

2017

Comparison: Philips ISP vs ViTAL



PHILIPS

HI – Sales Enablement Center

8/17/2017





CONTENTS	Pg. #
1. Overview	2
2. Quick Comparison	3
3. High level feature Comparison	4
4. Business Model Comparison & Counter Strike	6

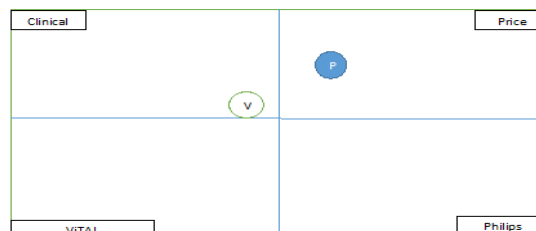
1. Overview: An Imaging Solution

A. ViTAL : Key Product Highlights:

1. **ViTAL Concurrency Model** based on:
 - Based on CCU
 - Based on reading capacity or slice
 - Both
2. **Smart Positioning:** “Universal viewing solutions”
 - Vitrea® Enterprise Suite (high end)
 - VitreaCore® - Thin client
 - VitreaAdvanced®- Full blown AV application
 - RADaim- Business intelligence product announced by Vital
3. **Clinical strength**
 - Strategy around Multivendor.
 - 3D Printing
 - EMR integration
 - Overtake company called Olea for MR & NM Applications
 - New Features (specialized image management workflow solution and a predictive analytics solution)
4. **Core-technology (IT)** background: Enabling application workflow and below areas of strength:
 - HL7, pre-fetching etc.
 - Interface & multi-modality compatibility
5. **Additional feature** functionality
 - Zero Foot Print
 - Upcoming Solutions financial analytics application*
6. **Customer support**
 - Mainly remote support
7. **Limited direct** Sales & Support
 - North America / Japan.

B. Snapshot: Quick Comparison

	 <i>A Toshiba Medical Systems Group Company</i>
Modality OEM	Information Technology / Enterprise AV vendors
End-to-End Clinical Informatics Organization	Pure play Imaging Solution Provider
Strong Clinical depth	Clinical depth limited to imaging
3 rd party apps are successful in integration	Focused only on their solution component
Defined road map for Multimodality	Limited modality coverage/roadmap
Strong In-Person Customer Service	Greater focus on remote services
Primary Contact: Philips (e.g. Installation & upgrades done by us using proprietary tools)	Primary Contact: Resellers (e.g. Installation & upgrades done remotely by sharing the URL)
Turnkey solution (incl. hardware, in person site assessment, networking and system integration)	
~7048 ICAP Specific customers Globally*	



IntelliSpace Portal 9 Brochure (URL Link)	ViTAL Brochure(URL Link)

2. High level feature Comparison

Sl. No.	Philips Application Name	ViTAL Application Names	Philips	ViTALR.
1	CT Comp Cardiac Analysis	CT Cardiac Analysis	x	x
2	Multimodality AVA	CT Cardiac Functional Analysis	x	x
3	CT Calcium Scoring	CT Multi-Chamber CFA	x	x
4	IE Enhancement	CT EP Planning	x	x
5	Multi-modality viewer	CT VScore	x	x
6	Multimodality AVA/CT AVA Stent Planning	CT SUREPlaque	x	x
7	CT EP Planning	CT Myocardial Perfusion	x	x
8	Segmentation (CT/MR)	CT TAVR Planning	x	x
9	Workflow with Report	Vitrea Image Denoising	x	x
10	Multi-modality viewer & CT Viewer	Medis Suite Cardiovascular MR	x	x
11	Subtraction	Cedars-Sinai Medical Center Cardiac Suite	x	x
12	Portal Routine MR	3D Printing	x	-
13	MR MobiView	Multi Modality Viewer	x	-
14	Spectral Apps	XA 3D Angio	x	-
15	MR Qflow	CT Cardiac Analysis	x	x
16	MR Cardiac	CT Cardiac Functional Analysis	x	x
17	Pre-Fetch	CT Multi-Chamber CFA	x	x
18	CT Lung Nodule Assessment	CT EP Planning	x	x
19	CT Dental Planning	CT VScore	x	x
20	CT Liver Analysis	CT SUREPlaque		x
21	CT Advanced Brain Perf	-	x	-
22	CT BP Time Insensitive Maps	CT Brain Perfusion 2D	x	x
23	MR Neuro Perfusion	CT Brain Perfusion 4D	x	x
24	MR Diffusion	MR Stroke	x	x
25	MR FiberTrak	MR Brain Tumor	x	x
26	MR SpectroView	MR Neuro ASL	x	-
27	MR iView Bold	MR Head and Neck	x	-
28	MR Subtraction	XA 3D Angio	x	x

29	CT COPD	3D Printing	x	x
30	Lung Nodule Assessment (V8)	Vitrea Image Denoising	x	x
31	Lung Nodule CAD (V8)	CT Brain Perfusion 2D	x	x
32	LNA LungRADS Categorize Report	CT Brain Perfusion 4D	x	-
33	LNA Risk Calc. (McWilliams)	MR Stroke	x	-
34	Lung Nodule Assess. Pre-Fill	MR Brain Tumor	x	-
35	CT Pulmonary Artery Analyses	MR Neuro ASL	x	x
36	CT PAA CAD	MR Head and Neck	x	-
37	CT Cardiac Viewer	XA 3D Angio	x	x
38	CT TAVI Planning	CT Body Perfusion 4D	x	x
39	CT Myocard Defect Assessment	CT Liver Analysis	x	-
40	CT-NM MPI Cardiac Fusion	CT Lung Analysis	x	-
41	CT Cardiac Plaque Assessment	CT Lung Screening	x	x
42	CT Dynamic Myocardial Perf	CT Lung Density Analysis	x	-
43	Cardiac MR Quantitative Map	CT Colon Analysis	x	-
44	MR Cardiac Temp. Enhancement	Vitrea Image Denoising	x	-
45	MR Cardiac Whole Heart	3D Printing	x	-
46	CT AVA Stent Planning	iCAD VeraLook CT Colon CAD	x	x
47	MR MobiView	Visia CT Lung CAD	x	-
48	Q-App GI 3DQ	Mirada Oncology Fusion	x	-
49	Enhanced MMTT	Mirada RTx	x	x
50	MM Tumor Tracking – qEASL	MR Breast	x	x
51	CT Body Perfusion	MR Prostate	x	
52	CT Virtual Colonoscopy	MR Rectum	x	x
53	CT Virtual Colon CAR	MR Head and Neck	x	x
54	CT VC Elec. Cleansing	MR Brain Tumor	x	-
55	CT Liver Analysis	MR Female Pelvis	x	x
56	MR T1 Perfusion	MR Female Pelvis	x	
57	MR Permeability	CT TAVR Planning	x	-
58	Q-App ROI	CT Endovascular Stent Planning	x	-
59	CT Dental Planning	CT EP Planning	x	x
60	MR Cartilage Assessment	CT Body Perfusion 4D	x	-
61	CT Bone Mineral Analysis	CT Brain Perfusion 2D	x	-
62	CT Acute Multifunctional Rev.	CT Brain Perfusion 4D	x	-
63	MR Echo Accumulation	CT Liver Analysis	x	-
64	Q-App EQ	3D Printing	x	-
65	QApp Elastography Analysis	Vitrea Image Denoising	x	-
66	QApp Microvascular Imaging	XA 3D Angio	x	-
67	QApp US Vascular Plaque Quant.	CT TAVR Planning	x	-
68	QApp Intima Media Thickness	CT Endovascular Stent Planning	x	-
69	NM Comprehensive Review	CT EP Planning	x	-

70	NM Enhanced DVD Viewer	CT Abdominal Analysis	x	-
71	NM Processing App Suite	CT Aorta	x	-
72	NM Add'l JETPack App License	CT Carotid	x	-
73	NM Astonish Recon Suite	CT Circle of Willis	x	-
74	NM ExSPECT II Vantage	CT Larynx Airway	x	-
75	Enhanced Zero-Click Performance	CT Musculoskeletal	x	x
		CT Renal		
		CT Runoff		
		CT Urogram		
		MR Abdominal Analysis		
		MR Brain Tumor		
		MR Musculoskeletal		
		MR Vascular		

Business Model Comparison & Counter Strike:

ViTAL solutions are much cheaper than us because of following key points.

1. Pure-play Medical Imaging Information Technology organization; Investments in R&D for modalities, Patents etc. are extremely less
2. Resellers play a very significant role. Majority of the business is via Resellers / Channels. Deployment, Installation, Upgrade, Support and Service is handled by the Channel. Hence a low cost footprint.
3. Modality agnostic approach: Helps garner better success rates, especially in non-Philips (modality) accounts.
4. Customer support: Primarily done by Channel Partners, and IT Support Desks (no Clinical Specialists)
5. No differentiation between Warranty & Service Contract

Countering ViTAL:

1. Focus on end-to-end Patient Centric Solution across clinical departments – Aimed at a seamless flow of clinical and administrative data.
2. Strong proven presence in 'Leader' category of Healthcare Providers
3. Impact Healthcare Policy & Regulatory changes – since we actively participate and are a part of various agencies and decision making bodies.
4. Rich legacy of innovative solutions (high patents) and true-multi-modality support – Distinct First-Mover advantage
5. Multiple Levels of Service Options: Right from Telephone Support to 24x7, On-Site Resources
6. ViTAL provides 1 major upgrades and 6 updates every year; leading to multiple issues like (system down-time, training, data-porting etc.). Philips typically has once-a-year major upgrade thus addressing above issues.

Disclaimer: * As per the data available for Install base.

** As per the data available from different sources so it may differ little bit.

*** As per the data available from different sources so it may differ little bit.

Note: In case of questions / comments or concerns please write at: hit.sec.icap@philips.com

