may find that the budget at these types of facilities far outstrips that of your smaller institution. Advanced Philips technology can help set you apart by allowing you to offer a level of care that is attractive to clinicians and patients. The Philips Diamond Select program can make that advanced imaging equipment available to you at significant savings so that you're better able to serve the needs of your community. High-quality refurbished medical imaging equipment makes sense for a number of reasons.

Expand access to care

Adding Philips to your portfolio of imaging solutions can mean the ability to offer new services to your community, enhance your reputation and customer service, and keep patients close to home.

Effectively recruit physicians

Philips technology can be found in many academic institutions around the country, and so it's likely that the physicians you seek to recruit will be familiar with our innovative tools and user-friendly interfaces. Through the Diamond Select program you now have access to imaging equipment otherwise typically found in large, budget-rich healthcare institutions.

Increase physician referrals

For many customers, owning a piece of Philips equipment has proven to offer a significant advantage in their community marketing efforts. This advanced technology is attractive to referring physicians and patients, and Philips often provides tools to help you market to your community, such as media kits and customizable online and print marketing materials to reach physicians, patients, and other community members.

Like new Significant savings

In the age of healthcare reform, providers like you are looking for new ways to manage the delicate balance between patient care and costs. Our award-winning Diamond Select program can help you boost the value equation by expanding access to proven innovative imaging solutions from Philips while securing significant savings.



Unlock your potential

Adding new streams of revenue is critical for the financial health of your institution. Diamond Select can unlock your potential in this area, by providing affordable access to Philips, a leader in imaging innovations.

Beyond the machine

As the original equipment manufacturer (OEM), Philips dedicates resources

for an outstanding experience with Diamond Select, from system delivery and installation, to clinical education, warranty, continuous support, and upgrades.

Capitalize on significant savings

The Diamond Select program typically provides 20% or more savings off the price of a new piece of equipment, allowing you to contain costs and manage the value equation.

Patient experience

Patient experience is increasingly instrumental to your institution's well-being. Diamond Select opens the door to the human-centered design and innovation of Philips, which puts the patient at the center of healthcare delivery and enhances clinical workflow.



Care to your community

Our wide variety of Diamond Select offerings includes ultrasound, CT, MR, molecular imaging, and interventional X-ray to give you a combination of value, quality, and service as you provide advanced imaging care in your community. Our systems can be configured to meet your specific needs.



Ultrasound

Providing revolutions in technology and patient care, Philips will forever change the way you view ultrasound as a clinical tool.



Computed tomography

Philips CT systems allow you increase throughput and reduce scan time, with low dose over a wide range of patient body types, heart rates, and patient conditions.



Magnetic resonance

Philips introduced the first 1.5T and 3.0T compact magnet, SENSE parallel imaging and MultiTransmit for 3.0T MR imaging.



Advanced molecular imaging

With technologies such as Astonish TF, Philips supports you with advances in oncology, cardiology, neurology, and molecular imaging.



Interventional X-ray

Expand your interventional case mix with a complete range of Philips X-ray equipment.

Truly Philips

Whatever you've been expecting from refurbished diagnostic imaging equipment, it's time to expect more.

Value in high-end technology

Diamond Select systems are true Philips systems, precisely recrafted at one of our dedicated facilities by Philips expert technicians to live up to original equipment manufacturer standards. These facilities are co-located with Philips R&D centers globally and benefit from the knowledge on site. In the process these systems are upgraded to boost their performance, according to proprietary system specifications.

In 2010 Frost & Sullivan recognized Philips Diamond Select for "Product Quality Leadership" among OEM-refurbished systems.

Call (800-229-6417) or visit www.philips.us/diamondselect today to learn how you can expand access to advanced care in your community while keeping costs in check.



Philips refurbished systems state of the art facility in Cleveland, OH where previously used medical equipment is refurbished by certified personnel according to a precise process



“You would never know the system is refurbished unless someone told you. I would not hesitate to purchase another Diamond Select CT from Philips.”

*Judy Mink, Directory of Radiology
Robinson Memorial Hospital, Ravenna, OH*



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Your sustainable future

Philips Diamond Select refurbished systems make ecological sense as well as financial sense. An intelligent re-use of carefully updated and validated parts combined with new components helps set Diamond Select apart for you and your community.

REFERENCES:

1. Market Development Strategies at Community Hospitals. Washington, D.C.:The Advisory Board Company; 2009.
2. Operation of Community Hospitals in Areas of Significant Competition. Washington, D.C.:The Advisory Board Company; 2008.

Please visit www.philips.us/diamondselect



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