



Beyond the Bore

February 2007

News about Philips Panorama I.0T

Spacious Panorama I.0T excels in pediatric cases

In its search for an MRI scanner that would meet the needs of both radiologists and patients, the 250-bed, Kinderklinik Altona (Hamburg, Germany) found an answer in the Panorama I.0T. According to Professor Knut Helmke, M.D., chief radiologist at Kinderklinik Altona, the scanner's open design puts young patients and their parents at ease, reducing the need for sedation. At the same time, it produces high-field quality images that rivals those produced on a 1.5T system.

One of the only children's hospitals in Germany to invest in a dedicated MRI scanner, Kinderklinik Altona began using its Panorama I.0T in September 2006. According to Dr. Helmke, the main advantage of the Panorama I.0T is the system's openness, which allows the parent or caregiver to maintain continuous interaction with the child.

"With the Panorama I.0T, we are able to reduce scan time and obtain quality images, often without using sedation."

"Normally, the parents will sit beside the child, hold his or her hand and talk to the child during the scan," says Dr. Helmke. "In some cases, the parent will lie beside the child in the machine." Dr. Helmke says for short exams this reduces the need for sedation, thereby reducing the overall exam time.

Dr. Helmke adds that the Panorama I.0T provides a psychological advantage too. "Because parents can see that the scanner is completely different from a space-constricted



Professor Knut Helmke, M.D., chief radiologist, Kinderklinik Altona

cylindrical system, they pass a sort of psychological stress relief on to the child," he says.

Panorama I.0T reduces scan time, improves image quality

"One of the main obstacles we have to overcome is patient movement," says Dr. Helmke. "With the Panorama I.0T, we are able to reduce scan time and obtain quality images, often without using sedation."

Dr. Helmke explains that regardless of the situation, if you keep a child in a scanner for more than 30 minutes, they will likely want to move, affecting image quality. "With the Panorama I.0T, routine brain scans can be performed in as little as 15 minutes," he says.

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Martin Junge, M.D., another physician at Kinderklinik Altona continues, "Right now, about 50 percent of our exams are for the brain and joints." He says the hospital plans to use the system to perform kinematic joint studies. Kinderklinik Altona specializes in orthopedics, trauma and surgery.

Although pediatric anatomy presents a challenge in signal to noise ratio due to the decreased volume of the body, the hospital has obtained superb image quality with the Panorama I.0T.

"The ratio of artifacts is low and the image quality is comparable to that of a 1.5 Tesla machine," says Dr. Helmke.

High-field versatility on Panorama I.0T

As the only high-field open system in northern Germany, Kinderklinik Altona is drawing patients from a 180-kilometer catchment area. The hospital provided a preview of the system for the press and public in mid-summer.

Although the clinic specializes in imaging pediatric patients, it also has attracted adults – primarily obese or claustrophobic patients – who may not be able to be scanned in a cylindrical system. Dr. Helmke recalls one case in which a 330-pound woman complaining of shoulder problems was referred to



Kinderklinik Altona physician Martin Junge, M.D., explains the MR exam to a child and his mother. The position of the child's legs made scanning on a cylindrical system impossible.

the hospital. Because of the open aperture and lateral table movement of the Panorama I.0T, radiologists were able to position the shoulder at the isocenter and produce high-quality images.

Dr. Helmke concludes, "We are extremely happy with the Panorama I.0T. We are able to image patients of any age and size. The image quality produced by this machine is very good and we recommend it to others."

PANORAMA I.0T News

Philips Ambient Experience popular destination at RSNA



At this year's Radiological Society of North America (RSNA) annual meeting, Philips featured the Panorama I.0T in an Ambient Experience Pavilion. Attendees were immersed in Ambient Experience, a setting that enables patients to control the environment by selecting a predetermined theme. Audio and visuals that match the theme are then used to create a relaxing atmosphere

during the MR examination. RSNA attendees showed strong interest in the Panorama I.0T, evidenced by large crowds at the exhibit.

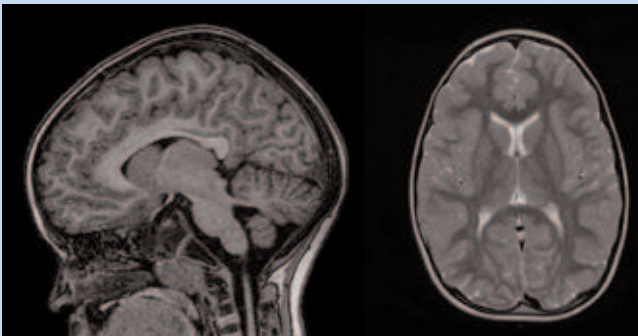
New tool educates patients and promotes Panorama

Designed to recognize the first 50 Panorama I.0T customers, the Ambassador Program continues to provide marketing support to users. One key tool for Panorama Ambassadors is a patient education DVD.

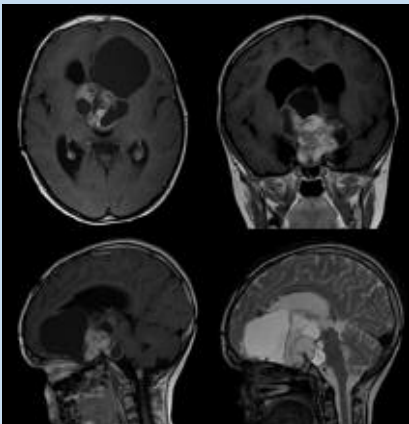
The DVD is designed to educate patients before undergoing an exam. It describes generic aspects of the MR exam from a patient perspective and highlights the specific benefits of the Panorama. The DVD can be customized for each Ambassador site and may include logos, pictures of the facility and a supporting voice-over. Ambassador members can send this DVD to current and prospective patients to generate interest. The goal is to have patients watch it at home, show it to relatives and talk about it in the local community. Feedback from the first customized DVD's is overwhelmingly positive. This shows Philips' commitment to support early adopters and help make them successful.

CLINICAL CASE Study

The Panorama I.0T allows “Beyond-the-Bore” exams that are either not possible in cylindrical scanners or extremely difficult, enabling you to offer a wider range of services to referring physicians. The clinical case study in this issue highlights the Panorama I.0T’s capability to excel in imaging pediatric patients.



Child scanned without sedation. Left: High resolution 3D TIW TFE 0.9 x 0.9 x 1.4 mm, scan time 4.56 min. Right: High resolution T2W TSE, 0.5 x 0.5 x 5.0 mm, scan time 1.41 min.



Left: 7 year-old boy scanned without sedation. TIW SE with Gd in 3 orientations and T2W TSE.

Images courtesy of: Nevada Imaging Center, Las Vegas, USA
University of Cologne, Germany

Marketing SPOTLIGHT

Several Panorama I.0T sites are using outdoor advertising in their marketing campaigns. Billboards can effectively demonstrate the wide-open aperture of the Panorama to prospective patients and physicians. Following is a sampling that includes diverse creative approaches.



NEWisconsin MRI Center (Green Bay, Wisconsin, USA), located close to a professional sports stadium, utilized sports messaging to demonstrate the Panorama’s effectiveness in imaging patients of any size. The billboard pictured above ran in two high-traffic locations during a three-month period. According to officials at the site, the Panorama I.0T has enabled the center to attract new referring physicians and increase its catchment area.



Riverwood Outpatient Imaging (Milwaukee, Wisconsin, USA) used messaging that emphasized patient comfort and superb images in its outdoor campaign. It posted the billboard above in three different locations from March to August 2006. The site has seen a steady increase in patient growth and plans to use outdoor advertisements in future marketing campaigns.



Desert Medical Imaging (Palm Springs, California, USA) featured a photo of Olympic Gold medal-winner Pieter van den Hoogenband with outstretched arms in the Panorama I.0T. (Philips Medical Systems supplied the photo.) During its initial run from October to December 2006, the center experienced an increase in patient referrals. Because of its success, the site plans to continue to use outdoor advertising in the future.

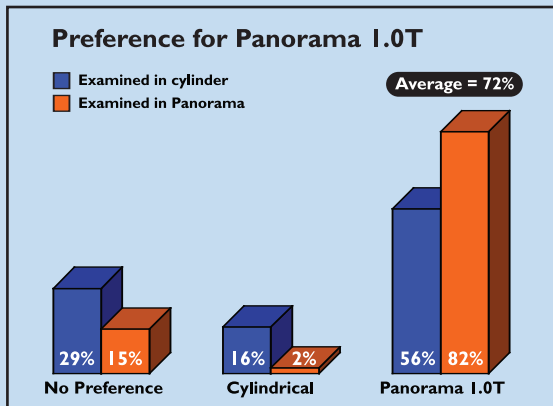
Study underscores patient preference for Panorama

“Wide-open, high-field,” is the value proposition of the Panorama I.0T. Beyond meeting its clinical promise of high-field performance, the system offers unique capabilities that are not possible on any cylindrical system. But what do patients prefer?

To learn more about patient preferences, Philips engaged an independent market research firm that surveyed 325 patients in the United States and Europe.

Snapshot of the results

- 72 percent of respondents prefer the Panorama over any cylindrical system.
- Patients examined in a Panorama show an even higher percentage; in other words, once patients have experienced the openness of Panorama, they never want anything else.
- Preference for the Panorama is highest among women, young patients and patients that had a prior MR experience.
- Preference is not influenced by the examined body part. In other words, even patients that had a head examination show no significant difference in preference.



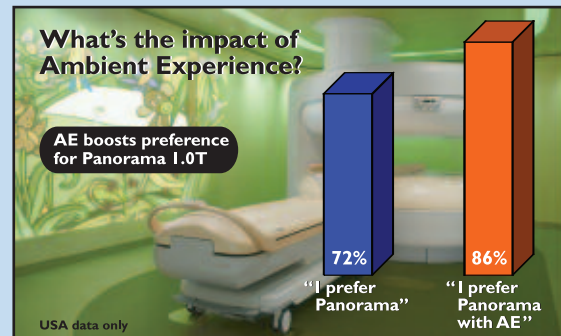
Panorama I.0T perceived as truly open

Patients were shown pictures of MR systems including dimensions and asked to select their preference. Photos included an example of a “wide-aperture, short-bore” cylindrical system. There is no significant difference in preference between the short bore and the regular bore

cylindrical systems. This supports Philips’ claim that the Panorama I.0T is the only high-field MR currently available that is perceived as truly open.

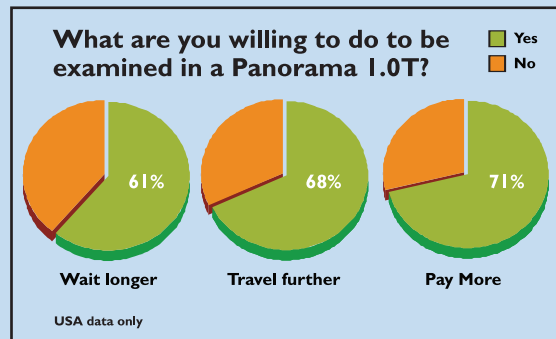
Impact of Ambient Experience

The second part of the survey focused on the impact of Ambient Experience. Ambient Experience suite creates an interactive environment around the MR scanner by using projections, changing light schemes and related sound to relax the patient. With Ambient Experience, patient preference for the Panorama I.0T increased from 72 percent to 86 percent.



Patients willing to pay more, travel further, wait longer

The final section of the survey measured system value by addressing the lengths patients will go to be scanned in a Panorama I.0T.



In conclusion, the Panorama I.0T adds significant value to a radiology practice and provides an opportunity to not only differentiate, but also to increase revenue.

Source: GfK Panelservices Benelux



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The clock is ticking – trade in and trade up

Philips Panorama high-field open MR system



Radiologists and patients prefer open scanners

The only open scanner that combines high-field image quality that radiologists require with a panoramic, 360-degree view your patients will love.

The wide-open design of the Panorama 1.0T makes it an ideal system for obese, pediatric, elderly and claustrophobic patients and provides isocentric scanning for all parts of the anatomy.

Philips ST (Solenoid Technology) coils and the Panorama's vertical field deliver up to 50% more SNR and greater coverage than phased array coils, enabling image quality similar to 1.5T cylindrical systems.

Go beyond the bore with Panorama 1.0T

- The ideal system for obese, pediatric, elderly and claustrophobic patients
- High-field scan times, high-field image quality
- Say “goodbye” to off-center imaging
- Image patients up to 550 pounds with the integrated body coil
- Differentiate your services from cylindrical and other open MR systems

If you would like to learn more about trade-in options for the Panorama 1.0T

Contact your Philips account representative today or call 1-800-229-6417.

Learn more about the latest advances in MR

Join us during the Philips 2007 MR Road Show - coming to a city near you in May and June. To register, contact your local Philips account representative or visit us online at www.medical.philips.com/goto/mrroadshow