



Differentiating strategies for outpatient imaging centers

Philips Diamond Select refurbished systems

PHILIPS

Creative thinking can set you apart

Independent imaging centers these days are facing more intense pressures than ever. Ongoing payment cuts by the Centers for Medicare & Medicaid Services and the turmoil of the current healthcare environment are driving consolidation among radiology groups, teleradiology companies, and imaging center chains.¹ In order to remain competitive, independent imaging centers are taking a look at creative strategies to set themselves apart. Administrators are finding it useful to differentiate their centers in a number of ways, including expanding their advanced medical imaging capabilities to attract physician referrals, enhance patient satisfaction, and strengthen their relationships with hospital partners.

Making the most of your resources

Doing more with less is critically important in this era of uncertain economic times and changing healthcare landscapes. 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

Below are some strategies for independent imaging center growth, several of which involve investing in services and technology which are likely to increase market share and profitability:¹

- Attracting physician referrals and enhancing patient satisfaction, by differentiating with advanced imaging technology
- Forming joint ventures between radiology groups and hospitals that allow lower operating costs through shared resources
- Meeting the increasing demand for quality and peer review, by offering both a high level of service and advanced equipment
- Providing the efficiency possible with advanced imaging to be able to offer attractive pricing for studies, which is increasingly important to payers

Advancing your competitive capabilities



Advanced Philips technology can help set you apart by allowing you to offer the advanced imaging capabilities that are attractive to referring physicians 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 compete in your market. High-quality refurbished medical imaging equipment makes sense for several reasons:

Enhance diagnostic confidence

In an era of increased scrutiny on quality of care and patient-centered outcomes, you can work with Philips, a company with proven innovation in imaging, to provide you with the advanced technology to deliver the diagnostic confidence demanded.

Increase physician referrals

For many Imaging Centers, 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 better market to your community, such as media kits and customizable online and print marketing material.

Enjoy significant savings from the beginning

With cuts in reimbursement, we know that you are facing tough decisions and looking to secure savings in every area of your operation. The Diamond Select program provides significant savings compared to a new piece of equipment, allowing you to contain costs and manage the value equation.

Manage your total cost of ownership

The standards of quality that Philips delivers throughout the refurbishment process pay off in outstanding performance over many years. Key components such as glassware and X-ray tubes are replaced and systems are upgraded according to proprietary specifications for optimized performance.



Diamond Select system

Only used medical systems with proven and documented service histories are considered by Philips to offer as Diamond Select.

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 improve your value equation by expanding access to proven, innovative imaging solutions, while securing significant savings.

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 compared to the price of a new piece of equipment.



Patient experience

Patient experience is increasingly instrumental to your organization'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 improves clinical workflow.

Advanced imaging to secure your future

Our wide variety of Diamond Select offerings includes Ultrasound, CT, MR, Molecular Imaging, and Interventional X-ray, to give you the breadth of advanced imaging care to keep you competitive. 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 to do more, in less time, with low dose over a wide range of patient body types, heart rates, and patient conditions.



Interventional X-ray

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



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.

“I would definitely recommend the Diamond Select to any colleague. It’s a great value and the image quality has been phenomenal.”

Michael Green, Director of Operations, Progressive Radiology, Baltimore, MD

Truly Philips

Whatever you've been expecting from refurbished 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 that knowledge on site to produce like new systems.



The latest software releases and field updates are installed during the Diamond Select process, and the system is configured to your 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 improve your return on investment by reducing your total cost of ownership.



Philips refurbished systems state-of-the-art facility in Cleveland, 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. Imaging Center Joint Ventures: Building an Alliance for Long Term Growth. Washington, D.C.: The Advisory Board Company; 2012.

Please visit www.philips.us/diamondselect



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