



Beyond the Bore

April 2006

News about Philips Panorama 1.0T

Panorama 1.0T Provides Competitive Edge for NEWisconsin MRI Center

For NEWisconsin MRI Center, an independent imaging center in Green Bay, Wis., the decision to purchase a Panorama 1.0 T was a key business strategy. "It was really important for us to have a high field open system," says Stephen Somerville, M.D., medical director and CEO, "something unique in the community that would enable us to expand our catchment area."

A two-site configuration, NEWisconsin MRI Center already had a 1.5T scanner. And in a market that is saturated with 1.5T systems, Dr. Somerville says the Panorama 1.0T open system really differentiates the center's capabilities and has enabled it to attract new patients and an estimated 120 new referring

"The Panorama 1.0T has helped us attract 120 new referring physicians."

physicians over the initial nine months of operation.

Dr. Somerville adds, "The great thing about

the Panorama 1.0T is it allows you to go out and market to a geographic perimeter that's double the diameter of what you were doing." An open system is a better choice for up to 15 percent of the surrounding patient population, according to Dr. Somerville, because it eliminates many of the problems that compromise scan quality.

"Patients who are very anxious or large tend to be uncomfortable in traditional scanners and move during the scan. And those over 320 pounds often will not fit in a cylindrical system," he says.

Marketing Builds Patient and Referral Base

NEWisconsin MRI Center uses magazine, newspaper, outdoor and radio advertising to attract patients, as well as communication with referral sources. Dr. Somerville explains that initially some referral sources may be

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Stephen Somerville, M.D., medical director and CEO, NEWisconsin MRI Center

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hesitant because of prior unfavorable experiences with low field open systems. In fact, he says earlier in his career, he used another manufacturer's open 0.3T system and was dissatisfied with the image quality.

"When we heard Philips was developing a high field open 1.0T, we were very excited about getting it," he says, pointing out that the center was selected as a beta site for the scanner. Two senior technologists from NEWisconsin MRI Center, Lori Dufek and Susie Vanderkin, spent time training at Philips in Best, The Netherlands, and helped establish Panorama 1.0T protocols.

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Excellent Image Quality

In addition to scanning claustrophobic and large patients, Dr. Somerville says the center uses the system for off-center imaging and other special needs. "We have compared Panorama 1.0T images of shoulders and knees to 1.5T images, and in many cases, the clinicians are not able to see a difference."

He adds, "We just had a patient with ankylosing spondylitis, who was unable to fit in a recumbent position, because the patient's neck was bent. So, we scanned the patient in

a lateral decubitus position. One simply couldn't do that in a standard scanner."

And from a patient's perspective, Dr. Somerville says, "Some of those who have had traumatic experiences with cylindrical systems come out and tell the technologists they loved the experience. It was much easier."

"Patients love the scanner."



Lori Dufek (left) and Susie Vanderkin, senior technologists, NEWisconsin MRI Center

Marketing SPOTLIGHT

Direct mail was a crucial tactic in NEWisconsin MRI Center's marketing efforts to launch its new Panorama 1.0T scanner, according to Jamie Blom, marketing manager at the center. It mailed a postcard touting the arrival and benefits of the new open system (see design at right) to a list of 10,000 patients who had been scanned at its other location in recent years. Blom says it was a cost-effective strategy for increasing awareness.

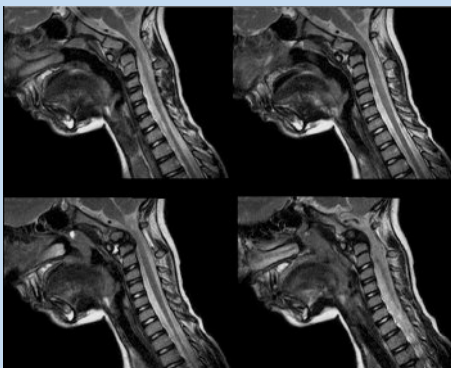
In addition, the clinic is using outdoor (see example, upper right), radio and print advertising, along with public relations and contact with referring providers to market the new open MRI scanner.



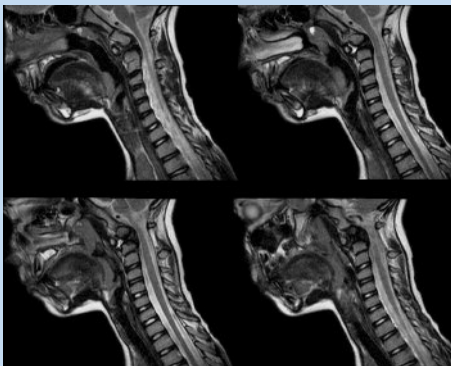
CLINICAL CASE Study

This series of clinical case studies highlights Panorama I.0T's capability to perform "Beyond-the-Bore" applications that are either not possible in cylindrical scanners or extremely difficult. Panorama I.0T thereby enables you to offer a wider range of examinations to an increased percentage of the population, resulting in improved return on investment.

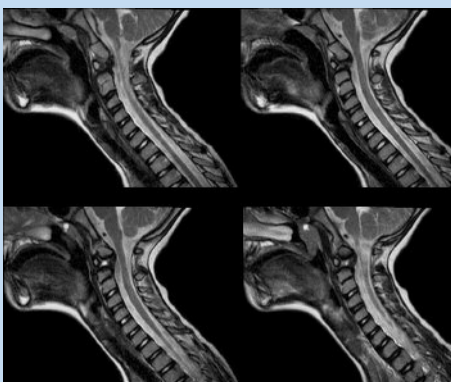
An 8-year-old child with neck problem. Panorama I.0T's spacious patient aperture allowed imaging of the neck in normal, anteflexion and retroflexion positions to determine that the dens was missing. Shown are high-resolution T2W images, 3 mm slice thickness, scan time 2:45 minutes.



Neck in anteflexion.



Neck in normal position.



Neck in retroflexion.

Courtesy of the University of Cologne.



Texas Spine & Joint Hospital

Panorama I.0T provides critical scan for trauma patient

On January 16, 2006, the staff at Texas Spine & Joint Hospital, Tyler, Texas, received a call from a physician at the area Level I trauma center. A 20-year-old male had been involved in a rollover accident and was ejected from his vehicle. He was in immediate need of an MRI scan to assess brain and spinal cord injuries. The 320-pound broad-shouldered patient was unconscious and on life support. Due to his size and medical needs, a cylindrical MRI was not an option. The patient needed to be scanned in an open MRI.

Just two weeks prior, Texas Spine & Joint Hospital had installed a Philips Panorama I.0T. The new MRI, the only one of its kind in Texas, had the open design that would enable the patient to fit into the machine and allow room for the EMT to manage his life support. After the physician obtained high-field images of the patient's brain and spine, he was able to move quickly towards life-saving surgery.

News

PANORAMA 1.0T

Ten-city symposium highlights clinical experience with Panorama 1.0T

Owners of Panorama 1.0T scanners will be sharing their experience with MR professionals across the United States at Philips' MR road show this spring. Symposium attendees will hear clinical addresses about the Panorama 1.0T scanner and the Achieva 3.0T scanner, as well as learn about SmartExam – automated planning, scanning and processing with a single mouse click. The road show will visit 10 U.S. cities. To learn more or to register for a symposium near you, visit www.medical.philips.com/goto/mrroadshow.

New coil available

Philips has added a new ST Body Spine XL Coil to further expand the capabilities of the Panorama 1.0T scanner. Especially designed for very large patients that present challenges with penetration and depth issues when using surface coils in cylindrical systems, the new solenoid technology coil is appropriate for abdominal, thoracic, pelvic, total spine and CE-MRA scanning.



High resolution STIR image with 40 cm FOV made using Body XL coil.

Designed with sustainability in mind

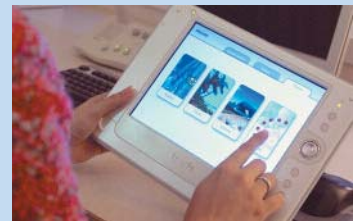
Sustainability offers a world of opportunities to improve quality of life and create value for individuals, communities and the company. Philips seeks innovation for its customers and consumers, creates an environment that helps its

employees reach their full potential and is active in the communities where it operates. The company's sustainable businesses improve quality of life in advanced, emerging and developing markets with solutions that deliver on its brand promise, "sense and simplicity."

The Panorama 1.0T MR system's open design ensures patient comfort, while its innovative SmartExam feature increases operator efficiency by 30%. This system also weighs 58% less than the competition and uses 14% less energy. And with its revolutionary zero-boil-off magnet, it eliminates the need for regular helium refills.

Chosen for the rich and famous

The Panorama 1.0T at DiaSana (Mill, The Netherlands) was featured in the exclusive "The Art of Living" magazine given out at the recent Millionaire's Fair in Amsterdam, The Netherlands. An independent clinic that offers private medical services, DiaSana chose the Philips Panorama 1.0T for its MRI scanning. Not only is this the first high field open MR system in the Netherlands, it is also equipped with Philips Ambient Experience, which provides a relaxing, pleasant environment.



Patients may select their favorite theme for the ambient suite via the WIFI tablet with touch-screen. Lighting, visuals and sound in the Panorama 1.0T are then adapted.

Supporting role in "Grey's Anatomy"

During the current season of the popular ABC television series "Grey's Anatomy," the Panorama 1.0T has appeared in several episodes. Watch for Philips' high field open system in future episodes this season. "Grey's Anatomy" airs on Sundays at 9 p.m. CST.



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