



Beyond the Bore

September 2007

News about Philips Panorama High Field Open

Panorama HFO brings new imaging opportunities to Geneva imaging center

The first imaging center in Switzerland to install a Panorama HFO, the Imagerie Medicale in Geneva has drawn patients from as far away as the Middle East. Patients who are claustrophobic, obese or otherwise interested in a more comfortable scanning experience are turning to the center to be scanned. While the majority of patients come from Geneva and the surrounding areas, as word spreads about the accessibility, excellent imaging capability and faster scanning time, referring physicians and patients are filling its scanning schedule.

“Patients move less in an open machine because they are more comfortable, and this leads to far fewer artifacts.”

The center’s owner, radiologist J.G. Battikha, M.D., says the system not only provides a more relaxed scanning atmosphere for patients, but also opens new scanning opportunities. He credits the unique open design and the 1.0T field strength of the Panorama HFO to his decision to purchase the system. The Panorama HFO complements a Philips Achieva 3.0T and a Brilliance 64-slice CT scanner already at the center.

Exceptional scans of all anatomy

Dr. Battikha reports that the off-center imaging capability of the Panorama, which enables scanning extremities in the isocenter of the magnet, results in optimal image quality and patient comfort that is not attainable using a cylindrical system.



Dr. J.G. Battikha, radiologist and owner of Imagerie Medicale.

In addition, Dr. Battikha says he recently began using the system for cardiac scans and has performed about 15 examinations on the system with exceptional results. “The Panorama HFO’s excellent image quality enables me, along with a cardiologist, to view the entire volume of the heart to see conditions such as necrosis. We are looking forward to the delivery of a comprehensive Philips cardiac monitoring system in the coming weeks.” The center also uses the scanner for lumbar spine and cervical spine scans, joint scans, abdominal angiographies and head and neck scans.

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PHILIPS

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A patient is prepared for an exam at Imagerie Medicale.

Panorama HFO provides patient comfort

"Patients move less in an open machine because they are more comfortable," he says, "and this leads to far fewer artifacts." In addition to first-class image quality, the Panorama's open aperture is a significant advantage for the five percent of his patients who are claustrophobic.

Interest in Panorama HFO is on the rise

Orders continue to increase as popularity of the innovative Panorama HFO is growing around the world. With customers in 18 countries, there are now more than 120 Panorama HFO systems installed or on order with several going to repeat customers. About fifty percent of Panorama HFOs are at U.S. locations in 27 states, along with four systems in Puerto Rico.

Florida site replaces 1.5T and .23T Open with Panorama HFO

Independent imaging centers account for about 40 percent of Panorama orders and one of the newest U.S. customers is the Southern Open Imaging Center (SOIC) in Lake City, Florida, USA. The center is taking delivery of a Panorama HFO when it moves to a new facility in September. Lucia Sami, owner and administrator of SOIC, says the decision to purchase a Panorama HFO was easy. "We are replacing a 1.5T and a .23T open with the Panorama HFO," she explains. "We knew there would be a good high field open soon, so when we learned about the Panorama HFO, we wanted to investigate it further. Philips sent us to take a look at it at Saint Barnabas Ambulatory Care Center in New Jersey, where we were impressed by the technology, the image quality and the patient flow. It was beyond what we expected," she says.

"We can bring in family members with the patients," he explains, "and they can stay with them throughout the scan." When the patient is a child, parent interaction can alleviate the need for sedation and reduce the duration of the exam.

Dr. Battikha has had an overwhelmingly positive response from his larger patients. "We have patients of 130-140 kg. (280-300 lbs.) who enter the machine with no problem," he says. "They tell me it is very good to have a machine like this in Geneva."

New imaging centers to use Philips equipment

With 60 patients per day, about 20 of which are MRI patients, Dr. Battikha has added another high-throughput imaging center in Montreux, Switzerland, employing a Philips 3.0T and a Philips 16-slice CT. He also plans to open two imaging centers in Damascus, Syria. Dr. Battikha says he will continue to install Philips imaging equipment.

Patient comfort and high-field functionality make decision easy

The open design of the Panorama HFO was a key selling point for Sami because of the center's need to scan claustrophobic and larger patients who cannot be scanned in traditional cylindrical systems. Image quality and the capability to perform advanced high-field applications such as abdominal and cardiac scans on the Panorama HFO were the final benefits that helped Sami make her decision.

Sami adds that SOIC plans to perform as many as 80 scans per week on the new Panorama HFO, mainly in spine, cervical spine, extremity, abdominal and brain applications. She also ordered the breast imaging coil and is looking forward to providing excellent breast scans.

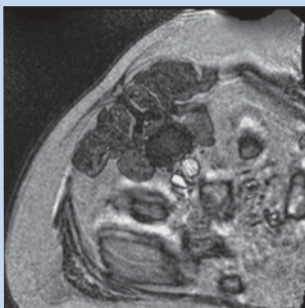


The Panorama HFO is an ideal choice for Southern Open Imaging because of its ability to scan larger patients.

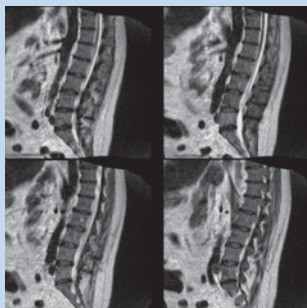
CLINICAL CASE Study

The Panorama HFO 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 HFO’s capability to excel in imaging patients who have physical limitations.

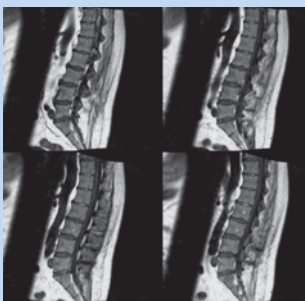
A 53-year-old male patient with cervical and upper thoracic spine arthritis, resulting in a rigid AP curvature of the upper spine, required a lumbar spine MR study. Because the patient could not lie flat, he could not fit in a traditional cylindrical MR system. With the Panorama’s wide patient table, the patient was able to lay on his side and a full lumbar spine study was performed using the Panorama HFO’s unique Integrated Quadrature Body Coil. While the images exhibited some breathing motion due to the patient lying on his side, fully diagnostic images were obtained.



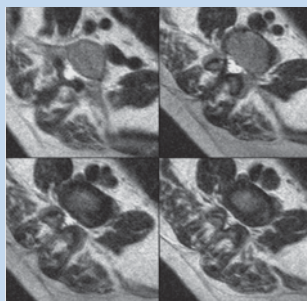
Axial Scout showing patient on his side.



T2 sagittal images obtained using the Integrated Quadrature Body Coil.



T1 sagittal images obtained with the Integrated Quadrature Body Coil.



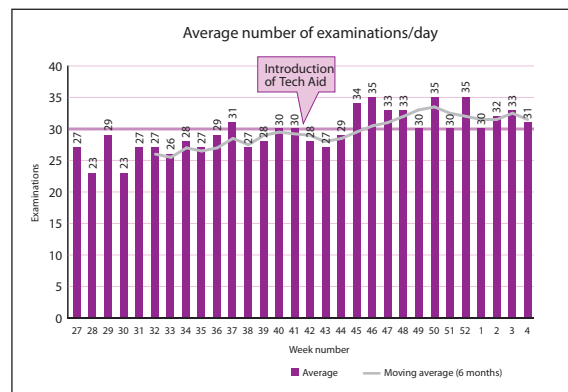
T2 axial images obtained with the Integrated Quadrature Body Coil.

Philips’ utilization management service boosts NIC usage to 75 percent

In December 2006, Philips representatives invited officials at Nevada Imaging Centers (NIC) to participate in a 90-day pilot project with Philips’ new MRI system utilization management service. Using Philips Remote Service Network, system utilization data is acquired from the MR system and processed to provide easy to read graphs and charts that are then made available to the system users via a secure page within Philips NetForum web community.

William W. Orrison, M.D., M.B.A., Chief of Neuro-radiology at NIC, says the graphics generated by the software were enlightening. “One scanner was idle – it was doing nothing – 30 to 40 percent of the time.”

The program also helped Dr. Orrison and his NIC colleagues identify factors that contributed to scanner downtime, such as patients who didn’t keep their appointments, and lag time between patients. To boost utilization, NIC began calling its patients to remind them of their scan times, hired a technologist aide to prepare patients for their scans, gave patients who required contrast their IV lines outside the scan room, and created protocols designed for specific applications.



Dr. Orrison reports that as a result of the Philips utilization management program, NIC has increased system utilization to 75 percent. “Finally, we are able to stop guessing about our efficiency and start knowing about it.”

NIC will continue to use the program, with a goal of 90 percent utilization.

For more information, visit:

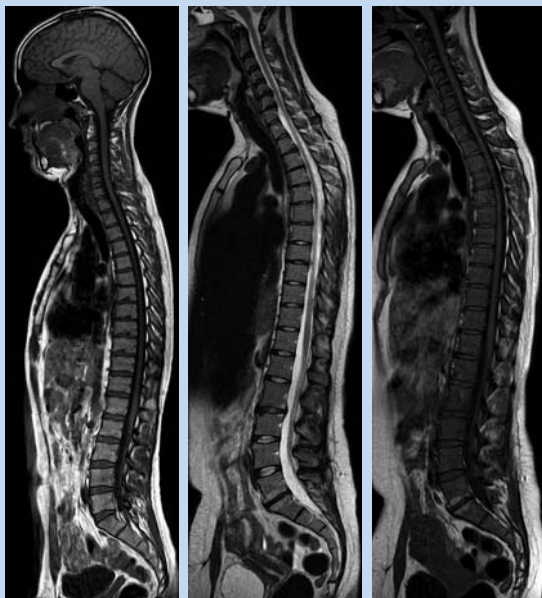
- <http://www.medical.philips.com/main/news/publications/fieldstrength/>
- http://www.medical.philips.com/main/news/publications/medical_perspective/

PANORAMA HFO News

New software release for Panorama HFO

Panorama HFO units are now being delivered with an updated R2.5 Extension Package. R2.5 includes improvements to existing system features including CLEAR for homogeneity correction for improved image quality, as well as new features such as MultiVane for motion correction in the brain and other anatomies, m-FFE for unique image contrast for neuro and MSK studies, and 4D-THRIVE and 4D-BLISS for multi-dynamic studies.

The new package also includes Coil Combiner software that allows the ST Body/Spine XL coil to scan in combination with either the ST Head or ST Neck coil. This new feature enables total neuro or total spine scans to be completed without repositioning the patient.



Examples of images made using coil combinations.

R2.5 also supports new software and coil options including SmartExam Knee, the new ST Knee coil and a new interventional monitoring and display system that enables



ST Neck Coil used in combination with the ST Body/Spine XL Coil for total spine imaging.

in-room viewing of MR fluoro during interventional procedures such as breast biopsies.

The new software extension package is also available as an option for existing Panorama HFO systems.

New marketing materials



Philips Open MRI Scanner
Simply is the details of a closed MRI and none of the confinement.

PHILIPS



Philips is offering two new marketing tools to support the Panorama HFO. A life-size poster featuring Olympic Gold Medal Winner Pieter van den Hoogenband in the Panorama HFO with arms outstretched illustrates the system's spacious design. In addition, a new whitepaper

“Patient preference in MRI: Philips Panorama HFO preferred over any other high field system” is now available. The whitepaper summarizes the results of recent patient preference studies that were conducted in the United States and Europe.



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