



Catalyst Conversion

Newest capabilities and cost savings for interventional radiology in the Regional Hospital Winterthur

Interventional radiology at the regional hospital in Winterthur, Switzerland is working better than ever, thanks to its newly converted Philips Allura Xper FD20 system. This sophisticated interventional X-ray system is helping clinicians see anatomy more clearly and perform examinations more efficiently. By converting their existing Philips Allura 15 system, the hospital saved 35 percent compared to a new purchase. The hospital now offers some of the most advanced visualization and image analysis capabilities available to its referral base which gives it a strong competitive advantage.

Leading healthcare facility

Getting the most out of its resources is second nature to the Regional Hospital Winterthur. For five years in a row, the local government has rated it one of the top three hospitals for efficiency and technology in a benchmarking survey. The hospital also received a very high satisfaction rating in a survey carried out with patients and families.

The cost of progress

The hospital began an extensive renovation a few years ago to further improve its services. As part of this, the existing interventional radiology room had to be moved to a new building. The hospital estimated that it would have to spend more than SFr. 100,000 (about € 62,000) to move the existing Philips Allura 15 X-ray system and install it in a new room. Since the X-ray system was already six years old, the hospital considered purchasing a new system rather than moving the old one.

Jacques F. Steiner, hospital director says, "The mechanical components usually last 15 or 20 years, but electronics and imaging components have to be replaced more frequently. We had planned to replace this system in 2009, but the renovation changed our timetable."

A long and beneficial partnership

Working with a partner that they trusted played an important role in this decision. The hospital management constantly



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evaluates its business partnerships to make sure that they are getting the best technology and services. Mr. Steiner says, “Philips has proven to be a very trustworthy partner for over 25 years. A substantial part of our imaging equipment is supplied by Philips and we have a very good relationship with them. We have one contact for all of our business dealings and that is very efficient for us.”

Over the years, Philips has gone the extra mile in supporting the hospital. They have carried out clinical research projects with physicians at the hospital, adapted software to the hospital’s needs and always tried to find ways to improve their imaging services. That was also true when they provided advice for the new interventional X-ray room.

Converting to the newest Philips Allura FD20

Philips proposed an economical alternative to a new system. They offered to convert the hospital’s existing system to the same level of technology as a brand new Philips Allura Xper FD20. This system offers some of the most advanced hardware, interventional tools and workflow improvements in the industry.

In a Philips conversion, the existing system receives all new imaging and control circuitry, a flat detector, system software and flat panel displays. Substantial savings are made possible by re-using the system’s existing stand, ceiling rails

and monitor-ceiling suspension. In most cases, the X-ray tube and generator can be re-used as well. All parts undergo the same stringent factory testing as new systems and are supported by Philips’ customer service organization, exactly as a new system is supported.

Mr. Steiner says, “We were able to convert our system to the same level of capabilities as a new system. But because Philips could reuse many costly components, we saved a substantial amount compared to purchasing a new system.”

This was an appealing economic argument for the hospital management. However, the clinical performance was just as important. The new system had to be able to perform just like a brand new system from the factory. Mr. Steiner says, “Because of our long-standing relationship with Philips, we knew that we could depend on them. They have always provided us with the highest level of professional service and support. We trusted them to provide a state-of-the-art system that would perform reliably.”

Better image quality and greater flexibility

The interventional radiology room is used for a broad range of diagnostic and interventional procedures. Clinicians in the radiology department are very pleased with the perform-



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ance of the new system. “The image quality is better than it was before. I can see structures in the abdomen more clearly. I also get better penetration with obese patients,” says Dr. E. Schoch, interventional radiologist.

Being able to view multimodality images next to each other has also improved interventions. Dr. Schoch says, “In a recent biliary drainage, I had to enter the biliary ducts percutaneously. It was very helpful to view the CT images and see different orientations. This helped me navigate better and avoid puncturing nearby structures.”

Easy to operate

The system has simplified procedures as well. Dr. Schoch says, “We used to have a single control unit outside of the examination room. To adjust the exam protocols together with the technician was time consuming and slowed us down. Now it’s very easy to do them ourselves on the touchscreen. It’s also very easy to position the system. It turns in every possible direction, with very little effort.”

Smooth installation

Dr. Schoch says, “The installation went very smoothly. Everything was available when we needed it and within the communicated schedule.” Clinicians could use a backup system until the new one was in place. That is the advantage of Philips plug-and-play design. Each system comprises standard building blocks that can be easily exchanged as new technologies become available.



The interventional radiology suite with the Philips Allura Xper FD20

Competitive advantage

The new Philips Allura Xper FD20 gives the Regional Hospital Winterthur a strong basis to grow its business in the future. The hospital competes with many other public hospitals and private clinics for its patients. Yet it is still a relatively small community where word of mouth travels quickly. Steiner says, “Referring physicians in our region have already heard about our new interventional capabilities. We can offer them the very latest clinical techniques and that gives us a strong competitive advantage.” When asked if he would recommend Philips to another hospital, Steiner says with a smile, “No, because then my competition would have the same great equipment that we have.”



Regional Hospital Winterthur, Switzerland