



**PHILIPS**

Ultrasound

Customer story

**Who?**

Prof. Dr. med. Martin Krapp  
DEGUM III specialist in obstetrics  
and gynecology,  
amedes experts hamburg



**Where?**

**Hamburg, Germany**

- Clinic specializing in endocrinology, prenatal medicine, fertility, and osteology
- Member of the amedes Group, a network of over 40 sites for lab work and narrative-based medicine

**Challenge?**

Provide the best care possible with less time, fewer resources, and higher patient volume

**Solution?**

Philips Affiniti ultrasound system

# Elegant, efficient **care**

Everyday life in obstetrics at amedes experts hamburg is anything but ordinary. Most patients are high-risk, and the number of technically difficult patients continues to increase. Driven partly by recent national regulations, the clinic sees more patients today than it did before – between 20 and 40 per day.

For Professor Martin Krapp, the Philips Affiniti lightens the workload while supporting excellent care. It delivers outstanding image quality quickly and advanced tools for complex cases and all gestational stages for clinicians to perform fetal exams with confidence. With the system's intuitive design and walk-up usability, he says, "For every two minutes I can save with this system during an exam, I can spend 30 more minutes a day with another patient."





# The right image...

**“Affiniti produces a warm 2D image which makes me feel comfortable.”**

#### **Delivering reliable image quality**

Professor Krapp's daily work includes scanning patients, with a focus on the early first trimester through the second trimester and a special emphasis on the fetal heart through gestation. The 2D imaging and color sensitivity he requires for these tasks “are excellent,” he reports. “The color sensitivity in particular is the best I’ve seen. And with Philips in general, I can expect the same level of color sensitivity independent of which system I use.”

Outstanding color sensitivity combined with high-resolution imaging (powered by precision beamforming and PureWave technology) helps Professor Krapp maintain his high standards of care. “I can say, ‘This is a heart defect, and this is how severe it is,’” he explains. “Or I can tell a patient that her baby has only one kidney – not ‘probably’ only one kidney. Then I can consult with the patient on how to proceed.”

#### **Appealing to today’s users**

Adopting new technology is easy when it’s intuitive. The Affiniti features a tablet-like touchscreen as part of its contemporary design. “It’s stylish,” he continues. “It looks the way a system made today should look.” More and more clinicians use tablets in their personal lives, so they can quickly familiarize themselves with the Affiniti layout. “So many people are proficient with tablets now,” he notes. “You don’t need a lot of explanation for this touchscreen – you just use it.”

# ...at the right moment

#### **Managing patients, not equipment**

Professor Krapp knows less is more: “I expect my system to allow me to perform an exam as quickly as possible without having to change a lot of settings.” With the Affiniti, he relies on just two – one each for the first and second trimesters. “I adjust for depth and a few details to get superb results,” he explains. “I don’t use a dedicated heart setting. This design is much simpler than the four or five settings I had to work with previously.”

Technically difficult patients are a standard part of his day. “These cases are easy to fit into my workflow, and I’m happy with the image quality – for both ‘typical’ and technically difficult patients,” he notes. “And I can keep using one transducer [C9-2] for a fairly long time without sacrificing quality or visualization.”

#### **Providing the right care at the right time**

Working quickly means more than increased throughput. “Let’s say you’re at a clinic which performs C-sections. If you’re facing an emergency procedure, it may well be a question of life and death,” he reflects. “You don’t have time to power down the unit, move it, and wait two to three minutes before it’s operational. Affiniti’s battery-buffered sleep mode is very valuable in this respect.” It can be placed in sleep mode within two seconds and boot up to full functionality in just seconds.



#### **Examining the fetal heart with confidence**

With the Fetal Heart Navigator on the Affiniti, clinicians can quickly acquire the views they need of the fetal heart for enhanced diagnostic confidence in early anomaly detection. It automatically aligns to the ductal arch view as a baseline for other views. A series of simple instructions and reference 2D schematics guides users through the next three views to provide the complete picture.

**1** ultrasound exam  
*at the end of the first trimester*

**90%**  
of fetal heart  
abnormalities  
detected<sup>1</sup>

**“Together, the Affiniti and Fetal Heart Navigator represent a milestone. The people who need to perform these kinds of exams can do so using an affordable system.”**

#### **Making a sound investment**

The Philips EPIQ and Affiniti portfolios share a common DNA with similar architectural platforms and a similar user interface as well as 17 transducers. Professor Krapp sees the benefits, such as minimal training and consistent quality. “Customers who normally prefer the Affiniti,” he reflects, “will probably also like the fact that it resembles the EPIQ.”

The real issue is a return on investment. “If you’re evaluating the Affiniti against other systems, you have to weigh what you might get out of a system later on against the affordability that, say, the Affiniti offers you now. Which is the better choice for you?” Clinics must first carefully consider what they need today and tomorrow and budget accordingly.

**“I also have to look at ultrasound equipment from an economic standpoint. In this respect, the Affiniti has shaken up the market considerably.”**





**“Easy to use. Visually appealing. Powerful. That’s Affiniti for me.”**

**Prof. Dr. med. Martin Krapp**  
DEGUM III specialist in obstetrics  
and gynecology, amedes experts  
hamburg, Hamburg, Germany

**Ready to provide elegant,  
efficient care every day?**

Discover how the Philips Affiniti  
ultrasound system can set your  
busy practice ahead and help  
it stay ahead. Contact your  
local representative or visit us  
at [philips.com/affiniti](http://philips.com/affiniti)

<sup>1</sup> Detection rates specific to amedes experts hamburg

Source: Krapp M, Ludwig A, Axt-Flidner R, Kreiselmaier P.  
“First trimester fetal echocardiography: which planes and defects  
can be displayed during the daily routine in a prenatal medicine unit?”  
Ultraschall Med 2011; 32; 362-6

© 2015 Koninklijke Philips N.V. All rights reserved.  
Specifications are subject to change without notice.  
Trademarks are the property of Koninklijke Philips N.V.  
or their respective owners.



[www.philips.com/affiniti](http://www.philips.com/affiniti)

Printed in the Netherlands  
4522 991 16371 \* DEC 2015