




PHILIPS

Healthcare Informatics

Selling the Healthcare Informatics portfolio

Competitor knowledge book: GE

November 2017
Version 1.0



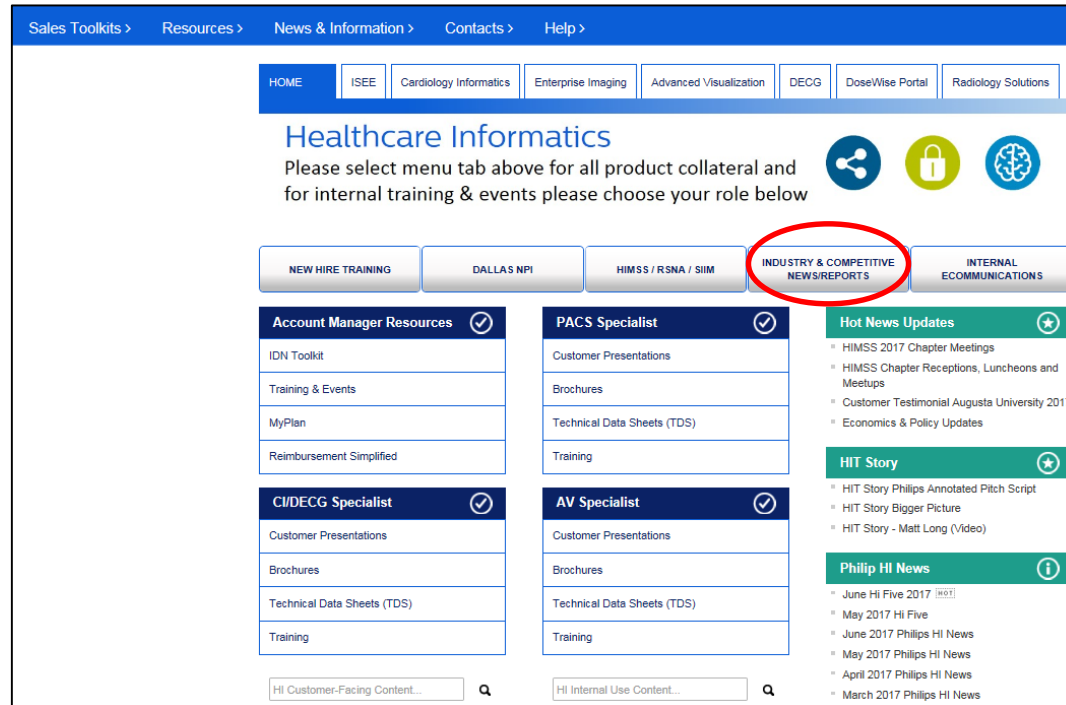
Introduction

- This playbook is intended to be utilized by the North America Sales HI Account Managers in competitive positioning with account strategy development. **It is for internal use only and should not be distributed outside of Philips.**
- This playbook has been designed to provide relevant information so you can successfully promote and sell our solutions as well as understand and exploit areas of competitive weakness.
- This document is a living document and updates will be provided at least twice year or should important competitive dynamics or events occur.
- Actual field experiences provide true depth in understanding and we encourage all users of this material to provide additional insights to the field marketing team as they occur.
- Further details and additional information can be found on the Healthcare Informatics landing page of the Philips One Source portal - [Healthcare Informatics NA OneSource Landing Page](#)

Best regards and good selling,
Your North America Field Marketing and Market Support Team

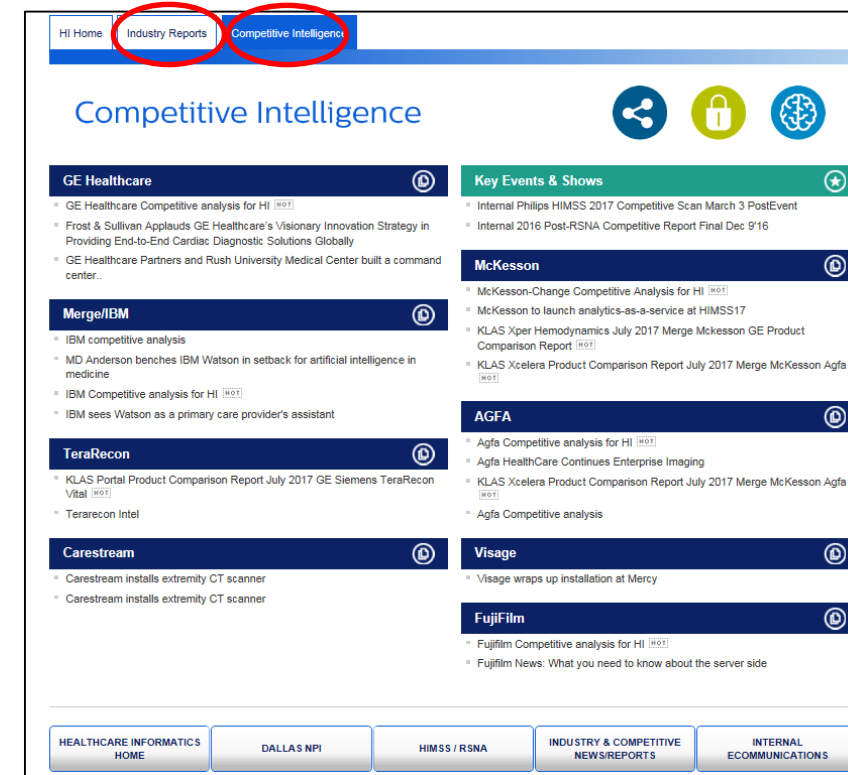
Market and competitive intelligence

- The latest quarterly KLAS reports comparing Philips HI NA solutions vs. competitors can be found on the NA OneSource webpage for Healthcare Informatics
- For access or support needs contact: hi.onesource@philips.com



Step 1

- Log into OneSource and navigate to the “Healthcare Informatics NA” landing page
- Then click on the “Industry and Competitive News & Reports” link



Step 2

- Yearly KLAS, MD Buyline and other reports can be found in the “Industry Reports” section
- Click on “Competitive Intelligence” to see details by competitor including the latest copies of competitive attack/defend playbooks

Philips strategy:
We aim to **capture growth**
and **create value**

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November 2017

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A side-by-side comparison

Value proposition comparison

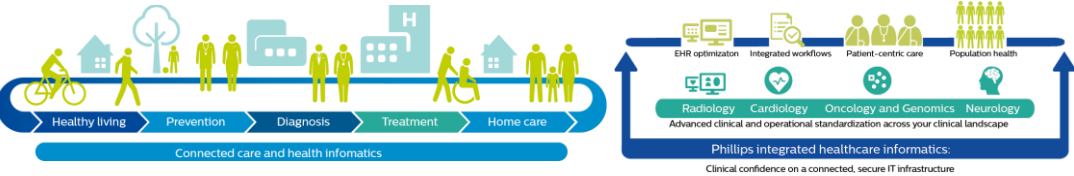
While positioning appears similar, Philips view extends to include the entire care continuum

Philips

Integrated Healthcare Informatics for enhanced patient care

Every day, you're inundated with clinical data. Our healthcare informatics solutions have the power to transform this data into integrated information that can help guide patient care throughout your enterprise.

Our medical informatics solutions streamline management and analysis of patient data from imaging systems, patient monitors, and cardiac testing equipment, while also offering innovations that enhance clinical pathways and aid workflow. By connecting hospital information systems, you gain easy access to aggregated data across the patient care continuum, helping you to gain visibility into the overall health of a patient and proactively manage population health.



Connected

An interoperable and extensible healthcare informatics platform to enhance patient-centric care – from a trusted partner



Secure

Vigilance with the latest data security and patient privacy demands without compromising accessibility or your investment



Intelligent

Automated workflows, advanced visualization and stronger clinical collaboration



Centricity™ Solutions for Enterprise Imaging delivers a common viewing, workflow and archiving medical imaging solution that integrates Picture Archiving and Communication Systems (PACS), Radiology Information Systems (RIS), Cardiovascular IT Systems (CVITS) and Vendor Neutral Archives (VNA)

Addressing enterprise-wide medical imaging challenges

Centricity™ Solutions for Enterprise Imaging delivers a portfolio of products dedicated to helping improve the clinical, financial and operational outcomes that healthcare organizations that are required to deliver care in today's value-based environment.

Centricity Solutions for Enterprise Imaging, delivers imaging solutions help improve productivity, increase access to patient information and manage the overall cost of large volumes of clinical images and patient data effectively and efficiently.

Our definition of enterprise-wide integration extends beyond radiology imaging to cardiology, women's health, oncology ambulatory and acute imaging with solutions for the acquisition, storage and viewing of images and patient data across the enterprise. Built on a common technology platform and leveraging industry standards, Centricity Solutions for Enterprise Imaging offers a modular, yet integrated, solution suite approach that includes PACS, RIS, CVIT and Vendor Neutral Archive (VNA).

We believe that four key components below are required to develop a complete enterprise imaging strategy that helps to enhance patient care and targets the challenges that healthcare organizations face today. Expand the four sections below to read more.

Explore Solutions By Department



RADIOLOGY



NUCLEAR MEDICINE



CARDIOLOGY



WOMEN'S HEALTH



Visualization: Universal Viewers for Medical Images



Workflow: Patient-Centric Approach



Collaboration: Medical Image Sharing Solutions



Archiving: Vendor Neutral Archive (VNA) Solutions



Source: http://www3.gehealthcare.com/en/products/categories/healthcare_it/medical_imaging_informatics_-_ris-pacs-cvits

Solution set comparison

We are stronger both in the breadth and depth of our offerings

IntelliSpace solutions

Philips IntelliSpace solutions help simplify clinical workflow, provide economic value, and improve patient care across entire health systems. Make informed decisions with confidence.

Radiology

[Illumeo](#)

Changing how you see, seek, and share clinical information

[IntelliSpace PACS Radiology Workspace Solution](#)

Efficiency or quality? Choose both

[IntelliSpace PACS iVault](#)

PACS archive solution

[IntelliSpace Universal Data Manager](#)

Interoperable archiving and management solution for the healthcare enterprise

[IntelliSpace PACS Advanced Mammography](#)

Streamline the review of diagnostics mammography studies

[IntelliSpace PACS Anywhere](#)

Mobile platform image distribution

[IntelliSpace PACS Federation](#)

PACS archive solution

[IntelliSpace VL Capture](#)

Visible light workflow tool

[IntelliSpace Radiology Analytics](#)

Tuning complex data into clear decisions

Cardiology

[IntelliSpace Cardiovascular](#)

Integrated multimodality image and information system designed to perform the necessary functions in cardiology.

[Xper Information Management with Xper Flex Cardio](#)

Cardiovascular workflow solution

[Xcelera](#)

Cardiology image management system

Advanced Visualization

[IntelliSpace Portal](#)

Multimodality advanced visual analysis solution

Over 70 clinical applications for Cardiology, Neurology, Oncology, Vascular, Pulmonary imaging

Radiation dose management

[Philips DoseWise](#)

Radiation dose management software platform for healthcare providers to record, track and analyze radiation exposure to patients and clinicians

Managed service

[Philips IntelliSpace Enterprise Edition](#)

Centricity Solutions

Enterprise Imaging solutions connect advanced diagnostic tools and system wide image management platforms across the care continuum

Radiology

[Centricity Universal Viewer](#)

3D post-processing, breast imaging tools, and enterprise-wide access on a single desktop

[Centricity Radiology Workflow](#)

Scheduling, acquiring, viewing, reporting, coding, sharing and archiving, in a single, intelligent workflow.

[Centricity Clinical Archive](#)

A robust, patient-centric solution for seamless image and document consolidation and access

[GE Health Cloud](#)

Designed to be a scalable, secure, connected cloud ecosystem to help manage the volume, velocity and variety of healthcare data

[Breast Imaging](#)

Supports screening and diagnostic workflows and the display of multimodality images on the same workstation.

[Clinician Access](#)

Provides enterprise-wide and community-wide access to images and reports from anywhere¹ on the user's device of choice²

[Centricity RIS-IC](#)

A web-based radiology information system designed for evolving clinical and business needs through an enterprise-wide and patient-centric view of workflows.

[Centricity Imaging Analytics](#)

Real-time analytics dashboard that helps transform your imaging department productivity and patient satisfaction for actionable information.

Cardiology

[Centricity Universal Viewer with Cardiology capabilities](#)

3D post-processing, cardiology imaging tools, and enterprise-wide access on a single desktop

[Centricity Cardio Workflow](#)

Powerful workflow efficiency tools to help improve your patient throughput and optimize staff productivity

[Centricity Clinical Archive](#)

A robust, patient-centric solution for seamless image and document consolidation and access

[Centricity Cardio Enterprise](#)

A single point of access for cardiologists to unify patient data, cardiovascular imaging and reports with end-to-end configurable workflows

[MacLab](#)

Hemodynamic monitoring and analysis and cath lab workflow solution.

[CardioLab](#)

EP monitoring & analysis and EP workflow solution.

Advanced Visualization

[Advanced Visualization powered by AW](#)

A single image repository across 2D and 3D studies

Over 50 clinical applications for Cardiology, Neurology, Oncology, Vascular imaging

Radiation dose management

[GE DoseWatch](#)

One solution with integrated radiation and contrast dose management across all your radiation emitting medical devices

Managed service

Not positioned

Portfolio comparison – Philips view

We are stronger both in the breadth and depth of our offerings

		Philips	GE
Managed service (ISEE)	Radiology PACS	IntelliSpace PACS – See attack section	
	Advanced Workflow Orchestration	See IntelliSpace Radiology Workspace Solution NPI materials and attack section	GE workflow seems to be driven by a dated RIS model (see “attack” section)
	Radiology Analytics	See IntelliSpace Radiology Analytics NPI materials and attack section	Appears to be similarities to Philips. See “defend” section
	Enterprise Imaging/ Visible Light	IntelliSpace Visible Light Capture	Offering not comparable to Philips VL iOS app and web based tools
	VNA	IntelliSpace Universal Data Manager – See NPI materials	
	Universal Viewer	Leverage roadmap via field marketing if this is a challenge	
	AI Offering	Illumeo – see NPI materials (currently for radiology only)	See attack strategy section
	Cardiology CVIS	IntelliSpace Cardiovascular – See attack section. Leverage connections with IGT-S, DXR, US	
	ECG Management	IntelliSpace ECG and ECG devices – See attack section.	
	Hemodynamics	Xper Information Management with Xper Flex Cardio – See attack section. Leverage connections with IGT & PIICiX/IntelliVue.	
	Advanced Visualization	IntelliSpace Portal – See attack section	
	Dose Management System	DoseWise Solutions for patient/staff radiation safety. Work with field marketing for add'l information.	Typically position only with imaging modalities
Core	Imaging Modalities (CT, MR, US, DR)	Align with DI and AE teams	
	Patient Monitoring	Align with AE and Patient Monitoring teams	
Emerging areas	Genomics	IntelliSpace Genomics. Work with field marketing for more information.	Unclear offering
	Oncology	Emerging: Ask field marketing for roadmap help, if required	Unclear offering
	Pathology	IntelliSite Pathology Solution. Work with field marketing for more information or Digital Path sales team.	Future unclear – ended JV with UPMC
	Population Health	Align with the Philips WellCentive team	If the account is set on GE EMR and standardizing on GE clinical applications, consider moving on...

Coloring is a qualitative indication of product/portfolio strength (green– strong; yellow – emerging capability; red – weak)

Selling against GE

Radiology informatics

Selling against GE

IntelliSpace PACS: attack strategy - business model (Target audience - CFO)

Features	Advantages	Benefits
Unique managed service	All-inclusive contract with transparent total cost of ownership	<ul style="list-style-type: none"> • Reduces the costs and risks of system acquisition and guarantees system performance • Known and predictable costs for the period of the contract (predictable budgeting) • Financially aligned incentives for growth and uptime • On-demand scalability allowing you to add users, workstations, modalities, exams, applications, and facilities as needed • Includes software upgrades and hardware obsolescence protection • Supports continual innovation throughout your investment • Contractually committed monthly uptime guarantee of 99.9% or 99.99% • 3-second image access guarantee
Fee-per-study model	Operational expense vs. capital purchase	<ul style="list-style-type: none"> • Align spend directly with usage (CIO/CFO/Management) • Business model flexibility depending on the customer's financial situation and needs
Proactive service and support	Rapid response to issues at any time.	<ul style="list-style-type: none"> • Faster resolution of issues and focus on the customer's business goals, which leads to more efficient patient care. Our standard proactive service includes <ul style="list-style-type: none"> • 24x7x365 Proactive monitoring system with Live Tech Support • Support services included in all contracts • Automated backups with off-site disaster recovery
Enterprise imaging platform	Manages a wide array of patient images and data in a secure, standards-based environment	<ul style="list-style-type: none"> • Enterprise imaging platform, complementing the EMR, and addressing the enterprise imaging needs of the institution, including Radiology, Cardiology, Mammography, Visible Light, and more • It offers the clinical intelligence and workflow, scalability and, performance of a traditional PACS along with the interoperability, standards based environment and universal image management of a VNA all in a secure environment

Selling against GE

IntelliSpace PACS: attack strategy – clinical workflow (Target audience – Department chair)

Features	Advantages	Benefits
Advanced workflow orchestration	Empowers radiologists to manage their work more efficiently	<ul style="list-style-type: none"> • Empower your radiologists to meet specific clinical and business goals, and better server the referring community • Reduce or even eliminate the need for (costly) third-party workflow orchestration solutions
Clinical intelligent software, leveraging Adaptive Intelligence Illumeo	It augments the skills of your clinicians, redefining how they currently interface with images	<ul style="list-style-type: none"> • Delivers a tailored workflow experience, as it adapts to the context and to the user preferences • Assist physicians with best practices to help standardize care • Produces a more meaningful, insight-rich output that can help physicians get to the right decision for their patients and improve care • Improves collaboration between departments within the hospital and with referring physicians
Mammography with tomosynthesis	Advanced Mammography reading from your IntelliSpace PACS Radiology workstation provides a single point of access for a holistic view of your patient's medical history	<ul style="list-style-type: none"> • Seamless radiologist reading workflow with digital tools designed for screening, diagnostics and digital breast tomosynthesis review • Removes the need for dedicated mammography reading workstations, reducing cost, saving time, and creating space and flow in the radiologist workspace • Enhanced system performance to meet the needs of the increasing size of the mammography data sets
Integrated advanced visualization 3D tools within PACS workflow	Single workspace to address all clinical needs	<ul style="list-style-type: none"> • Launch relevant clinical applications from a single workspace, increasing workflow and productivity • Reduce number of workstations, and associated costs and resources needed to support, maintain, upgrade, route and pre-fetch studies to disparate workstations
Visible Light capture and management	Seamless enterprise imaging workflow for both ordered and non ordered studies	<ul style="list-style-type: none"> • Intelligent clinical workflow provides a seamless user experience and a single repository to manage virtually all your medical images across the enterprise • Improve security/privacy of personal information (access control, audit trail, etc.) • Mobile, software-based solution grows with your enterprise and enables collaboration • Image-enable the EMR
Dose reporting	Integrated radiation dose data and reporting from DoseWise Portal to IntelliSpace PACS	<ul style="list-style-type: none"> • Dose related information is aggregated from multiple channels, including DICOM Radiation Dose Structured Reports, OCR on legacy dose sheets, Modality Performed Procedure Step (MPPS), or other image headers • IntelliSpace PACS users can easily analyze and interpret patient radiation dose per exam and overall cumulative exposure. DoseWise Portal sales toolkit on OneSource

Selling against GE

IntelliSpace PACS: attack strategy – infrastructure. (Target audience - CIO)

Features	Advantages	Benefits
Security	Secure hosting environment, secure software development, and secure application software	<ul style="list-style-type: none">• Managed, secure hosting environment complying with National Institute of Standards and Technology (NIST) and US Department of Defense (RMF) security and defense standards for security peace of mind• Enhanced application level security, including authentication, session management, user-defined password management, access control at user and role levels, auditing, and data integrity checks• An HIT partner you can trust to protect the confidentiality, integrity and availability of patient health information
IntelliSpace Universal Data Manager	We offer the clinical intelligence and workflow, scalability and, performance of a traditional PACS along with the interoperability, standards based environment and universal image management of a VNA all in a secure environment	<ul style="list-style-type: none">• Scalable: Capable of managing huge volumes of data along with Clinical Image Lifecycle Management• Interoperable: Open and standards-based, protecting existing and prospective investments• Performant: Rapid retrieval; efficiently includes advanced clinical image lifecycle rules• Universal: Integrated medical imaging record; managing ordered and non-ordered images• Secure: Software – secure by design, with disaster recovery in the cloud and data encryption in transit
Open platform for interoperability with third-party solutions	Easily interface with a broad range of EMRs, third-party and customer developed solutions	<ul style="list-style-type: none">• Choice of best of breed tools from Philips, third-party vendors, and homegrown• Design and customize individual environments based on specific needs for improved efficiency and productivity

Selling against GE

IntelliSpace PACS: defend strategy 1 of 2

GE's claim	Additional details	Philips response
Centricity™ Universal Viewer intuitively brings together 3D post-processing, breast imaging tools, and enterprise-wide access on a single desktop	Featuring a single image repository across 2D and 3D studies, Centricity Universal Viewer intuitively brings together the tools needed by radiologists, cardiologists and other clinicians to provide enterprise-wide access on a single desktop Centricity Universal Viewer delivers: Intelligent productivity tools <ul style="list-style-type: none">• Advanced visualization applications• An advanced mammography workflow• Cross Enterprise Display• Advanced Cardiology tools• Access from anywhere• Image enable your EMR	<ul style="list-style-type: none">• While GE positions its viewing platform as a Universal viewer, GE needs to deploy a number of disparate applications residing on the same desktop, with doubtful performance and scalability. Our viewing solutions are proven to be extremely performant and scalable, providing rich multi-modality clinical insights anywhere, anytime, with 3-second image access guarantee, and scalability to thousands of concurrent users• Through advances in workflow management, image review, reporting, and clinical applications, the IntelliSpace PACS solution is designed to drive interoperability and enhance productivity. The solution encompasses a powerful and growing portfolio of tightly integrated applications that guide informed decisions with advanced clinical capabilities, providing relevant data and collaboration throughout the enterprise.
Centricity Radiology Workflow Streamline departmental and enterprise-wide radiology productivity, administrative efficiency, and patient care in a single, intelligent workflow	<ul style="list-style-type: none">• From scheduling, to acquiring, viewing, reporting, coding, sharing and archiving—Centricity™ RIS-IC and Centricity Universal Viewer bring radiology tasks together in a single, intelligent workflow• Modular and scalable, able to grow with your organization• Image-enabled for all relevant workflow and types of users• Multi-organizational, role-based workflows• Detailed, configurable security controls• Clinical and business focus - advanced protocoling – mammography information management• Smart patient matching to ensure patient data integrity• Rules-based, multi-org scheduling for better resource utilization• Task-oriented work lists to manage multiple tasks	<ul style="list-style-type: none">• GE workflow seems to be driven by a dated RIS model, which lacks advanced workflow orchestration and tools, such as automated assignment of cases to the radiologist or team that is best suited to read them• In contrast, our solution is based on a fundamental understanding of radiology workflow, helping customers achieve their goal of high quality patient care, while also delivering advanced efficiency tools — so that valuable time is spent solving diagnostics challenges, not navigating dated RIS modules• Our native solution will also alert the radiologists to unread exams, deliver metrics related to peer review, and monitor key service level agreements to deliver real-time workflow management that enhances efficiency

Selling against GE

IntelliSpace PACS: defend strategy 2 of 2

GE's claim	Additional details	Philips response
<p>Centricity Clinical Archive Solution</p> <p>A standards based vendor neutral archiving (VNA) and viewing solution for simplified content management and distribution across the collaborative care network.</p>	<ul style="list-style-type: none"> • An open architecture vendor-neutral solution that unifies and intelligently manages patient data, images and enterprise content. Built on IHE – XDS and DICOM-compliant standards, enables seamless connectivity among disparate systems across multiple archive systems, specialties and facilities. • leverages Centricity Universal Viewer ZFP client, to enable rapid sharing and access to patient's longitudinal history anywhere. • With the Media Manager mobile application, simplifies ingestion and documentation of visible light images for burn assessment, wound care, pressure ulcers and skin-donor assessment. • Unlike VNAs that only support departmental DICOM consolidation, Centricity Clinical Archive streamlines enterprise-level and communitywide collaboration through interoperability standards, including IHE-XDS, HL7, and EMPI. • Its native tag morphing helps overcome limitations and variances of multi-vendor PACS systems to optimize image sharing and workflows. • Offers a choice of virtual server deployment to save data center space, enables disaster recovery by connecting to cloud storage, and enhances reliability with standardized configurations 	<ul style="list-style-type: none"> • Centricity Clinical Archive Solution (VNA) is very similar to our Universal Data Management offering. What differentiates Philips is the consolidated patient timeline for full clinical information display and the performance guarantees of our system regardless of the image type. Even images stored in our optional cloud tier will be performant through our intelligent pre-fetching engine. Our 3-second performance warranty is not something that is typically found with most VNA offerings and a successful enterprise imaging solution should be fast and easy to use • For PACS customers who want both scalability and performance, while also achieving interoperability and universal image and data management, UDM offers a no-compromise solution to managing and storing a wide array of patient images and data in a standards-based environment. Unlike traditional VNAs, there is no expensive migration or loss of performance. Customers can access images in a matter of seconds, while also achieving scalability and interoperability for all images and related data in a secure system with high performance metrics • No compromise: <ul style="list-style-type: none"> • High performance • Manage non-ordered images with visible light (included in managed service) • Standards-based interoperability • Scalable data management
<p>Centricity Imaging Analytics</p> <p>A real-time analytics dashboard that helps transform your imaging department productivity and patient satisfaction with actionable information</p>	<p>Real-time analytics include:</p> <ul style="list-style-type: none"> • Data aggregation from information systems: <ul style="list-style-type: none"> • patient status prior to scan within/outside unit • pending workflow steps across RIS, modality, PACS, and dictation or VR systems • Real-time metrics and alerts on emerging workflow delays from physician's order to patient scan and subsequent steps • Productivity dashboard to identify operational bottlenecks from aggregated data with a broad set of operational metrics 	<ul style="list-style-type: none"> • Philips primary gaps between Centricity Imaging Analytics and IntelliSpace Radiology Analytics are real time analytics and in-workflow tracking. Finding more information about how facilities perform real time in-workflow tracking is a good question to ask if it comes up. Radiologists will often use their PACS system and we offer monitors/alerting within our Radiologist Workspace Solution. Technologists will often use the RIS to track their in-workflow tracking and it is doubtful a new /different solution will replace this • Philips IntelliSpace Radiology Analytics has default reports available out of the box to turn complex data into clear decisions. Note: we offer Referral Patterns and this is not recognized as a report supported by GE

Selling against GE

KLAS insights, PACS category

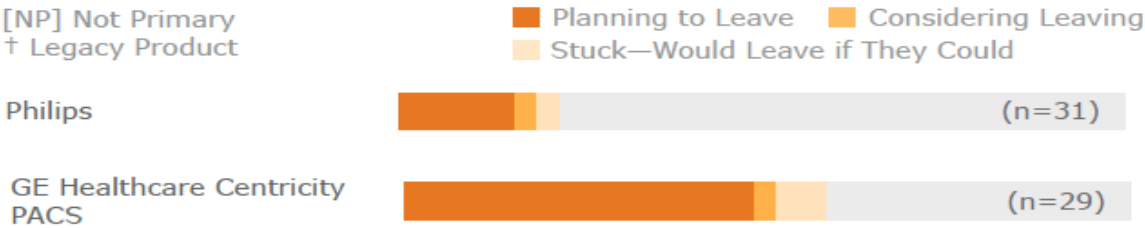
GE PACS customers struggling as vendor transitions to enterprise imaging focus

GE Healthcare has struggled to deliver on promised integration and new technology for their PACS platforms, and customers of both platforms experience unresponsive support and high turnover. As a result, GE Healthcare has lost a number of customers to other vendors. At the same time, GE Healthcare has been trying to redefine themselves in the emerging enterprise imaging market and is still often considered by providers for both PACS and enterprise imaging purchases.

- **GE Healthcare** is one of the **poorest PACS performers** for large hospitals, yet they often are considered and chosen due to the name recognition that exists among providers for GE Healthcare’s enterprise imaging solutions
- **Customers of Centricity PACS experience poor support.** It takes a long time to get issues resolved, and the support is not proactive in resolving issues
- The CentricityPACS product is stable, though development has been slow, and the product is more complex than some users would like. **Some customers also feel the product is starting to show its age:**
“Centricity PACS is a good image archive, but GE has not updated it or moved it forward for some time. GE’s support is slow, and it is always a chore for us to get resolution. In addition, we always feel like we are chasing down an answer because we don’t hear anything back” (VP of radiology)
- **About half of GE Healthcare’s PACS customers plan to move away from their product, and more than half would not buy their product again.** However, providers still consider the vendor when it comes to future enterprise imaging plans

Source: KLAS Report: PACS 2017 Reconstructing for the future

Large Hospital Customer Retention and Loyalty (>200 Beds)



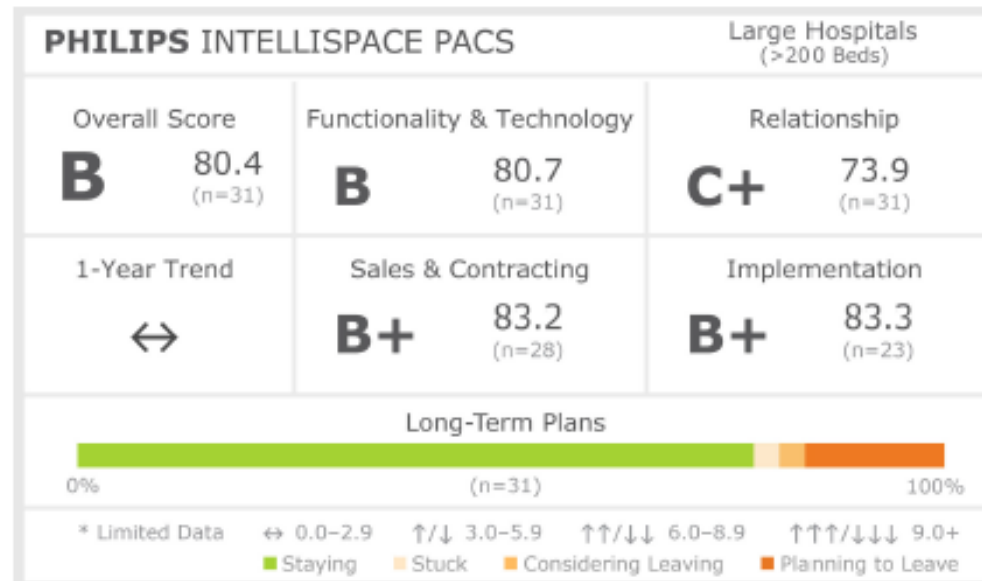
Detailed Breakdown of PACS Overall Scores



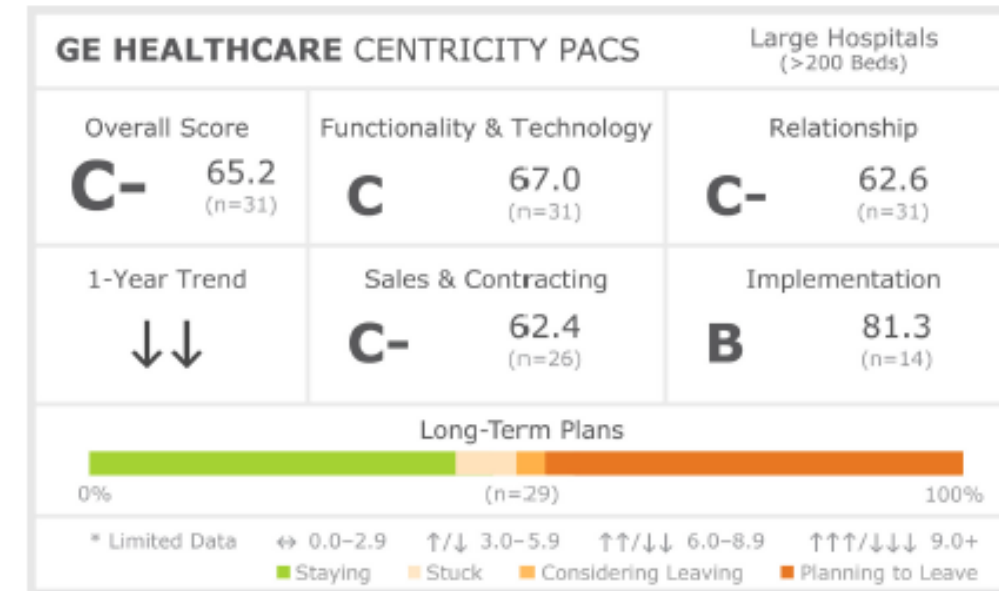
Selling against GE

KLAS insights: PACS category

PHILIPS INTELLISPACE PACS



GE HEALTHCARE CENTRICITY PACS



GRADING-SCALE METHODOLOGY








A = 90.0+	B = 78.0-81.9	C = 66.0-69.9	D = 54.0-57.9
A- = 86.0-89.9	B- = 74.0-77.9	C- = 62.0-65.9	D- = 50.0-53.9
B+ = 82.0-85.9	C+ = 70.0-73.9	D+ = 58.0-61.9	F = 0.0-49.9

Source: KLAS Report: PACS 2017 Reconstructing for the future

Selling against GE

KLAS insights: PACS category

Overall KLAS Score:
Philips 80.4
GE 65.2

Category	Ranking	Insight
Philips significantly stronger than GE in sales and contracting	<p>Avoids charging for everything</p> <p>PHILIPS = 85% vs  = 45%</p> <p>Sales and contracting category</p> <p>PHILIPS = 80.2 vs  = 63.3</p>	<ul style="list-style-type: none"> Philips Service Delivery Model with known total cost of ownership is a powerful differentiator Philips works with customers to tailor contracts to fit special needs
Philips stronger in functionality and upgrades than GE	<p>PHILIPS = 79.6 vs  = 70.8</p> <p>(PACS avg =83.1%)</p>	<ul style="list-style-type: none"> It is important to remind customers of all the new innovations we are releasing as they may not realize or just have not received them yet
Philips significantly stronger in service and support than GE	<p>Keeps all promises</p> <p>PHILIPS = 78 vs  = 71</p> <p>GE well below overall service category average (80.4%)</p> <p>PHILIPS = 76.2 vs  = 72</p>	<ul style="list-style-type: none"> Philips has earned a strong reputation of taking care of its customers. While sometimes we may not seem fast enough, we do deliver. Sometimes we may be too hard on ourselves <i>“Centricity PACS is a good image archive, but GE has not updated it or moved it forward for some time. GE’s support is slow, and it is always a chore for us to get resolution. In addition, we always feel like we are chasing down an answer because we don’t hear anything back”</i> (VP radiology)
Philips stronger in “likely to recommend” than GE	<p>PHILIPS = 7.0 vs  = 6.0</p> <p>(PACS avg =7.4)</p>	<ul style="list-style-type: none"> Be confident that customers do value our people, our technology and our service to our clients. GE’s customer loyalty is not nearly as strong and well below the industry average
GE well below industry average in Quality of Implementation	<p>PHILIPS = 7.1 vs  = 6.6</p> <p>(PACS avg = 7.5)</p>	<ul style="list-style-type: none"> Philips tailored approaches to implementation and value added services out pace what GE delivers (in contrast to what they promote)

Source: snapshot report from KLAS website, July 28, 2017

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Selling against GE

Cardiology informatics

Selling against GE

IntelliSpace Cardiovascular: attack strategy

Features	Advantages	Benefits
Cardiology timeline	Make informed decisions with a comprehensive overview of your patient. Minimizes time involved in accessing studies in additional systems and potential for costly retesting	<ul style="list-style-type: none"> • Delivers a graphical, panoramic, chronological overview of your patients' cardiovascular care continuum to help you enhance the quality of cardiac care • The Cardiology Timeline also serves as a launch pad to detailed clinical records • Provide clinicians with easy access to prior cardiovascular exams to help reduce unnecessary and costly retesting
Multi-modality workspace	Provides a single cardiology workspace with immediate access to all relevant cardiovascular information	<ul style="list-style-type: none"> • Organize day with user centric layer by creating a customized worklist to filter information needed • Access graphical study list within with in search and worklist applets • Access patient information from a single workspace • Complement your EMR • Work with medical devices from a variety of vendors • Zero-footprint technology; Accessible anytime, virtually anywhere* • Compare multi-modality images and/or documents side by side • Launch directly into third-party applications for more information
Zero footprint workspace with web-based echo reporting accessible anytime, virtually anywhere	Access full diagnostic quality images via the web	<ul style="list-style-type: none"> • Web based echo reporting anytime, virtually • Fulfills the need to analyze echo images and create and finalize echo reports remotely • Provides diagnostic quality echo images, including the ability to perform measurements and calculations • Generate a report using user configurable templates • Zero Footprint reduces client deployment needs and costs and can allow access to application from anywhere
EMR integration	Launch from EMR into Intellispace Cardiovascular/Xcelera and from Intellispace Cardiovascular into EMR	<ul style="list-style-type: none"> • Vendor agnostic towards EMR's • Launch directly from your EMR into IntelliSpace Cardiovascular • Procedure/patient context – images and documents are automatically selected and displayed in the Image and Document Viewer applets • Use the EMR/HIS interface to access IntelliSpace Cardiovascular when working in your EMR/HIS system

Selling against GE

IntelliSpace Cardiovascular: attack strategy

Features	Advantages	Benefits
Epic Cupid integration	Facilitates reporting via Epic Cupid. Allows image analysis and measurements from Intellispace Cardiovascular to be sent to Epic Cupid for inclusion in the report	<ul style="list-style-type: none"> • Enables context synchronization for the user, patient, and study and near real-time transfer of measurements and calculation of results created in IntelliSpace Cardiovascular to the epic Cupid application • Helps to decrease error by eliminating manual input of measurements and calculation results into Epic
Expanded web API	Launch into third-party applications from the ISCV workspace	<ul style="list-style-type: none"> • Through third-party applications customers have the flexibility to launch into third-party applications via a URL at system, patient, study, and series level • Multiple URLs per modality provide flexibility to use multiple applications for one modality • Easy access to third-party applications not in patient or study context • Easy access to other applications such as Advanced Analytics, your scheduling system, or your ECG worklist • Streamline workflow by having access to multiple third-party applications in patient context such as hospitals which use more than one EMR
Advanced analytics	Advanced Analytics tool helps dig deeply into data from various clinical and administrative systems	<ul style="list-style-type: none"> • Examine data across your patient population for trending purposes; Quickly identify trends to support improvement of hospital workflows and enhance procedural efficiency; • Use report templates for common reports • Drill down further into individual patient data across patient population • Access supply utilization and productivity and outcomes reporting • Industry-standard Microsoft reporting services tool to access data stored by IntelliSpace cardiovascular applications • Accessible via internet explorer or via the Web API • Distribute scheduled reports automatically
Diagnostic Guidance	Supports reporting confidence and accuracy	<ul style="list-style-type: none"> • Operates during reporting to warn you of conflicts, errors, omissions, or patterns that would otherwise go unreported or mistakenly reported • Retrospective analysis to determine how often a given rule set is violated, which is useful in auditing situations and for establishing best practices • Create comprehensive reports that aid in confident and efficient decision-making when developing treatment plans • Helps you meet reporting standards and accreditation requirements the first time with confidence

Selling against GE

IntelliSpace Cardiovascular: defend strategy (1 of 2)

GE's claim	Additional details	Philips response
Anytime, anywhere access to diagnostic images and tools	<p>Centricity Universal Viewer provides advanced visualization and quantification tools for Cardiology, offering a single source for coronary and vascular analysis, volume analysis, echo measurement and analysis such as 2D strain, 3D and 4D visualization as well as advanced measurement tools for CATH procedures. Centricity Universal Viewer offers embedded remote access to GE Healthcare's EchoPAC Plug-In software and TomTec-Arena™</p> <p>Embedded tools include the following</p> <ul style="list-style-type: none"> • Coronary and Vascular Analysis • Stenosis Analysis • Ventricular Analysis • Echo Analysis • Stress Echo Analysis • Advanced 3D/4D Echo Analysis Tools • Vascular Ultrasound Review & Measurement Module • Connectivity with GE Healthcare MUSE™ ECG Management System 	<p>IntelliSpace Cardiovascular offers advanced visualization and quantification with embedded tools and/or direct integration</p> <ul style="list-style-type: none"> • Cardiovascular X-ray - LVA, QCA, QVA, and vascular processing • Echocardiography – Philips QLAB and/or TomTec • Nuclear cardiology – AutoQuant Plug-in and/or IntelliSpace Portal <p>* Access to the above requires the use of thin client vs zero-footprint. Suspect that GE requires Citrix or similar technology to fulfill this as TomTec does not have a zero-footprint client. Philips utilizes direct access to the actual client to ensure performance and image quality. This ensures quality of patient care and minimizes potential for error from missed data due to network/streaming irregularities</p> <ul style="list-style-type: none"> • IntelliSpace Cardiovascular can be integrated to exchange data and provide direct access to third-party systems via Web and 3rd Party API capabilities such as Medstreaming and GE MUSE • Intellispace Cardiovascular offers connectivity with GE MUSE as well as IntelliSpace ECG • Philips has acquired TomTec. GE uses Tomtec as its primary Echo quantification application. Expect future integration/capabilities of Philips and TomTec to be tighter and richer
Helps improve communication and collaboration	<p>Centricity Universal Viewer Zero Footprint (ZFP) provides clinicians enterprise-wide and community-wide access to images and reports from anywhere on the user's device of choice</p>	<p>IntelliSpace Cardiovascular Zero Footprint workspace provides access to relevant cardiovascular images and information anytime, anywhere.</p> <ul style="list-style-type: none"> • Share images and information quickly • Collaborate virtually anywhere • Deliver a high level of coordinated care

Source: http://www3.gehealthcare.com/en/products/categories/healthcare_it/medical_imaging_informatics_-_ris-pacs-cv/is/centricity_cardio_enterprise#tabs/tab8D0752DA8EB04D4394548174402B9AA1

Selling against GE

IntelliSpace Cardiovascular: defend strategy (2 of 2)

GE's claim	Additional details	Philips response
Centricity Cardio Enterprise – <i>an integrated imaging and workflow solution that provides a unified view of cardiology images, with customizable workflows and the ability to view related radiology images.</i>	<p>The Centricity Cardio Enterprise solution comprises Centricity Cardio Imaging and Centricity Cardio Workflow. Centricity Cardio Imaging is a web-based cardiovascular PACS that provides access to diagnostic quality images from anywhere with an internet connection to help enable fast, more informed decisions</p> <p>The comprehensive enterprise imaging platform IT needs. The solutions cardiologists and staff want Centricity Universal Viewer with Cardiology capabilities 3D post-processing, cardiology imaging tools, and enterprise-wide access on a single desktop Centricity Cardio Workflow Powerful workflow efficiency tools to help improve your patient throughput and optimize staff productivity Centricity Clinical Archive A robust, patient-centric solution for seamless image and document consolidation and access</p>	<ul style="list-style-type: none"> • Unlike GE's solution that comprises two products, Philips IntelliSpace Cardiovascular platform is a comprehensive image and information cardiology solution built on the strengths of Xcelera with expertise in clinical workflows, clinical tools, image quality, interoperability and reporting • Customers cite issues with integration of GE Centricity. IntelliSpace Cardiovascular features expanded vendor agnostic web application programming interfaces (WebAPI) to allow easy access to third-party applications • IntelliSpace Cardiovascular provides cardiologists with an interoperable, patient-centric repository of comprehensive cardiovascular information to help support clinical decision-making, streamline workflows and reduce costs • IntelliSpace Cardiovascular built-in cardiology timeline is unique and delivers graphical, panoramic, chronological overview of a patient's cardiovascular care
Centricity™ Cardio Workflow – <i>customizes workflow to care area and institutions</i>	<p>Features powerful workflow efficiency tools to help improve your patient throughput and optimize staff productivity. Whether your facility generates orders for your cardiology exams, uses an enterprise-wide scheduling system or uses a cardiology only scheduling system, we offer multiple advanced interfaces and solutions that are flexible to help optimize your workflow</p>	<ul style="list-style-type: none"> • GE Cardio Workflow solution is driven by older Cardiology DMS (Data Management System) solution, which lacks functionality, interoperability and development • IntelliSpace Cardiovascular workflow is based on clinical insight with clear understanding in cardiovascular workflow and physician reporting • GE provides EP workflows including EP monitoring. Philips Xper IM provides charting menus for EP but lacks integration to provide EP physician reporting and analytics

Source http://www3.gehealthcare.com/en/products/categories/healthcare_it/medical_imaging_informatics_-_ris-pacs-cv/is/cardiology

Selling against GE

KLAS insights: Cardiology informatics

KLAS was unable to validate providers using GE Centricity Cardiology Solution in two or more areas.

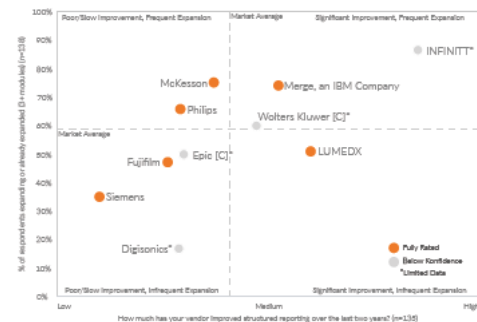
% PLANNING TO USE THE VENDOR GOING FORWARD

*Limited Data



GE not ranked!

EXPANSION VS. STRUCTURED REPORTING IMPROVEMENT

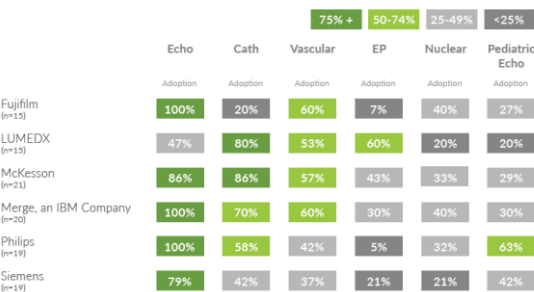


GE not ranked!

STRUCTURED REPORTING BY AREA

Represents feedback only from providers using the vendor in 2+ structured reporting modules

*Limited Data



GE not ranked!

The data in this report comes from both evaluation types and was collected over the last 12 months; the number of unique responding organizations for each is given in the chart below.

	Standard Evaluations	Supplemental Evaluations	Estimated Market Penetration
Fully Rated Vendors			
Fujifilm	37	15	Medium
LUMEDX	26	15	Medium
McKesson	32	21	Deep
Merge, an IBM Company	36	20	Deep
Philips	44	19	Deep
Siemens	40	19	Deep
Vendors Below Confidence			
Digisonics	22	6	Shallow
Epic	17	10	Shallow
INFINITT	7	7	Shallow
Wolters Kluwer	13	10	Shallow
Other Cardiology Vendors			
Agfa HealthCare	--	<6	--
GE Healthcare	--	--	--
ScImage	--	<6	--

No evals for GE in past 12 months!






Source: KLAS Cardiology 2016 Report, October 2016

“Providers expressed significant interest in the future of Philips IntelliSpace Cardiovascular”

Selling against GE

KLAS insights: Cardiology Informatics - CVIS

Overall KLAS Score:	
Philips	78.5
GE	72.1

Category	Ranking	Insight
GE ranks well below average in the sales and contracting category	PHILIPS = 78.2  = 59	<ul style="list-style-type: none">GE's customer training is not effective and frustrating for the customer. Be confident that customers do value our people, our technology and our service to our clients
GE is below average in Functionality and Upgrades category	PHILIPS = 7.0  = 6.5	<ul style="list-style-type: none">GE's product has not changed significantly over the years and do not seem to be investing heavily in Cardiology. It is important to remind customers of all the new innovations we are releasing as they may not realize or just have not received them yet
Service and Support	PHILIPS = 7.0  = 7.0	<ul style="list-style-type: none">GE's Support is not reliable and often times leaves the customer with an unsatisfactory resolution
Technology	PHILIPS = 7.4  = 5.0	<ul style="list-style-type: none">GE is not putting a lot of investment in R&D to innovate and improve their Cardiology product GE's product has been described as 'convoluted' and 'not user friendly'. It is important to remind customers of all the new innovations we are releasing with regards to web reporting and integration with third-party systems
ROI/cost (care and feeding)	PHILIPS = 7.4  = 6.3	<ul style="list-style-type: none">GE charges its customers any time an enhancement to the software is needed whereas Philips service agreements take this level of effort into account upfront so that there are no surprises for the customer

Selling against GE

XPER IM/Flex: attack strategy

Features	Advantages	Benefits
Clinical decision support	Empower caregivers in the cardiac cath lab area to make fast, informed clinical decisions wherever care is delivered	<ul style="list-style-type: none"> Advanced clinical decision support <ul style="list-style-type: none"> FFR, ETCO2 Supports patient care pre-procedure, during the procedure and in recovery <ul style="list-style-type: none"> Xper Bedside, Xper IM interface with PIIC iX IntelliVue; Xper IM interface with Epic CUPID Support quality and accreditation initiatives <ul style="list-style-type: none"> NCDR Cath PCI charting menus, dedicated CathPCI template, Clinical discreet data interface Meet internal and external compliance objectives <ul style="list-style-type: none"> Q & A reporting with data analysis module.
Streamline clinical workflows	Orchestrate and facilitate collaboration across specialty teams with rich panoramic patient impressions	<ul style="list-style-type: none"> Ease of use and customizable to both clinical & operation your needs <ul style="list-style-type: none"> Customized charting menus, custom forms, physician report templates Cath lab inventory management, cath lab data analysis Provides Multi-facility Support through unified access, data/ information and performance through an enterprise <ul style="list-style-type: none"> Single stand-alone, multi-facility enterprise; Single or multiple database repositories IntelliBridge Enterprise Proactive support to reduce downtime
Maximize return on healthcare IT investment	Drive provider reimbursement with clinical and economic outcomes and comply with standards of care and the consumerization of the cath lab area	<ul style="list-style-type: none"> Increased ROI through understanding operational efficiencies <ul style="list-style-type: none"> Xper Inventory module with bi-directional interface Xper Cath Lab Data Analysis module Xper Billing & Coding module supports of billing workflow through management and association of coding standards (ICD 10 and CPT) Provides the most scalability with the least amount of incremental costs (# of labs, users etc) <ul style="list-style-type: none"> Xper concurrent licenses, Xper Data Center; Upgrade to continue investment Complies with industry standards and provides adaptive architecture that can be deployed in enterprise infrastructure <ul style="list-style-type: none"> Xper Data Center, Windows 10, Windows Server 2014, SQL 2012 Xper Connect (Over +900 live interfaces, IntelliBridge Enterprise)

Selling against GE

XPER IM/Flex: defend strategy

GE's claim	Additional details	Philips response
Centricity™ Cardio Workflow – customizes workflow to care area and institutions	Features powerful workflow efficiency tools to help improve your patient throughput and optimize staff productivity. Whether your facility generates orders for your cardiology exams, uses an enterprise-wide scheduling system or uses a cardiology only scheduling system, we offer multiple advanced interfaces and solutions that are flexible to help optimize your workflow.	<ul style="list-style-type: none"> • GE Cardio Workflow solution is driven by older solution Cardiology DMS (Data Management System) solution, which lacks functionality, interoperability and development • IntelliSpace Cardiovascular workflow is based on a clinical insight with a clear understanding of cardiovascular workflow and physician reporting. IntelliSpace Cardiovascular provides advanced visualization with access to CT TAVI planning, CT Comprehensive Cardiac Analysis, Multi-modality Advanced Vessel Analysis, MR Cardiac Viewer and Analysis • IntelliSpace Cardiovascular provides data analytics on supply utilization and productivity and outcomes reporting for cardiology database including echo and cath • GE Cardio Workflow along with GE CardioLab provides EP workflows including EP monitoring. Philips Xper IM provides charting menus for EP procedures but lacks integration on ability to incorporate EP monitoring system data (intracardiac values) for use in charting, physician reporting and analytics
MacLab IT – Hemodynamic Recording System is part of a comprehensive cath lab workflow infrastructure designed to help make you efficient, productive, and able to care for your patients effectively.	Mac-Lab IT is the central convergence point for images, waveforms and data from multiple sources, combined with a wide array of innovative cath lab tools. Featuring true integrated Fractional Flow Reserve (FFR), comprehensive functional assessment tools and Integrates images from PACS.	<ul style="list-style-type: none"> • MacLab IT is a stable hemo platform but lacks functionality and innovation • Philips Xper portfolio continues to add innovation based on customer feedback and industry standards: Bi-direction Inventory, PIIC iX (IntelliVue) interface, Real-time labs, Billing Coding ICD10, Nuance PowerScribe interface, expanded integration with IntelliSpace CV signal sign-on with Xper; WIN10, WIN Server 2012 or 2014, SQL Server 2014 • GE only offers inventory, billing/coding, analytics and physician reporting thru purchase of Cardio Workflow. By contracts these are functions that Xper IM platform offers. Xper customers can grow with the system & add-on/upgrade to workflow modules or interfaces to improve efficiencies using Xper IM (i.e. Inventory, Reporting etc) • Xper Connect provides extensive interoperability with 3rd vendors. Expanding with recent launch of Xper with IntelliBridge Enterprise • MacLab Classic customer needs entire costly fork-lift to MacLab IT. Philips offers S4 & PM5 install base customers incentive upgrades & trade in to Xper Flex Cardio/IM with promotions. • Philips has focused on the clinical user first. Improving physician & clinical staff workflow efficiencies have been our priority: Xper IM r2.x new innovations & Philips Integrated Cath lab: Xper FC/IM, IntelliSpace CV, IGT Allura & Azurion x-ray, IntelliVue, Volcano

Source http://www3.gehealthcare.com/en/products/categories/healthcare_it/medical_imaging_informatics_-_ris-pacs-cv/centricity_cardio_enterprise
http://www3.gehealthcare.com/en/products/categories/hemodynamic_recording/mac/recordingsystems

Selling against GE

KLAS insights on GE MacLab

Trending

	Today	A Year Ago	3 Years Ago
Sales & Contracting	66.3	70.5	68.4
Implementation & Training	68.1	64.7	68.4
Functionality & Upgrades	78.2	73.0	74.3
Service & Support	74.8	66.5	69.1
General	74.7	76.0	79.5
Overall	74.90	71.75	73.57

Positive

53%

Negative

47%

Functionality and Upgrades	10	Functionality and Upgrades	5
Future Outlook	2	Future Outlook	1
Interfacing and Integration	2	Interfacing and Integration	2
Relationship	1	Relationship	1
Service and Support	1	Service and Support	2
Implementation and Training	1	Technology	4

Trending Details: Tables

	2013		2014			2015			2016			2017		
	Aug	Dec	Apr	Aug	Dec	Apr	Aug	Dec	Apr	Aug	Dec	Apr	Aug	
Overall Score out of 100	77.4	76.7	76.4	73.6	73.0	72.6	72.2	74.2	71.6	72.1	72.2	72.9	73.9	↓
Sales & Contracting	74.6	73.3	72.8	68.4	65.1	63.8	66.2	69.4	64.2	68.9	68.2	68.3	66.3	↓
Implementation & Training	74.1	72.2	65.7	68.4	68.0	69.2	67.2	67.7	67.7	68.4	69.8	N/A	N/A	↓
Functionality & Upgrades	78.3	76.7	76.3	74.3	76.4	76.7	75.2	77.1	74.8	74.1	75.8	75.4	76.7	↔
Service & Support	76.0	73.2	73.7	69.1	70.2	68.4	68.2	67.4	65.8	65.9	66.5	72.2	73.6	↓
General	79.9	81.7	82.2	79.5	77.1	77.2	76.8	80.1	76.7	76.4	75.1	73.2	74.3	↓








Well Below Average Below Average Average Above Average Well Above Average

Source: KLAS Hemodynamics Report – 08/2017

Selling against GE

KLAS insights: Cardiology Informatics – Hemo and Cath

Overall KLAS Score:
 Philips 75.6
 GE 73.6

Category	Ranking	Insight
Sales and contracting: Philips stronger than GE	<p>Avoids charging for everything: PHILIPS = 73%. vs  = 45%</p> <p>Sales and contracting category: PHILIPS = 75.2 vs  = 61.5</p>	<ul style="list-style-type: none"> Philips offers install base customers upgrade & trade-ins along with promotional incentives to latest technology Philips sales & service consultate with customers to provide solutions that fit their needs
Implementation and training: Philips high ranking and GE has no ranking listed	PHILIPS = 83.3 vs  no ranking	<ul style="list-style-type: none"> Philips tailored approaches to implementation and value added services out pace what GE delivers (in contrast to what they promote)
Functionality and upgrades: Philips and GE equal ranking	PHILIPS = 75.4 vs  = 72.1	<ul style="list-style-type: none"> It is important to remind customers of all the new innovations we have released with Xper IM r2.1, r2.2 & r2.3 that customers may not realize or just have not received them yet
Service and support: GE lowest ranking	<p>Quality of support PHILIPS = 7.2 vs  = 6.2</p> <p>Keeps all promises: PHILIPS = 78% vs  = 79%</p>	<ul style="list-style-type: none"> Philips has earned a strong reputation of clinical & technical support. And does right by the customer
General: Philips and GE equal lower tier ranking	PHILIPS = 7.52 vs  = 75.4	<ul style="list-style-type: none"> Be confident that customers do value our people, our technology and our service to our clients. GE customer loyalty straying due to lack of innovation

Selling against GE

iECG: attack strategy

Features	Advantages	Benefits
ECG Anywhere web based client	Zero-footprint solution allowing Cardiologists to access multiple iECG systems, facilities	<ul style="list-style-type: none"> Provides secure access to ECG information from anywhere on different devices Web client compatible with HTML5 browsers – nearly universal access from wide-range of common devices and viewers Ability to review, edit, and confirm from remote viewers, including non-Philips ECGs Link multiple IECG systems, facilities, and all locations from a single web-client Enables both Analysis and Serial comparison functions to utilize powerful IECG Un-confirm, analyze, and run serial comparisons
DXL Algorithm	Provides precise and consistent ECG measurements to generate interpretive statements	<ul style="list-style-type: none"> Filtering to identify critical data Determines discrete measurements Makes diagnostic statements Compliance with ACC/AHA/HRS guidelines (STEMI, NSTEMI, Pacemakers)
Statement Editing	Frequently used statements are easily accessible by individual users	<ul style="list-style-type: none"> Provides flexibility to choose desired methods to search and insert diagnostic statements Institution configured statements: fully configurable and customizable institution-wide frequently used statement clusters by disease category User recent (favorite) statement: IECG automatically tracks usage history overtime and provides a list of the last 20 statements inserted by user during editing for easy and quick access Fuzzy search algorithm accelerates search efficiency and quickly returns Support for Billing Codes
Multi-level over-reading workflow	Supports two roles in over-reading workflow to provide training tool for cardiology fellows in teaching institutions while lightening the reading task for cardiologists	<ul style="list-style-type: none"> Supports two roles in Approve/Confirm over-reading workflow Provides training tool for cardiology fellows in teaching institutions while lightens the reading task for cardiologists Accelerates workflow and improves clinical outcomes in ER where ER doctors read and interpret complex ECGs and cardiologists review and confirm initial interpretation Excellent training tool for cardiology fellows to learn how to accurately read ECG while reducing reading tasks and improving workflow efficiency for cardiologists

Selling against GE

iECG: attack strategy

Features	Advantages	Benefits
Full integration of IECG and Philips ST80i stress systems	Centrally store Philips Stress report and study data, provide ability to edit stress report, and integrate custom workflow	<ul style="list-style-type: none">• IECG is fully integrated with Philips ST80i stress system and centrally stores stress reports and study data, enabling a transition to digital workflow• Quickly access a patient's stress study and procedure history to assess the continuum of care• Increase efficiency and improve patient outcomes with all patient studies and procedure data available from a single point-of-entry• ability to edit the stress PDF report in IECG by invoking the full functional Stress report editor from within IECG enterprise wide
IECG cover page process	Allow reviewing cardiologists to edit preliminary diagnostic information in Holter and ST80i PDF reports including "Narrative Summary" and "Interpretation"	<ul style="list-style-type: none">• Provides a configurable list of commonly used diagnostic phrases that can easily be included in the cover page• Read the "Narrative Summary" and "Interpretation" from meta data in Holter or Stress PDF reports and fill in the pdf cover page automatically when the report is opened• Allow reviewing cardiologists to edit preliminary diagnostic information in Holter and ST80i PDF reports including "Narrative Summary" and "Interpretation"
Connectivity	Flexible infrastructure requirements to ease deployment in your IT environment	<ul style="list-style-type: none">• Interfaces: supports industry standards such as HL7, DICOM, and IHE• Two-way data exchange between IntelliSpace ECG and your hospital's clinical and administrative systems• Interfaces with both Philips and Non-Philips diagnostic ECG applications to deliver current and previous ECG's for fast easy access to ECGs from almost anywhere, anytime, enhancing clinical workflow through extensive connectivity

Selling against GE

iECG: defend strategy (1 of 2)

GE's claim	Additional details	Philips response
Bridges the communication gap between vendors, modalities, clinics, hospitals, care areas and your enterprise	<p>MUSE eDoc Connect provides an open and direct multi-modality, multi-vendor solution.</p> <ul style="list-style-type: none">• Easy integration of non-GE technologies• Direct connectivity to receive and store reports from other network-connected devices such as stress testing equipment, electrocardiographs, wearables, pulmonary function equipment and more• Patient information and clinical results available in a single view• Built-in interface removes the burden of IT maintaining additional interfaces	Philips provides customers the flexibility to implement the interface that is most beneficial to their workflow. Philips Interfaces support industry standards such as HL7, DICOM, and IHE.
Integrates with active directory, HIS, EMR, and Logging / Audit systems to centralize user authentication and login as well as enhance your auditing capabilities	<p>The MUSE platform is designed to scale from stand-alone critical access hospitals to enterprise solutions implemented by major healthcare systems worldwide.</p> <p>Regardless of the solution, standalone or enterprise. MUSE can help you seamlessly connect data to you physicians. Having a comprehensive, flexible, and easily accessible system gives the ability to correlate care when patients are seen at multiple sites.</p> <p>Many healthcare systems have merged independent MUSE systems into a single solution to help reduce hardware footprint, HL7 configuration and software licensing fees, while providing expanded capabilities while reducing operational expenses.</p>	IntelliSpace ECG uses IntelliBridge Enterprise for “single pipe” interoperability with your HIS, ADT, EMR, and other hospital informatics solutions. This same interfacing engine can be shared among Philips cardiovascular informatics solutions providing additional benefits and integration savings.

Source: http://www3.gehealthcare.com/en/products/categories/healthcare_it/medical_imaging_informatics_-_ris-pacs-cvis/centricity_cardio_enterprise#tabs/tab8D0752DA8EB04D4394548174402B9AA1

Selling against GE

iECG: defend strategy (2 of 2)

GE's claim	Additional details	Philips response
Provides workflow flexibility for data acquisition, barcoding at the device for ADT and orders download, helping to reduce errors	<p>Pre-hospital and STEMI workflow Every moment counts when a person is having a heart attack. MUSE can integrate with other vendor prehospital 12 lead ECG systems so that treatment decisions can be made quickly and departments, such as the Cath Lab can begin to prepare for patient arrival and treatment. See how MUSE helps save time with Prehospital ECG</p> <p>Advanced barcode workflow MUSE v9 along with enhanced barcode capabilities of the MAC5500 work together to help improve efficiency across the enterprise. Quickly attach patient information to the test even before the order is complete. This solution is designed to help avoid costly misdiagnoses, automate processes for clinicians, and streamline workflow supporting improved quality of care and reduced cost for the hospital.</p>	Philips ECG Anywhere web based client improves workflow efficiency by providing secure access to ECG information from anywhere on different devices. iECG Anywhere provides – nearly universal access from wide-range of common devices and viewers. This technology allows cardiologists the ability to review, edit and confirm from web client compatible HTML5 browsers. Linking multiple iECG systems, facilities and locations from a single web-client.

Selling against GE

Advanced visualization

Selling against GE

IntelliSpace Portal: attack strategy

Features	Advantages	Benefits
Single Advanced Visualization platform, spanning clinical domains and modalities	Connecting imaging	<ul style="list-style-type: none"> • Multimodality AV server solution eliminates the need for multiple modality-specific workstations • Can be launched from any PACS system • Client/server architecture allows access from anywhere in the network, even over VPN • Ability to connect to multiple scanners, even from other vendors • Task-guidance workflow and powerful “zero-click” preprocessing and automated pre-fetch capabilities for ease of use and throughput • Collaborative tools to help build stronger professional relationships, especially with general surgeons, emergency physicians, oncologists, cardiologists and other referring physicians • Tight integration with IntelliSpace Cardiovascular for more streamlined reading
	Provides an integrated workflow to empower clinicians, helping reduce variability and increase diagnostic confidence	<ul style="list-style-type: none"> • Comprehensive set of clinical applications (+70) supporting diagnosis and clinical workflow in cardiology, neurology, oncology, vascular and surgery • ISP provides solutions for the most difficult cases • Auto-segmentation and measurement tools to improve precision and consistency • 3D viewing tools and automatic segmentations and key image management allow for easy analysis and reporting • Deliver the latest clinical tools and enhancements with annual heartbeat • KnowledgeScape real-time learning tool • 3D printing capabilities to be able to personalize pre-surgical planning • Machine learning capabilities: ISP automatically adjusts pre-processing rules to physician patterns • Fast image transfer, removal of non-target anatomy, user configurable layouts help minimize diagnostic variance and reduce time to results, with up to 77% time savings in some cases
	Offers a unified, scalable enterprise-wide solution	<ul style="list-style-type: none"> • Ability to scale up to 100 users and connect multiple hospitals • Scalability with resource-based licensing • Centralized management tools • Remote monitoring tools and services solutions to keep the solution running at optimal performance • Compliance with the latest data security and privacy demands without compromising accessibility • Flexible IT solutions such as ability to regularly update antivirus and Microsoft OS patches, to remotely deploy clients via SMS push, and to define access levels for various users groups

Selling against GE

IntelliSpace Portal: defend strategy

GE's claim	Additional details	Philips response
With over fifty clinical applications, AW is your portal to increased productivity across all imaging modalities	GE offers applications across Cardiology, Oncology, Neurology, vascular and interventional imaging	<ul style="list-style-type: none"> Philips clinical applications cover same areas but also include and our suite of applications is now over 70 Philips is the only vendor with FDA approved applications for LoBI and CoBI what will improve the reading efficiency for MS studies Philips is the only vendor to provide a Multimodality Tumor Tracking tool with the qEASL biomarker allowing Oncologists not to only evaluate tumor response to therapy based on tumor size but on viable tissue
You can access your AW applications via a Workstation, RIS/PACS, laptop, or PC from wherever you have a secure connection	GE accessibility is limited due to its lack of compatibility with other vendors solutions	<ul style="list-style-type: none"> IntelliSpace Portal can be accessed from any PC from anywhere, anytime. IntelliSpace Portal can also be accessed on mobile devices Philips supports two levels of remote access. Both are web based but allow different levels of capabilities to provide the right balance between ease of use and accessibility AW is not validated for use with non-GE modalities limiting its overall utility
Images are preprocessed so they're ready to read the moment you open a clinical case	IntelliSpace Portal offers the same pre-processing capabilities.	<ul style="list-style-type: none"> IntelliSpace Portal has a large number of clinical publications describing the improved workflow efficiency based on its pre-processing features It is not clear if AW auto launch capability can work with all modalities/exams
Grant access to team members, referring physicians, other radiologists to facilitate remote consultations, staff meetings, or double readings	IntelliSpace Portal offers the same access capabilities	<ul style="list-style-type: none"> IntelliSpace Portal can leverage its "Collaboration Tools" to allow referring physicians, remote consultations, double readings, etc. using a zero foot print client Philips supports two levels of collaboration – a web access for basic viewing and collaboration and full access to the server delivering complete functionality remotely via a secure a connection

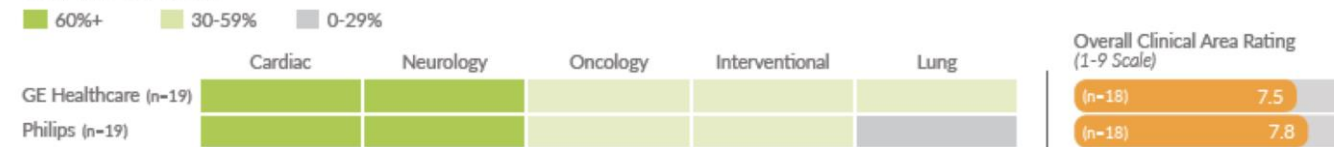
Selling against GE

KLAS insights: Advanced Visualization category

PHILIPS AND GE HEALTHCARE SATISFY BROAD RANGE OF NEEDS

The GE Healthcare and Philips systems are the AV solutions most widely adopted across clinical areas. The broad functionality they offer meets many needs for many types of users. In addition to offering broad functionality, Philips provides satisfactory relationships, schedules regular follow-up training, and consistently upgrades the system to address customer concerns. GE Healthcare customers also receive consistent upgrades, though these upgrades sometimes have glitches or don't implement all needed fixes. GE Healthcare customers report a lower level of satisfaction with training and support than Philips customers do.

DEPTH OF USE



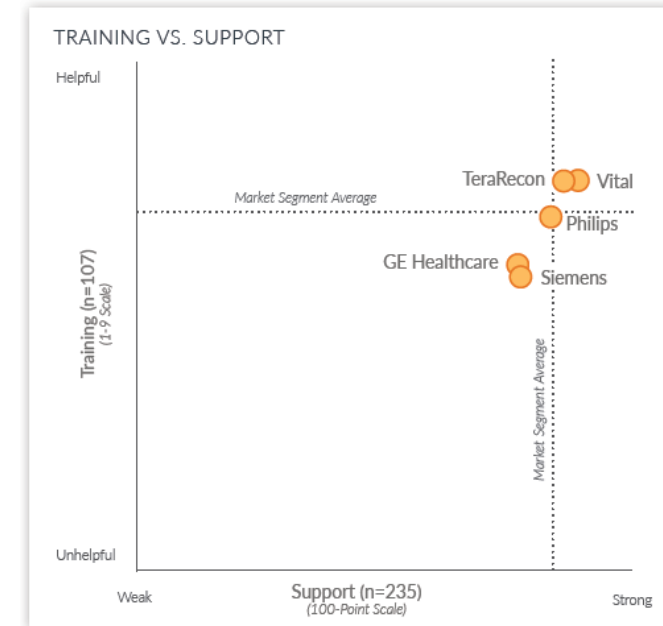
EXPANSION PLANS



Philips' system is stable and fairly easy to use......users note the finite detail in the images. A radiology director said, "The 3D imaging and manipulative functionality for the interventional, cardiac, and vascular areas are very good. The system shows finite detail with excellent diagnostic and procedural Results. It is a very good complement to CT images."

A lead technologist whose organization uses GE Healthcare reported that they would have liked more training time: "I felt like we didn't receive enough training on the actual 3D software. We got AW Server at the same time we got our scanners. We had several days of training, but it wasn't enough Time to learn both the 3D and scanner applications. GE was more than willing to help us learn everything, but we needed more time with them."

Source: KLAS, Advanced Visualization 2017 Report, January 2017



- Philips' system has an easy GUI, and customers receive follow-up training via phone; a few would like more of that training to occur in person. Philips' server package includes unlimited licenses, and system speed has not been a problem
- GE Healthcare customers have concerns about the vendor's tiered support and lack of personalized service, GE Healthcare's server is easily navigated and has high uptime

Selling against GE

KLAS insights: Advanced Visualization category

Overall KLAS Score:
Philips 84.2
GE 79.5

Category	Ranking	Insight
Philips and GE sales and contracting is similarly liked by customers with exception of charging for every little thing	Philips significantly stronger in “Avoids charging for everything” PHILIPS = 83% vs GE = 68%	<ul style="list-style-type: none"> Philips' server package includes unlimited licenses. This model is well liked by customers. System speed is also seen as a key strength GE customers receive consistent upgrades, though these upgrades sometimes have glitches or don't implement all needed fixes
While GE ranks a bit higher in overall quality of implementation, Philips scores consistently higher in functionality and upgrades, overall product quality and ease of use	Quality of Implementation: = 7.6 vs = 8.0 PHILIPS Product quality: = 7.6 vs = 7.2 PHILIPS Ease of use: = 7.7 vs = 7.1 PHILIPS	<ul style="list-style-type: none"> In addition to offering broad functionality, Philips schedules regular follow-up training, and consistently upgrades the system to address customer concerns GE Healthcare customers report a lower level of satisfaction with training and support than Philips customers do
Service and support is a key strength for Philips vs GE and customers score Philips higher in exec involvement and keeping all promises	Quality of Support: = 7.6 vs = 7.2 PHILIPS Productive Service: = 7.4 vs = 6.5 PHILIPS Exec Involvement: = 7.2 vs = 6.4 PHILIPS Keeping all promises: = 86% vs = 82% PHILIPS	<ul style="list-style-type: none"> GE customers have concerns about their tiered support and lack of personalized service. Expensive training and lacking training means that fewer GE users end up deeply adopting the system Philips scores higher in training and support
Philips and GE are the AV solutions most widely adopted across clinical areas. In General category, Philips scores higher in forecasted overall satisfaction and on par with GE in part of long-terms plans	Philips higher in likely to recommend: = 7.6 vs = 7.1 PHILIPS Forecasted overall satisfaction: = 8.0 vs = 7.2 PHILIPS	<ul style="list-style-type: none"> GE and Philips score the same in the category of “Are providers getting their money's worth?” GE and Philips score the same in regard to customer plans to expand use of the system <i>IntelliSpace Portal allows me to customize records and set preferences. The system can create protocol names so that when certain data hits the server, the system knows what to do before I even look at the data. The system is very intuitive</i>

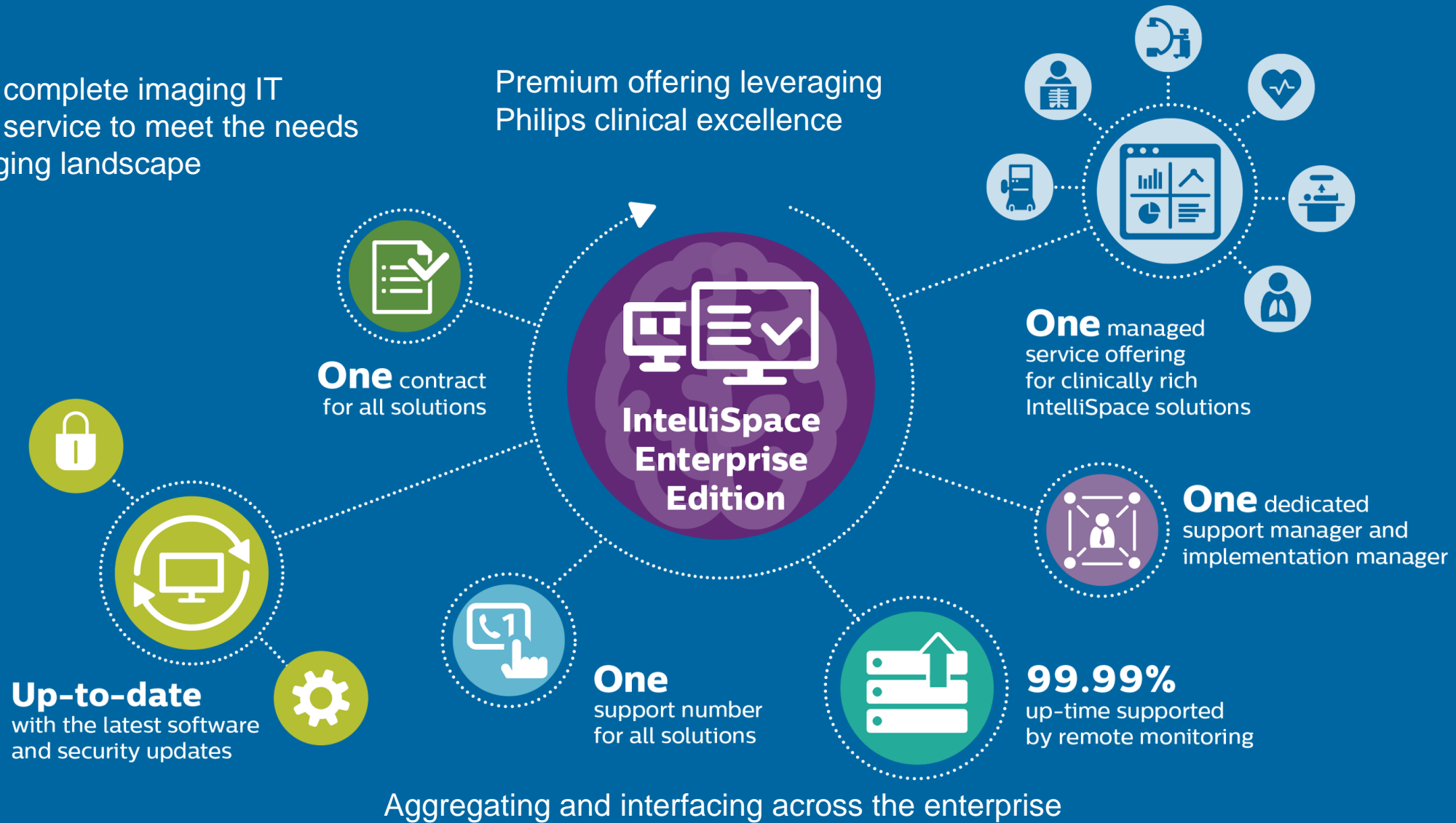
Selling against GE

IntelliSpace Enterprise Edition

IntelliSpace Enterprise Edition

A unique, complete imaging IT managed service to meet the needs of a changing landscape

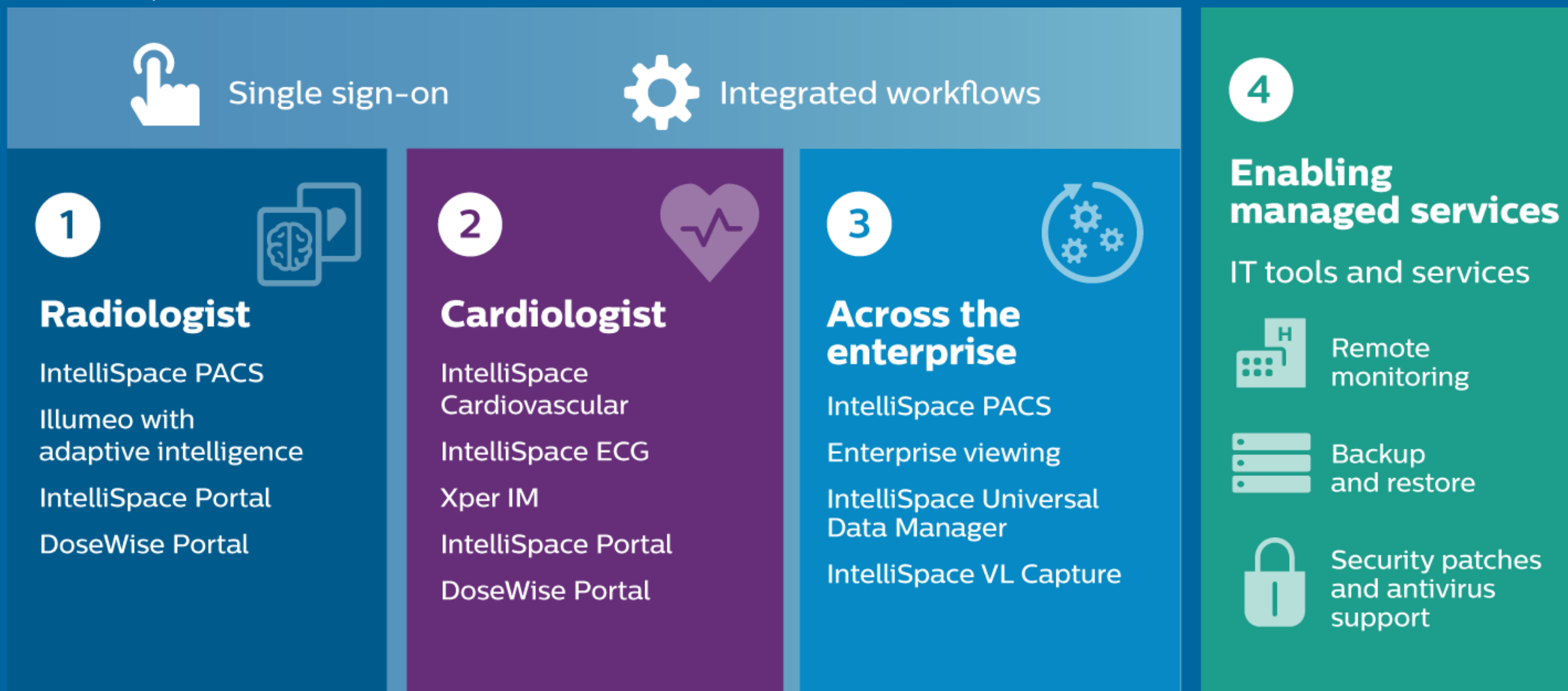
Premium offering leveraging Philips clinical excellence



IntelliSpace Enterprise Edition

Most competitors offer “best of suite” enterprise imaging capabilities for multi-ology viewing, VNA, advanced visualization, and integrated workflow.

IntelliSpace Enterprise Edition offers these as one managed service enabling you to effectively manage the expanse and expense of your clinical enterprise.



IntelliSpace Enterprise Edition

Service delivery comparison

We take responsibility for tasks that keep customers focused on strategy, patients, and competition in their market

Value elements	Traditional model	ISEE model
Hardware	Cost optimized for short term; lower flexibility	Cost optimized for longer term (TCO focus)
Backup and recovery	Backup and recovery needs to be setup by the customer for each product	Full data backup to recover from fatal crashes
Proactive infrastructure monitoring and problem resolution	Infrastructure monitoring customer responsibility	Centralized remote monitoring of HW infrastructure to proactively identify and fix issues
Updating of antivirus and security patches	Anti-virus and security patches list provided: customer responsible for ensuring that systems are up to date	Philips takes the responsibility of keeping system updated regularly
Domain management and SSO	Domain management is customer responsibility	Philips manages domain for all products to enable full SSO capabilities
Uptime guarantee (shared risk)	No uptime guarantees	99.99% uptime guarantees ensure risk-sharing and proactive support
Contract setup	Different contracts for different products; difficult to scale	Fully harmonized contracts, making scalability (up and out) extremely easy
Post-sales SoW experience	Product-centric SoWs	Solution-centric SoW; fully harmonized across products
Project implementation	Project teams for each product	Single-solution implementation team
Service delivery: Call Center setup	Optimized for product support: lower customer intimacy, product-centric intimacy	Optimized for solutions support: higher customer intimacy, dedicated TSE per customer; cross-product support
Service delivery: support process to resolution	Support process to resolution designed at a product level; SLAs and response times across products could differ	One support team for customer, with full ownership for closure

More Info: [IntelliSpace Enterprise Edition landing page in One Source](#)

Selling against GE

Conclusion and recommendations

Conclusion and recommendations

- Philips and GE both offer a strong brand with a comprehensive portfolio of Imaging IT solutions
- Both companies leverage deep clinical expertise and longstanding reputations in innovation
- GE, at times is perceived as not as advanced and may “nickel and dime” (see KLAS reports for additional detail)
- In all KLAS evaluated categories, GE ranks significantly below Philips and the respective category average
- It is important to coordinate well across Philips when working to unseat GE
 - Leverage the Philips Account Executive to collaborate on account needs, relationships, approach and strategy (especially at the CIO, CMIO and CFO levels)
 - Understand the account’s interest in vendor consolidation and resulting cost savings
- We compete well head-to-head at the individual solution level, but you may want to use the opportunity to discuss IntelliSpace Enterprise Edition to elevate our position and change the game

We are stronger when broadening the customer view and including multiple solutions



Learn more

For more information, please go to www.philips.com/Intellispace