



“Ambient Experience creates a comfortable living room feeling for the patient and it also gives patients a sense of control.”

Keith Klein, Chief Executive Officer (CEO) of Philips Medical Systems

patient and it also gives patients a sense of control.” Using a wireless touch-screen tablet PC, patients can select from a variety of themes to define how the room should look, thereby creating a pleasant and relaxing environment with personalized lighting, themes and music.

#### Attractive working environment

Ambient Experience also creates a pleasant working environment for hospital staff. “Clinicians are used to coming into a room that’s sterile and hospital-like with lots of medical equipment,” says Keith Klein. “When they step into the Ambient Experience cath lab, they are often astonished to see something quite different, a nicely designed environment and a better place to work in.”

Ambient Experience uses typical elements of a hospital room in a smart, unobtrusive way: a mirror can serve as a changeable LCD to show patient demographics, clinical images or haemodynamic information, making information easily and instantly accessible to the cardiologist. “In the future, smart shelves could also track catheter inventory,” says Keith Klein. The exam room has rounded corners in order to keep it free from clutter and to facilitate cleaning. The room lighting is not only functional and easy to control, but lights directly overhead minimize reflections on the clinician’s monitor, thus reducing eye strain and enhancing the visualization of fine vessel details.

#### Reducing time to treatment

The Ambient Experience cath lab helps hospitals reduce the time between a heart attack and treatment, as some of the processes can be carried out in parallel instead of serially. In a typical hospital environment, a patient suffering a heart attack will first be transported to the hospital and only once he or she has arrived is the patient’s condition assessed, and a cath lab procedure may follow. With Ambient Experience, the 12-lead ECG of a patient can be transferred to the cath lab, and hospital staff can already prepare the procedure



while the ambulance is still on its way to the hospital. When the patient arrives, the cath lab is ready and the clinicians can perform the procedure without any delay.

One Ambient Experience cath lab is already being used at Catharina Hospital in Eindhoven, The Netherlands, and two more are currently being installed in the US. “In Europe, we’re starting to see more awareness among hospitals to the fact that patients are discerning as to where their healthcare procedures are performed,” observes Keith Klein. “Ambient Experience increases patient satisfaction and helps hospitals increase the number of patients.” <

# Ambient Experience increases patient satisfaction

**F**or the first time in Europe, Philips showcased the Ambient Experience catheterization (cath) lab at the European Society of Cardiology congress in September. Ambient Experience creates a personalized, comfortable environment for both patients and clinical staff and can help improve the clinical workflow. The next generation in cardiac care integrates X-ray and echocardiography: the Ambient Experience cath lab includes the Allura Xper FD20, designed to meet all vascular imaging needs, and the iE33 echo system with Live 3D TEE, which can instantly switch

from 2D mode to real-time 3D imaging. Clinicians can also import CT angiography images into the cath lab. This integration of several imaging technologies will help decrease fluoroscopy time and contrast, while improving device selection and patient outcomes.

“During interventional procedures, many patients experience significant stress,” says Keith Klein, Marketing Manager Ambient Experience at Philips Medical Systems. “Ambient Experience creates a comfortable living room feeling for the