



Press Information

December 1, 2014

Philips introduces MRI solution to enhance patient comfort and manage throughput

Designed for 'first time right' imaging to enhance patient comfort and improve workflow

Andover, MA – [Royal Philips](#) (NYSE: PHG, AEX: PHIA) today announced the launch of [Ingenia 1.5T S](#), a new MR system designed for “First Time Right” imaging and for faster workflow, while enhancing the patient’s experience during magnetic resonance imaging (MRI) examinations. The system joins Philips’ global portfolio of diagnostic imaging solutions designed to enhance imaging quality and help providers manage workflow efficiency.

Inconclusive image quality due to patient motion is a constant issue, making it difficult for clinicians to get accurate results in the first attempt. One repeat exam can throw off an entire day’s schedule by two to three hours, affecting throughput and patient satisfaction. Ingenia 1.5T S is designed for “First Time Right” imaging, addressing the issue in a holistic way.

“MRI scans can be very uncomfortable for patients, and we’re designing solutions that can tackle the issue in two ways: reducing the patient’s anxiety, and generating higher quality results the first time around,” said Gene Saragnese, executive vice president and CEO of Philips Imaging Systems. “Our goal is to enhance the patient experience, while equipping clinicians with the best technology to improve diagnosis.”

Ingenia 1.5T S combines superb fat-free and motion-free imaging techniques, patient-centric workflow and a unique patient experience during the exam. The system is complemented with the [patient in-bore solution](#), which offers a comforting, engaging visual distraction. It provides patients with the option to personalize their experience by selecting a visual theme to fill the room with colorful video images, which they can view during the examination. This is combined with soothing audio to create an immersive experience, allowing the patient to relax through the exam.

The system also includes AutoVoice, to provide clear instructions and coach the patients, while scanner noise is reduced through ComforTone scan techniques. Its Premium IQ imaging, powered by dStream, allows for faster and more robust imaging, while the automated and intelligent iPatient platform provides quick patient setup, allowing clinicians to focus time on ensuring patient comfort.

“The MRI exam’s success is dependent on the patient experience: a relaxed and cooperative patient will move less, which benefits the diagnostic quality of the exam,” said Anna-Märta Strömberg, radiographer at Karolinska Children’s Hospital. “Our goal is to coach and try to soothe and relax the patient with a multi-sensory in-bore experience, so that we can complete a scan faster and more accurately.”

Ingenia 1.5T S is the newest addition to the Ingenia product line. Ingenia with dStream has been





successfully installed at 1,000 hospitals across the world, along with 100 SmartPath to dStream installations. The Ingenia line of products has also received customer appreciation, winning the Best in KLAS awards in 2013 and 2014.

Philips will be showcasing its Ingenia 1.5T S solution at booth #6742 at the upcoming [Radiological Society of North America \(RSNA\) Annual Meeting](#), November 30th through December 5th in Chicago, where visitors will be able to experience this new solution for themselves. For more information on Philips' presence at #RSNA14, visit www.philips.com/rsna and follow [@PhilipsHealth](#).

For more information on Philips innovative imaging systems that focus on the health continuum from prevention, screening and diagnosis, to treatment, recovery and wellness, visit www.philips.com/healthcare.

For further information, please contact:

Kathy O'Reilly

Philips

Tel: +1 978-659-2638

Mobile: +1 978-221-8919

Email: kathy.oreilly@philips.com

Twitter: [@kathyoreilly](#)

About Royal Philips:

Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3 billion and employs approximately 115,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at www.philips.com/newscenter.