




PHILIPS

Healthcare Informatics

Selling the Healthcare Informatics portfolio

Competitor knowledge book: Agfa HealthCare

November 2017
Version 1.0



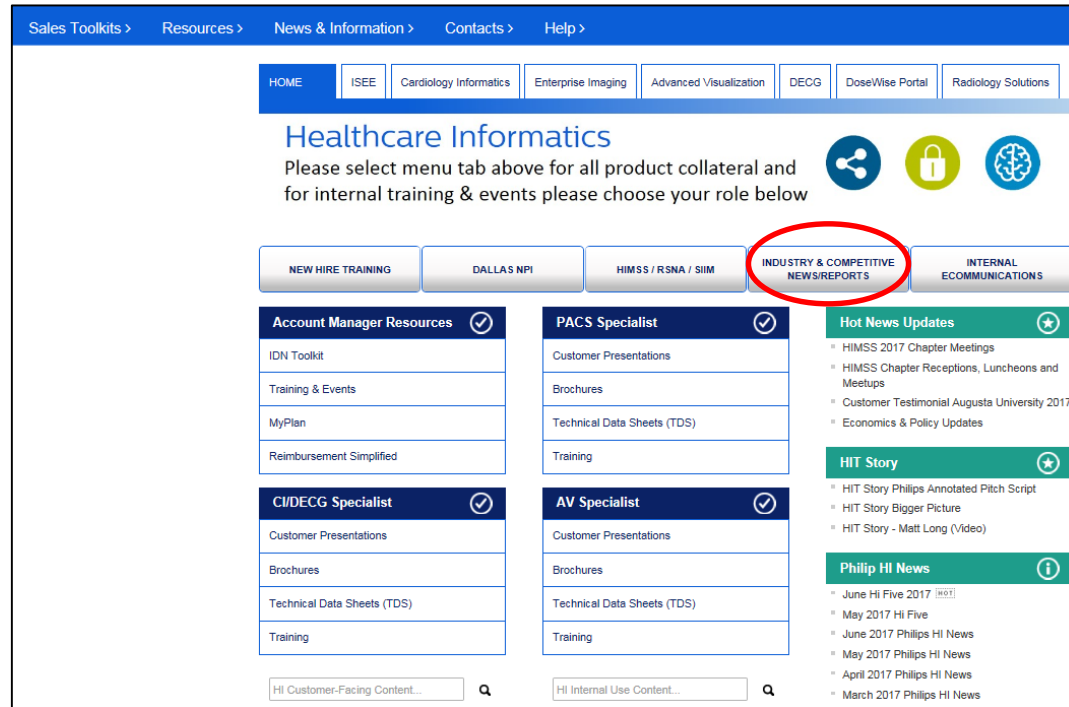
Introduction

- 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

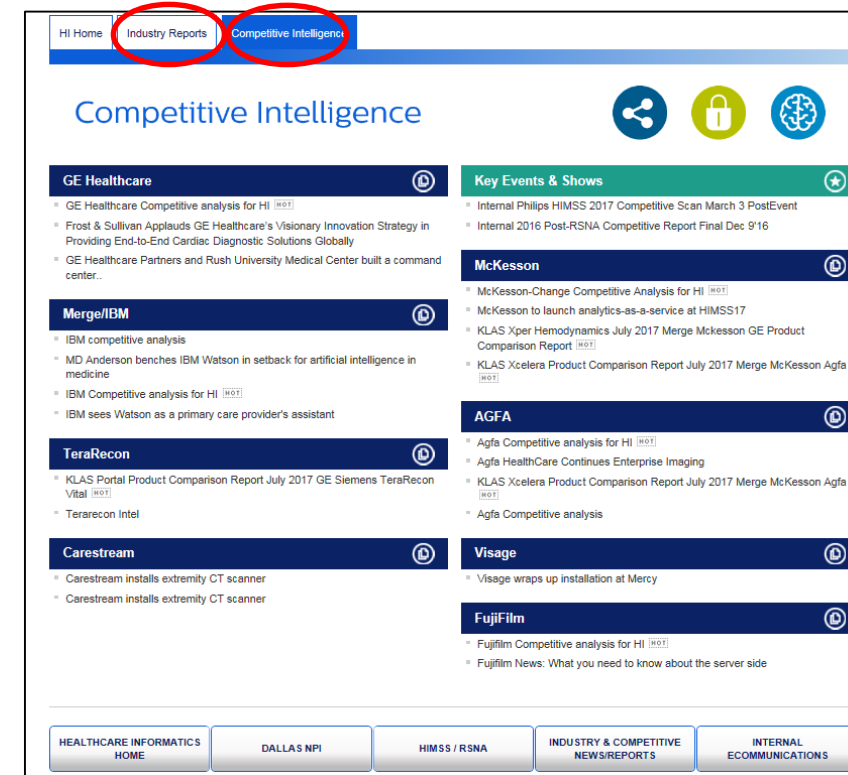
Market and competitive intelligence

- 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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A side-by-side comparison

Value proposition comparison

Philips offers a much deeper and wider set of offerings that span healthcare informatics and the greater healthcare enterprise

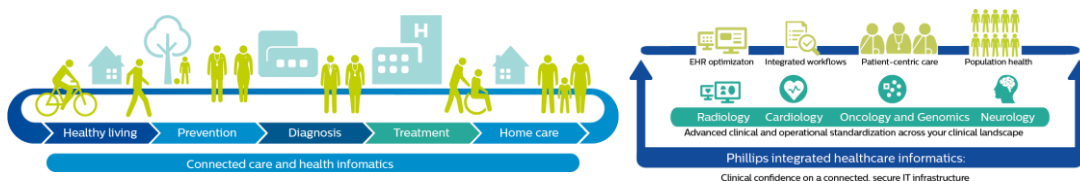
Philips

Philips was founded in 1891
In 2016, 71,000 employee in 100 countries
Revenue (2016) €17.4B

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



Agfa was founded in 1867
As of 2016, Agfa had 10,042 employee in 100 countries.
Revenue (2016) €2.5B

Agfa HealthCare Enterprise Imaging - Leading provider of eHealth & Digital Imaging solutions.

Improving patient outcomes, increasing productivity and enhancing the value of care, these are challenges healthcare facilities like yours are facing all over the world. Imaging has a central role to play in helping you achieve these goals, and with Enterprise Imaging you are sure that you are getting the most from your imaging data. By seamlessly creating a comprehensive medical imaging record, and providing you with the tools to collaborate, exchange, view and manage it, Enterprise Imaging supports you to build a true eco-system that will bring you clinical value all along the care continuum.

We've brought together departmental PACS, RIS, advanced 3D, voice recognition, VNA, viewer and mobile functionality into a workflow-centric platform that you can adopt step-by-step, at your own speed.



XERO Viewer
All images, One view



Portfolio comparison – Philips view

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

		Philips	Agfa HealthCare
Managed service (ISEE)	Radiology PACS	IntelliSpace PACS – See attack section.	Enterprise Imaging Radiology PACS (next gen) IMPAX (old PACS solution, no longer being sold)
	Advanced Workflow Orchestration	See IntelliSpace Radiology Workspace Solution NPI materials and attack section	Task-based workflow integrated in Enterprise Imaging Suite to maximize productivity for all users (rads, techs, referring physicians and specialists, residents, sysadmins...)
	Radiology Analytics	See IntelliSpace Radiology Analytics NPI materials and attack section	
	Enterprise Imaging/ Visible Light	IntelliSpace Visible Light Capture	
	VNA	IntelliSpace Universal Data Manager – See NPI materials	A robust solution for enterprise archiving. DICOM and non-DICOM data with information lifecycle management tools and maximizing interoperability.
	Universal Viewer	Leverage roadmap via field marketing if this is a challenge	
	AI Offering	Illumeo – see NPI materials (currently for radiology only)	Skin cancer diagnosis; heart failure prediction; equipment failure prediction.*
	Cardiology CVIS	IntelliSpace Cardiovascular – See attack section. Leverage connections with IGT-S, DXR, US	
	ECG Management	IntelliSpace ECG and ECG devices – See attack section.	Heart Station
	Hemodynamics	Xper Information Management with Xper Flex Cardio – See attack section. Leverage connections with IGT & PIICiX/IntelliVue.	No offering
	Advanced Visualization	IntelliSpace Portal – See attack section	Native and imbedded 3 rd party app integration
	Dose Management System	DoseWise Solutions for patient/staff radiation safety. Work with field marketing for add'l information.	Dose Monitoring for patient only.
Core	Imaging Modalities (CT, MR, US, DR)	Align with DI and AE teams	CR & DR only
	Patient Monitoring	Align with AE and Patient Monitoring teams	No offering
Emerging areas	Genomics	IntelliSpace Genomics. Work with field marketing for more information.	
	Oncology	Emerging: Ask field marketing for roadmap help, if required	Image viewing
	Pathology	IntelliSite Pathology Solution. Work with field marketing for more information or Digital Path sales team.	Image viewing
	Population Health	Align with the Philips WellCentive team	No comparable offering, but offers Patient and Physician Portal, Enterprise Content Management and EMR.

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

[IntelliSpace ECG](#)

ECG Management Solution

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 Solutions](#)

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](#)

Agfa HealthCare Enterprise Imaging

Agfa HealthCare Enterprise Imaging – One modular platform.

Step into an imaging ecosystem that enhances and speeds up image acquisition and retrieval, optimizes system efficiency and performance, supports your patient care goals, and allows true collaboration across departments, hospitals or regions

Enterprise Imaging

[Agfa HealthCare Enterprise Imaging Radiology PACS](#)

Change the way you think about image and data management. Productivity, meaningful radiology reports, hanging protocols, embedded clinical applications, academic workflows, connect and collaborate.

[Agfa HealthCare Enterprise Imaging Nuclear Medicine](#)

Integrated solutions for NucMed

[Agfa HealthCare Enterprise Imaging Multi-Ologies](#)

Connect all imaging producing departments. Converge, Capture, Collaborate, Comply, Workflow and Process standardization, Control.

[Agfa Healthcare Enterprise Imaging VNA](#)

An end to information silos. DICOM and non-DICOM data with information lifecycle management tools and maximum interoperability

[Agfa HealthCare Enterprise Imaging XERO Viewer](#) – Universal Viewer.

All images, One view. Anywhere, Anytime clinical data viewing. FDA Cleared.

[HydMedia](#) - Enterprise Content Management solution. *

Shared access to all the patient documentation.

[Agfa HealthCare Enterprise Imaging Image exchange](#) *

Share every image, from anywhere. Fast, secure, reliable transfer of any patient studies between hospitals, no CDs or DVDs.

[Scheduling](#) *

Enterprise scheduling. Take appointment scheduling to new horizons. Patients can mange their own appointments.

[Agfa HealthCare Enterprise Imaging Business Intelligence](#)

Easy access to the information you need. Get clear insight into your operations.

[Mobile Workflow](#) *

A mobile, 'lightweight' client lets you create, edit and approve reports remotely, right from your mobile device.

[Agfa HealthCare Enterprise Imaging Cardiology](#)

Access clinically relevant cardiology data: image viewing, analysis toolkits, reporting, business intelligence, ECG management, clinical applications.

Clinical Applications

[Advanced Visualization](#)

Delivering workflow improvements, one clinical application at a time. Volume Viewing, PET/SPECT Viewing, Virtual Colonoscopy, Orthopaedic Tools, QAngio.

[Dose Management](#), powered by TQM/Dose™

Advanced software and services that help you provide patient safety and improve efficiency and quality in all you medical imaging environments.

Services

[Equipment Services](#)

Integration, optimization, planning and implementation, consulting & advice.

[Managed and Cloud Services](#)

Empowering IT to deliver business value. Delivering strategic services in support of patient care.

[GRIP Monitoring Services](#) (24/7 Global Remote Monitoring Services)

Prevent incidents before they occur. GRIP monitors your Agfa solution including hardware, applications, operating systems, interfaces and databases. Event Management, Monitoring and Event Reporting.

[Security Services](#)

To help you manage your risk and improve security for Agfa HealthCare portfolio of products as well as non-Agfa solutions.

[Financial Services](#)

Providing and efficient and effective alternative source of financial investment

Selling against Agfa HealthCare

Radiology informatics

Selling against Agfa HealthCare

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 • Built in 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
Clinical intelligent software, leveraging Illumeo, with adaptive intelligence	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
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
Radiation dose management	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 Agfa HealthCare

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 serve the referring community • Reduce or even eliminate the need for (costly) third-party workflow orchestration solutions
Visible Light capture and management	Integral part of PACS platform	<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
Enterprise Imaging platform	Manages a wide array of patient images and data in a secure, standards-based environment	<ul style="list-style-type: none"> • Common viewing platform for enterprise imaging needs, 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
Open platform for integration 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 • Allows you to design and customize your environment based on your specific needs, leading to increased workflow efficiency and productivity
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
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 Risk Management Framework (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
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 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

Selling against Agfa HealthCare

IntelliSpace PACS: defend strategy

Agfa's claim	Additional details	Philips response
<p>Agfa HealthCare Enterprise Imaging - single integrated platform</p> <p>Helping customer change the way they think about image and data management</p>	<p>Patient-focused healthcare Enterprise Imaging for Radiology can help make radiology more visible in the frontlines of healthcare, while providing you with a more holistic and complete patient-centric record for informed decision-making.</p> <p>Discover a modern IT platform Enterprise Imaging is built with a brand new architecture that helps protect your future and existing IT investments. Setup, integration and aggregation are simplified, and your solution is up-to-date and easy to upgrade, with software automatically delivered via our service delivery network. You get robust performance with minimum complexity.</p> <p>Meeting today's mobility needs Enterprise Imaging lets you meet that demand, with tools to add and view images, sign off on reports, and more, all from a mobile device. We've optimized it to better handle latency and to allow remote usability, even over challenging network conditions.</p> <p>From PACS to Enterprise Imaging At the same time, you need to make sure referring physicians and patients alike have their expectations satisfied. The new Enterprise Imaging platform is carefully and thoughtfully designed to help you successfully take on the challenges of modern diagnostic imaging. We built it from the ground up, using both our own extensive experience and that of our radiology customers, to help you improve productivity, workflow and quality. Now, we want to support you to transition from your current PACS system to this single, sophisticated, patient-centric platform: Enterprise Imaging for Radiology.</p>	<p>Connect Care. Drive clinical excellence. Philips IntelliSpace PACS provides access to relevant, multi-modality information to support clinical decision making anywhere,* anytime. It simplifies PACS via a unique service delivery model with built-in flexibility, scalability and interoperability. Ultimately, it facilitates collaboration throughout the enterprise to enhance clinician workflow, patient care and financial outcomes.</p> <p>Key advantages</p> <ul style="list-style-type: none"> • Customizable, intuitive user interface and advanced workflow tools; • Reduces steps required to view and interpret studies; provides a single view of images and information across the enterprise; • Multi-modality 2D/3D reading environment (see Advanced Visualization page); • Facilitates routing and reading of 3D studies, enhances result sharing, and highlights pathology with an extensive set of tools • Open platform Interfaces with enterprise systems (such as EMRs), third-party applications, and tailored solutions <p>Intelligent: Intelligently capture and transform patient data and image into rich, actionable information IntelliSpace PACS delivers intelligent tools that help organize workflow and manage studies, presenting images and information in an intuitive format and supporting them with clinical relevance</p> <p>Connected: Enhance collaboration and clinical interpretation with powerful clinical applications and dashboards IntelliSpace PACS supports integrated care by simplifying collaboration among clinicians. Easy-to-use presentation states, bookmarking, and movie generation enhances the efficiency of communication among radiologists and clinicians. Providing recent and relevant data allows for a faster, more effective analysis</p> <p>Secure: Philips's IntelliSpace Enterprise Imaging continuously aims to maintain the confidentiality, integrity, and availability of patient data. At Philips, we help you prevent and recover from data breaches and ransomware attacks. Philips is dedicated to providing outstanding secure Healthcare IT products. Our vision is to partner with you to help to continuously maintain the confidentiality, integrity, and availability of managed data. IntelliSpace PACS helps your enterprise to stay intelligent, connected, and secure</p> <p>Empowering caregivers to make fast, informed decisions wherever care is delivered. IntelliSpace PACS provides access to relevant, multi-modality information to support clinical decision making everywhere, anytime</p>

Selling against Agfa HealthCare

IntelliSpace PACS: defend strategy

Agfa's claim	Additional details	Philips response
<p>Discover the workflow and productivity benefits with Agfa HealthCare Enterprise Imaging for radiology</p> <p>Productivity A single, unified imaging platform, intuitive use, embedded clinical tools and powerful workflow engine all maximize productivity while offering a low cost of ownership</p> <p>Embedded clinical application Native and embedded clinical applications, for fewer interruptions and more productivity on a single workstation.</p> <p>Meaningful radiology reports Templated reports, voice commands and standard reports make reporting fast, easy and personalized. Adding key images, tables and measurements, and even highlighting a critical finding, is simple.</p> <p>Academic workflow Flag images and studies, anonymize them, and tag them with the relevant clinical details. Chat, and sharing functions keep resident and attending physician connected, in real-time and visually.</p> <p>Hanging Protocols Hanging protocols save time for radiologist by creating a consistent study presentation while remaining flexible.</p> <p>Connect and Collaborate Enhance your role and visibility as a collaborative partner. Review results with your referrers, and improve communication in the radiology department: chat with technologists, assign reporting to a colleague, get a second opinion and more.</p>	<p>Task-based workflow that works with you</p> <p>As a radiologist, you manage a lot of different tasks. Enterprise Imaging uses a task-based workflow that matches your own way of working.</p> <p>It's customizable, transparent and agile, and if you are interrupted, it lets you pick right up where you left off. Information, tasks and events flow smoothly to you, while best practices and regulations/rules can be embedded right in.</p> <p>The task-based workflow keeps track of details, priority rules and more, so the hospital-defined flows are followed. And workloads can be better balanced, assigning certain tasks to specialized staff, while keeping track of how much work each person still has.</p>	<p>IntelliSpace PACS Radiology Workspace Solution is a native workflow application within IntelliSpace PACS. This new Workspace Solution features a customizable, intuitive user interface and advanced workflow tools that reduce the steps required to view and interpret studies. It optimizes the display layout, organizes patient history on a timeline, automates image hanging protocols, and provides customizable functionality and keyboard shortcuts to help you focus on the images, rather than the system.</p> <p>Radiology Workspace delivers workflow benefits without the burden of third-party workflow software.</p> <p>The solution provides a new environment that helps empower the radiologist, delivering additional value through greater efficiency and quality.</p> <p>RWS helps achieve the goal of high quality patient care, while also delivering advanced efficiency tools</p> <ul style="list-style-type: none">• Removes subjectivity by allowing cases to be assigned to the most appropriate radiologist or team of radiologists• Utilizes department rules with a multi-tiered set of reading priorities that determines the proper order of exams to be read, based on indicators and service level agreements and/or based on expertise• Eliminates searching for studies and orphaned studies• Real-time workflow management, helping radiologists keep track of and manage their daily work• Increase radiologists' productivity by simplifying timeline navigation, making it easier to identify relevant priors• Seamless workface experience, with intuitive allocation of screen real estate and decreased number of pop-up windows <p>Dynamic Worklist with Exam Guardian An intelligent rules engine automatically populates the Dynamic Workflows, assigning cases to the radiologist or team that is best suited to read them; rather than searching for studies to read next, radiologists simply read the next case assigned to them based on department rules.</p> <p>Workflow Cockpit A real-time dashboard that alerts users of unread exams, delivers metrics related to peer reviews, and monitors key service level agreements to deliver real-time workflow management that enhances efficiency.</p> <p>Multidimensional Patient History Timeline Designed for enhanced readability, the Multidimensional Patient History Timeline features smart filtering to eliminate scrolling and help users quickly identify relevant prior studies; radiologists can view the timeline linearly, or choose a spa spatial configuration that shows period of increased imaging activity, allowing them to easily locate key imaging events in the patient's history.</p> <p>Experience Framework Reduces distractions by embedding workflow applications within the framework to decrease pop-up, and by presenting familiar tools in an intuitive interface.</p> <p>Benefits More visibility. Less searching for studies. It enables departments to meet clinical goals, better serve referrers, and enhances department efficiency and productivity. More intelligence. Fewer distractions. It empowers radiologists to easily find the information they needs, and increase their role in supporting patient care. More value. Fewer costs. Providers as part of the service delivery model, it is designed to minimize dependencies on IT department for user preferences and configuration changes.</p>

Selling against Agfa HealthCare

IntelliSpace PACS: defend strategy

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Selling against Agfa HealthCare

IntelliSpace PACS: defend strategy

Agfa’s claim	Additional details	Philips response
<p>Discover the workflow and productivity benefits with Agfa HealthCare Enterprise Imaging for radiology</p> <p>Productivity A single, unified imaging platform, intuitive use, embedded clinical tools and powerful workflow engine all maximize productivity while offering a low cost of ownership</p> <p>Embedded clinical application Native and embedded clinical applications, for fewer interruptions and more productivity on a single workstation.</p> <p>Meaningful radiology reports Templated reports, voice commands and standard reports make reporting fast, easy and personalized. Adding key images, tables and measurements, and even highlighting a critical finding, is simple.</p> <p>Academic workflow Flag images and studies, anonymize them, and tag them with the relevant clinical details. Chat, and sharing functions keep resident and attending physician connected, in real-time and visually.</p> <p>Hanging Protocols Hanging protocols save time for radiologist by creating a consistent study presentation while remaining flexible.</p> <p>Connect and Collaborate Enhance your role and visibility as a collaborative partner. Review results with your referrers, and improve communication in the radiology department: chat with technologists, assign reporting to a colleague, get a second opinion and more.</p>	<p>Communication and conference tools In today’s care-centric healthcare model, collaborating with your colleagues is more important than ever. Enterprise Imaging includes easy-to-use collaboration, chat and sharing functions that keep you connected with other radiologists, technicians, clinicians, administrators and referring physicians. And organizing and participating in multidisciplinary meetings, tumor boards and teaching or quality control conferences is straightforward and efficient.</p> <p>Schedules, rules, discussion tasks and participants are all managed, while presentations can be prepared with snapshots including full screen layout, current image level, MPR reconstruction, etc. You can even add comments, to review the group discussions later.</p> <p>Reporting that offers less complexity, more readability Reports that are easy to create and to read, with a faster turnaround time! Text macros, voice commands and standard/ normal reports make reporting fast, easy and personalized. Adding key images, tables and measurements, and even highlighting a critical finding, is simple.</p> <p>You can opt to use digital dictation or offline or online speech recognition, while the integrated medical spell and grammar checker help you verify the accuracy of your text.</p> <p>Multiple authors or reviewers? Enterprise Imaging keeps your work flowing smoothly, with preconfigured rules that allow ad hoc edits. Then distribute the results via fax, print, email, web or on the EMR. The sectional reporting helps support the satisfaction of referring physicians, with a standardized report structure that lets them quickly find what they need.</p> <p>Mobile functionality that lets you work where you want, how you want Enterprise Imaging supports today’s demand for working on the go, letting you view images, videos and studies and work on your reports wherever you want – even with low bandwidth. A mobile, ‘lightweight’ client lets you create, edit and approve reports remotely, right from your mobile device.</p> <p>Capture interesting cases for education and research With Enterprise Imaging, teaching hospitals and attending physicians can flag, tag and anonymize studies with rich searchable clinical data and flexible terminology, for better comparison study searches.</p> <p>The web interface makes it as easy to access data from a mobile device as from a PC, without any diagnostic workstation required. And residents and attending physicians can collaborate visually in real-time, to enhance the educational experience.</p>	<p>Although Philips may not provide the same PACS feature/functionality Agfa does, Philips can certainly differentiate itself with its IntelliSpace Enterprise Edition offering.</p> <p>With the pace of change customers are encountering, managing their complex clinical enterprise will require more ingenuity than ever. To navigate successfully, customers will need more than just a variety of detached vendors. Providers will need a true partner – one who collaborate with them, carries more of the burden, and shares in the risks.</p> <p>This will allow to focus where it matters – to form strategies to stay afloat during this uncertain time because their enterprise’s finances, operating model, and clinical processes depend on it.</p> <p>Philips premium managed service offering, IntelliSpace Enterprise Edition, is designed for these demanding times – and in response to the pressing needs customers face:</p> <ul style="list-style-type: none">• More streamlined contracting• Ways to move away from “best of breed” and move to streamlined vendor management without sacrificing clinical excellence• One number to call for all clinical informatics solutions if there’s an issue• Risk sharing if something goes wrong – from a responsive, deeply invested partner <p>With IntelliSpace Enterprise Edition, customers can do more by doing less of the daily grind.</p> <ul style="list-style-type: none">• Less time managing the infrastructure. Less hassle managing multiple vendors with a multitude of contracts• Less worry about ensuring uptime – and less scrambling in downtime• Less time wondering whether you have the leading-edge technologies your clinicians – and their patients – deserve• Provide your clinicians the latest innovations intuitively integrated into a highly performant, secure, and scalable enterprise solution – while giving your IT team the peace of mind they surely need

Selling against Agfa HealthCare

IntelliSpace PACS: defend strategy

Agfa's claim	Additional details	Philips response
No specific AI claim, but significant interest in domain.	<p>Agfa HealthCare has joined the Watson Health medical imaging collaborative, a global initiative comprised of more than fifteen leading health systems, academic medical centers, ambulatory radiology providers and imaging technology companies. The collaborative aims to bring cognitive imaging into daily practice to help doctors address breast, lung, and other cancers; diabetes; eye health; brain disease; and heart disease and related conditions, such as stroke.</p> <p>Watson Health medical imaging collaborative, a global initiative comprised of more than 15 leading health systems, academic medical centers, ambulatory radiology providers and imaging technology companies. This cooperation on Artificial Intelligence complements Agfa HealthCare's initiatives on Enterprise Imaging, Big Data and Clinical Analytics, to provide an e-health platform for Integrated Care and Population Health Management.</p> <p>#Agfahack17</p> <p>Innovation weeks focused on Smart Healthcare. Agfa colleagues and external partners coming together to develop solutions for different healthcare challenges:</p> <ul style="list-style-type: none">• Use of AI for the prediction of heart failure• Integration of vital signs data from a large variety of sensors into Agfa's EMR in acute healthcare• Use of AI to predict equipment failure	<p>Agfa does not have an AI offering at this time.</p> <p>Philips on the other hand is a head of the game with Illumeo, an FDA cleared and commercially available solution and being sold.</p> <p>Illumeo is a new imaging and informatics technology with adaptive intelligence that enhances how radiologists work with medical images. The intelligent software combines contextual awareness capabilities with advanced data analytics to augment the work of the radiologist. Its built-in intelligence records the radiologists' preferences and adapts the user interface to assist the clinician by offering tool sets and measurements driven by the understanding of the clinical context.</p> <p>Illumeo aims to enable faster diagnoses, to drive well-informed care decisions and improved patient care. The new technology integrates with our existing Philips IntelliSpace PACS and will eventually extend its workspace efficiency beyond radiology to other domains.</p> <p>The new Illumeo technology offers a radically new approach to how radiologists will see, seek and share clinical information, enabling them to provide an even more critical contribution to patient care. Through its Data Analytics Engine, the software provides the radiologist with the most relevant case-related information from various sources in one single view. This holistic 'Patient Briefing' includes the patient problem list (a work in progress and not currently available for sale in the U.S.), laboratory results, prior radiology reports, imaging orders or scanned documents (such as handwritten referral letters from general practitioners and referring specialists) obtained from health information systems like the electronic medical record (EMR) or radiology information systems (RIS). It integrates and organizes this data and helps radiologists to bridge the stages of diagnosis from treatment to follow-up, while being able to rely on a current, comprehensive patient picture.</p> <p>Illumeo is also anatomy-aware. Built-in intelligence understands the anatomical context and thus what the radiologist is looking at on the screen. It then automatically suggests the right tool sets (such as tools for easy measurement and analysis of vessels) to help the radiologist focus on the diagnosis. Its intelligent clinical Semantic Labelling Engine reads and analyzes image tags and image series descriptions from a variety of vendors and provides automated semantic labeling with meaningful descriptions. It will make it easier and faster to retrieve specific, relevant medical images, and manage their display and quantification. Illumeo is adapting to and remembering radiologists' preferred hanging protocols: the complex process of organizing and displaying medical images for optimal examination, based on many variables such, modality, body part, available comparison images.</p> <p>With Illumeo, the radiologist can also generate dynamic reports that can include 3-D images or image quantifications based on minimal user input. This information integrates with PACS and can be accessed via EMR systems. It can also be shared as a multidisciplinary patient information dashboard across the hospital enterprises to facilitate collaboration. The report is designed to be shared with colleagues or the referring physicians and supports the transition of radiology into a 'value-based' care delivery model.</p> <p>In summary, upon the foundation of contextual relevance, reduced variability, adaptive intelligence, and extensibility, Philips has developed a rich feature set which together allow Illumeo to play a paradigm-shifting role in increasing the value of imaging in the healthcare system. These features are: <i>Patient briefing, Anatomy aware, Inspection reticle, Comparison Inspector, Quantification inspector, Semantic labelling, and Finding inspector.</i></p>

Selling against Agfa HealthCare

Universal Viewer: defend strategy

Agfa's claim	Additional details	Philips response
<p>XERO Viewer. All images, One View.</p> <p>XERO Viewer provides secure access to imaging data from different departments and multiple sources, in one view, to anyone who needs it.</p>	<p>With the mobile device support, you can truly work on the go, capturing and uploading images wherever you are.</p> <p>Patient-centric image access from across all specialties in the enterprise, with enhanced viewing, clinical depth, collaboration and sharing, on a single web viewer.</p> <ul style="list-style-type: none">• Zero-footprint, Web 2.0 technology• Image-enable your ER• One consolidated view• Collaborate using the Web• Images on your mobile device• Mobile upload of multimedia objects• View, edit and compare ECGs• FDA Cleared	<p>Philips IntelliSpace PACS Anywhere</p> <ul style="list-style-type: none">• Provides patient information, images and reports to mobile users through the enterprise• Supports advanced collaboration and workflow• Requires little/no user training through simple User interface• Zero footprint (no installation and no download of software)• Platform independent (leverages industry standards to run on multiple devices)• Secure exchange of patient information <p>It's a flexible image distribution system that expands the reach of Philips IntelliSpace PACS.</p> <ul style="list-style-type: none">• Designed to image-enable the EMR• Support for clinical review (not for primary diagnosis or interpretation)<ul style="list-style-type: none">• Clinical review Exam consultations• Discuss treatment plan with patients• Review images on the way to surgery• Review images while on call• Support clinical decision making across the healthcare enterprise• Display/manipulation of exams and reports• Support for Visible Light Studies• Workflow capabilities (Mail/Critical Findings)• Run on IntelliSpace iVault, VNA or PACS from other vendors• HTML5 Zero footprint technology• Adaptable User Interface: runs on disparate form factor/devices/platforms• Secure exchange of patient information• Leverage iSyntax for performance and scalability

Selling against Agfa HealthCare

VNA: defend strategy

Agfa’s claim	Additional details	Philips response
<p>Agfa VNA A robust solution for enterprise archiving.</p> <p>DICOM and non-DICOM data with information lifecycle management tools and maximum interoperability.</p>	<p>Consolidate your data As part of the Enterprise Imaging solution, the VNA consolidates all your imaging data, from multiple systems, departments, facilities and vendors, into a central clinical data foundation.</p> <p>Your data ownership, migration and storage costs are reduced, while management is simplified.</p> <p>The interoperable VNA provides access to clinicians with a unified multi-specialty imaging and document access, to help them make informed decisions.</p> <p>Information Lifecycle management: Data Retention To support you in creating data retention policies. Enterprise Imaging VNA provides a graphical, intuitive rules engine that can be set on different study metadata attributes, including modality type, age of study, current patient age, patient age at time of image capture, and more.</p> <p>Data Synchronization Supporting Data Integrity The Enterprise Imaging VNA supports data integrity through constant data synchronization with sources of metadata updates. So patient changes, study changes and even structural study changes like splits, merges and deletions are included in the data.</p> <p>Standards-based for true interoperability Enterprise Imaging VNA strictly adheres to DICOM and HL7 standards. With no data or vendor lock-in, it maximizes interoperability, and works with multi-vendor IHE compliant systems. You don’t need any high-cost integration projects. It’s easy to integrate new applications and modalities.</p>	<p>For PACS customers who want both scalability and performance, while also achieving interoperability and universal image and data management, IntelliSpace Universal Data Manager 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.</p> <p>UDM leverages the scale and versatility if IntelliSpace iVault, while adding new functionality to increase flexibility and security. Standards-based and designed for growing enterprises, it gives you control over what data you keep, how long you keep it, and where you store it.</p> <p>Scalable UDM is capable of managing large volumes of data. Object Store scales to large archive sizes while reducing the overall hardware footprint, increasing performance as it grows. For example, customers with more than 150 traditional IntelliSpace archive modules can now store an equivalent amount of studies on just eight modules.</p> <p>Interoperable Open and standards-based, UDM uses a new range of industry standards interfaces. WADO and DICOMweb services – including WADO-RS – join DICOM and iSyntax to allow management of many image formats. The addition of WADO-RS means that you can receive studies from IntelliSpace PACS in DICOM format instead of proprietary iSyntax format. This allows for better interaction and interoperability with other systems.</p> <p>Performant UDM is fast, no matter the file size or type. In fact, the first image of any study appears in just three seconds, and a pre-fetching engine ensures access to an image is a reasonable time frame, even when those images are stored externally. Clinical Image Lifecycle Management purge feature allows users to choose how long images are stored, based on their needs. This gives the user control over costs and duration of storage, and allows for optimal archiving based on local standards.</p> <p>Universal Because UDM manages both traditional diagnostic images and non-ordered images (visible light and video, using IntelliSpace VL Capture), it contributes to a more complete medical imaging record. UDM leverages IntelliSpace PACS unified patient timeline to present a holistic view of the imaging history of a patient in ways that traditional VNAs cannot.</p> <p>Secure UDM takes advantage of modern DICOMweb services (WADO-RS), encrypted by design, for delivery of any DICOM image. Disaster recovery data is automatically stored in the cloud. This provides inexpensive, off-site redundancy and avoid the common storage failure risks of tape drive or other disaster recovery storage options. UDM also features data encryption in transit for enhanced security and supports active directory integration that eases user management.</p>

Selling against Agfa HealthCare

Analytics: defend strategy

Agfa's claim	Additional details	Philips response
Business Intelligence. Easy access to information you need.	<p>Get clear insight into your operations for more informed decision making.</p> <p>Business Intelligence provides the tools to leverage the wealth of clinical data that exists within the hospital's Agfa HealthCare Enterprise Imaging Systems.</p> <p>This web-based healthcare business intelligence and analytics platform aggregates data into a single information warehouse and then provides it to healthcare providers and managers via standard and customized reports and live dashboards.</p> <p>Enhance Patient Care A smoother, faster process, from admission to image report validation, enhances the patient's experience and optimizes patient care.</p> <p>Reach Referring Physicians Understand the referring physician's activity and target your communications with specific information campaigns about new techniques and insights for the referring community.</p> <p>Real-Time insight The Live dashboard provides real-time insight into the key information, such as average procedure waiting time and turnaround time. Identify the bottlenecks and take action to clear up the backlog.</p> <p>Your reports, your way Easy access to the information you need through standard and customizable reports.</p> <p>Identify trends Get tools you need to identify cost saving opportunities, get a view and compare data across departments, allowing you to see evolutions and basing investment decisions on your hospital's real situation.</p> <p>Optimize resources Make the most of your people and materials. Manage and predict operating costs, identify small changes in usage that can have a big effect, and gain insight into clinical and operational data.</p>	<p>Philips provides 2 analytics offerings: IntelliSpace Radiology Analytics 1.2 and PerformanceBridge Practice</p> <p>IntelliSpace Radiology Analytics 1.2 – Comparable to Agfa's business intelligence solution. Target Customer: Philips PACS Customers only Offering :entitlement with Philips PACS Data Source: PACS Database (populated by HL7, DICOM, and PACS audit trails) Multi-vendor/multi-archive: Analytics data currently specific to each Philips iVault - no aggregation for multiple iVaults or other Vendor archives Deployment: Data Collection VM hosted on the PACS infrastructure. Analytics component hosted in the HSDP cloud Referral patterns: Provides details on Physician and Group referrals into the Hospital and trends (prior month, prior year, etc) Resource utilization: Provides Scanner usage by AE Title and day / time Technologist/Radiologist efficiency: Provides Turnaround Time Analysis for the following timestamps: Scheduled Time, Complete Time, Image Viewed Time, MarkRead Time, Finalized Time. Support: PACS standard support for customer questions and technical support Workflow Improvement: PACS Workflow Consulting or HTS Engagement</p> <p>PerformanceBridge Practice – Key differentiator for Philips, as Agfa does not provide this type of offering. Target Customer: All customers - can be sold independent of Philips PACS Offering: <ul style="list-style-type: none"> • Lite Assessment - ~4 week engagement with a summary report provided • Deep Assessment - ~12 week engagement with a summary report provided • Subscription – Multi-year agreement focusing on customer defined KPIs. Customer access to the tool is only included with the Subscription service Data Source: All HL7 and DICOM, Internal and External information, Public and Purchased Databases Multi-vendor/multi-archive: Vendor agnostic - Performs consolidation of all captured data Deployment: On-site VMs hosted on customer Infrastructure or Philips-supplied servers. Deployment of the VMs on the PACS Infrastructure is not yet the standard procedure. Referral patterns: Provide historical and trend information as well as Referral Leakage - what is being sent to other facilities / how much business they are losing Resource utilization: Provides Scanner usage by AE Title and day / time Technologist/Radiologist efficiency: Provides Analysis based on HL7 and DICOM timestamps. Does not currently include PACS audit trail information. Support: "Solution Advisor" – on-site and remote services to assist with report creation, drill-down and root cause analysis, KPI establishment and target assessment, and Quarterly on-site Presentations Workflow Improvement: HTS Engagement</p>

Selling against Agfa HealthCare

Radiation dose management: defend strategy

Agfa's claim	Additional details	Philips response
<p>Agfa HealthCare Dose Management powered by TQM/Dose TM</p> <p>Manage, analyze and balance your radiation dose management</p>	<p>Advanced software and services that help you provide patient safety and improve efficiency and quality in all your medical imaging environments.</p> <p>The Web-based Dose Monitoring platform, integrates directly into your existing picture archiving and communication system's (PACS) environment. Collecting the dose and metadata information already there, it can create patient radiation dose analyses at the study, patient, device, modality or institution level. It also provides all the tools you need for Root Cause Analysis, to help you understand and solve potential problems.</p> <p>Monitor Pre-exam: proactive alerts and safety checklist; During exam: instant feedback for the radiographers; Post-exam: analysis of dose on the patient, user, device and modality levels.</p> <p>Analyze Analyze and trend your data with advanced tools: For all the various levels; Detailed reports for outlying results</p> <p>Enhance Enhance your existing clinical workflow: Detailed workflow analysis for optimizing procedure protocols, positioning, etc.</p> <p>Protect Protect your patients by managing dose. Comply with your legal and internal reporting obligations and processes, easily and cost-effectively.</p> <p>Standardize Provide an enterprise-wide, standardized solution that allows the hospital to maintain the quality of its imaging services for patients and clinicians</p> <p>Comply Comply with your legal and internal reporting obligations and processes, easily and cost-effectively</p> <p>Agfa's solution is:</p> <ul style="list-style-type: none">• Vendor-neutral• Web-based• Scalable• Based on the highest standards: developed by an ISO13485 certified company and is CE Marked Class IIb product	<p>Philips DoseWise enables customers to build a sustainable radiation safety program in their department.</p> <p>The DoseWise Portal functionality is at the core of Philips' comprehensive dose management program. The web-based software solution automatically collects, measures, analyzes and reports radiation exposure data on an individual and group basis and allows for real-time staff exposure measurements using DoseAware. It provides a streamlined, efficient way to review data on radiation exposure to both patients and staff. It provides a streamlined, efficient way to review and manage data on radiation exposure to both patients and staff.</p> <p>Tools The DoseWise Portal provides advanced analytic tools, such as customizable dashboards and drill-downs for multi-vendor/multi-modality imaging systems. Chart Builder analytics creates bar charts, scatter plots, box plots and tables by simply dragging and dropping the DICOM field into a graph.</p> <p>Data The DoseWise Portal captures all patient radiation events, not just those sent to PACS, and retrieves data directly from the imaging equipment. This prevents you from missing data that is discarded by a Technologist due to poor image quality. The radiation from these exams are factored toward a patient's exposure history. DoseWise Portal can map your CT exam naming convention to the RadLex[®] Playbook to standardize your exam names for external benchmarking. Unlike Agfa's solution, Philips solution captures exposure data for staff.</p> <p>Alerts The DoseWise Portal can create custom alerts based on your preference. Regardless of exam type, you can select your protocol or exam name and add alert triggers, such as: Patient's age, DLP, CTDIvol, Compressed Breast Thickness, DAP, ESD, mAs, AGD/exam, AGD/exposure, Staff dose level.</p> <p>Reports In addition to offering a platform to create custom reports using Chart Builder, DoseWise Portal contains several standard reports:</p> <ul style="list-style-type: none">• CT exams sorted by CTDIvol• CT exams sorted by DLP• CT volume by exam name• CT volume by Reference Exam Name• High utilization patients sorted by number of exams• High utilization patients sorted by total effective dose• Evaluate staff dose by procedure and lab <p>Benchmarking Meeting the new radiation dose requirements for benchmarking requires standardizing your exam nomenclature and comparing your data against national registries or diagnostic reference levels. The DoseWise Portal takes your CT exam names from your RIS and automatically maps them to the RadLex Playbook naming convention. This allows you to compare your exam data to industry benchmarks, such as the American College of Radiology's Dose Index RegistryTM.</p>

Selling against Agfa HealthCare

IntelliSpace PACS vs Agfa Image Exchange Share: defend strategy

Agfa's claim	Additional details	Philips response
Image Exchange. Share every image, from anywhere.	<p>Fast, secure, reliable transfer of any patient studies between hospitals, no CDs or DVDs.</p> <ul style="list-style-type: none">• Sharing images without uploading or downloading• Creating a comprehensive longitudinal record• Clinical networks that support value-based care• Works over the internet over secure Internet Protocol <p>Fast Data Transfer and efficient management Enterprise imaging Exchange optimizes and compresses the DICOM data for fast transfer, encrypts it in small packages, then sends it to the server, reducing network bandwidth and transfer time.</p> <p>The DICOM data is prepared and transferred over secure Internet Protocol, so no VPN is needed. And data integrity checks verify that the transmitted data is secure and reliable. All of the transfers are audited according to the IHE Audit Trail and Node Authentication (ATNA) integration profile.</p> <p>Operational Benefits Enterprise Imaging Exchange helps solve the operational challenges of the enterprise imaging strategy, by establishing a secure health information exchange network between collaborating health providers.</p> <p>Fit for special cases Mammography or MRI trucks, remote facilities, patient transfers, Enterprise Imaging Exchange can handle them all. Mammography buses take breast imaging on the road, to reach more women; the remote images are then transferred directly to the reading facility.</p> <p>For smaller, remote facilities, the concept is the same: if there is no on-site radiologist, ad hoc images can be directly transferred for fast reading.</p> <p>And when a trauma patient is moved from one site to another, you need the patient information and images to arrive fast. With Enterprise Imaging Exchange, the receiving team gets all the information available and can prepare to treat the patient quickly upon arrival.</p>	<p>Philips has inherent image query and retrieval administrative functions within our systems to allow for image exchange between Philips and third party systems. These include exchange of prior studies and main exams to third party systems via administrative tools. These tools allow for the query and retrieval of exams by varying data fields including MRN, Patient DOB, Patient Name, Sex, and other identifiers to create a rules based transactions. Exams may also be sent to Philips PACS and placed in a short term cache prior to archiving allowing for better management of your storage costs.</p> <p>IntelliSpace PACS also supports the federation of disparate PACS iVault servers to support multi-site large IDNs. This allows for patient images and exams to be seen across the enterprise in a distributed workflow.</p> <p>Through IntelliSpace Universal Data Manager, Philips supports interoperability open standards including DICOMWeb Services (STOW-RS and WADO-RS) to support the exchange and sharing of images between Philips systems and third party systems to support clinical workflow and decision making. We also provide Clinical Image Lifecycle Management tools to support remote reading between sites.</p>

Selling against Agfa HealthCare

KLAS insights: PACS category

Today, when compared to Agfa, overall PACS scores for Philips are higher.

Agfa HealthCare IMPAX performs poorly among large hospitals but still receives considerations and contracts for their new enterprise imaging platform (launched approx. 2.5 years ago). **IMPAX is not the vendor's go-forward PACS solution and is no longer being sold.**

Users describe this legacy product as stable but having a steep learning curve and lacking in ease of use. However, support is the biggest issue for providers.

"Though many of Agfa HealthCare's most dissatisfied IMPAX users have moved to other systems, Agfa HealthCare has maintained the customer experience for remaining IMPAX users while developing a new PACS as part of their enterprise imaging platform. This platform has piqued industry interest, and the handful of early adopters in the US are optimistic about the future." KLAS

Agfa HealthCare continues to gain market share despite relationship and usability shortcomings of Legacy PACS solutions.

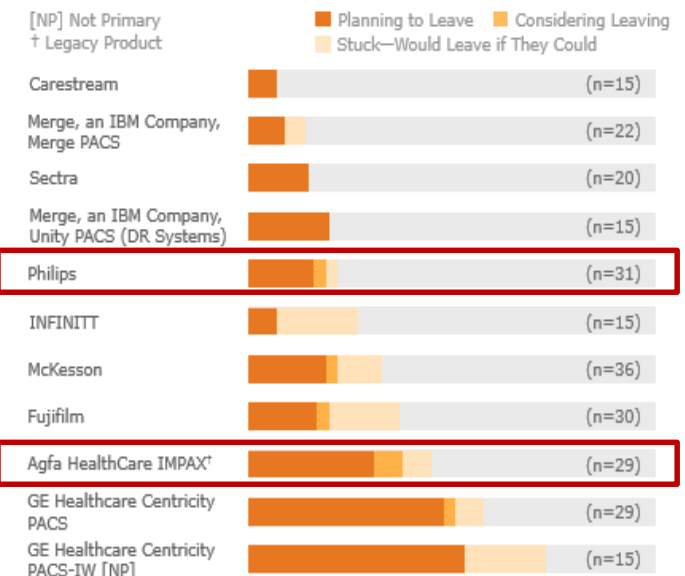
Some customers say that Agfa HealthCare is not as proactive as they want them to be.

A physician noted, *"We are happy with IMPAX; it is really the service from the vendor that has been the big issue. Agfa is not supporting the system very well. They are trying to move to their next-generation platform. The system doesn't always interact well with imaging equipment. Sometimes the measurements and things don't transfer properly. Agfa is also very slow with updates and any requests for customized reports or new items."*

Detailed Breakdown of PACS Overall Scores



Large Hospital Customer Retention and Loyalty (>200 Beds)



Source: KLAS Report: PACS 2017 Reconstructing for the future

Selling against Agfa HealthCare

KLAS performance data (PACS) – Phillips vs. Agfa

Phillips offering prevails in all categories when compared to Agfa's IMPAX offering.

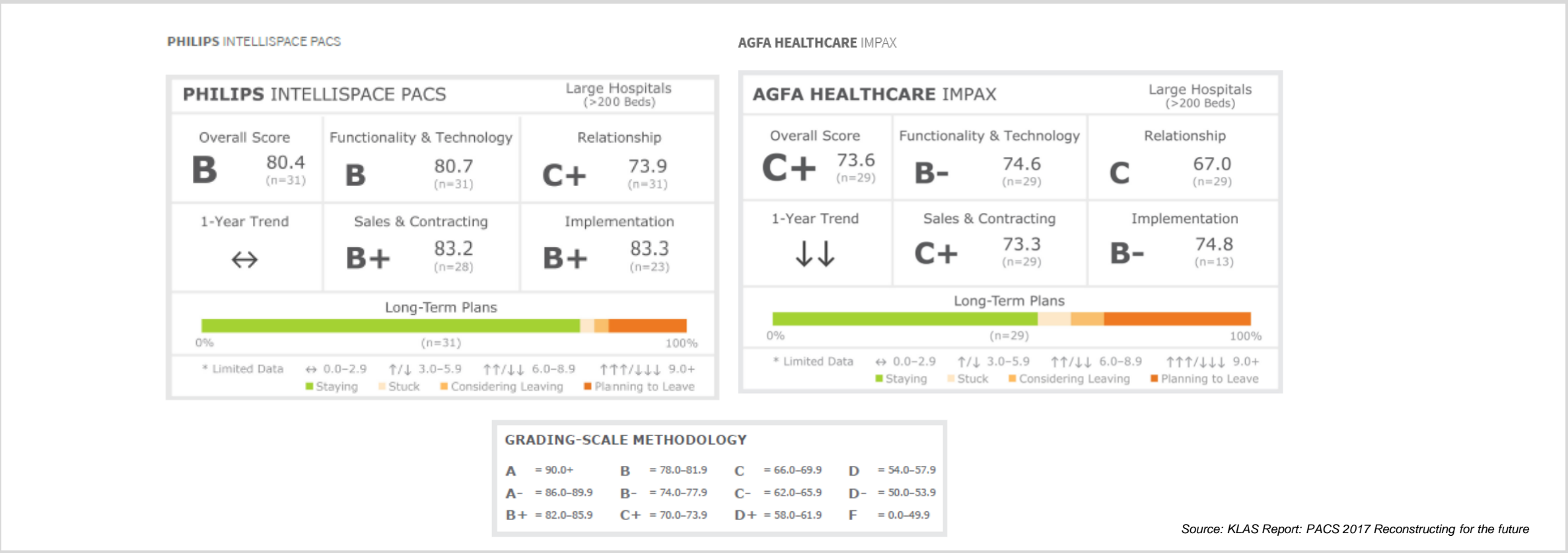
Please note: IMPAX is not the vendor's go-forward PACS solution and is no longer being sold.

Source: KLAS Report: PACS 2017 Reconstructing for the future

Fully Rated Vendors	Phillips	Agfa HealthCare
Sales & Contracting		
Product Works as Promoted	7.4	7.4
Money's Worth	7.1	7.0
Avoids Nickel-and-Diming	87%	81%
Implementation & Training		
Quality of Implementation	7.4	6.6
Quality of Training	7.5	7.0
Functionality & Upgrades		
Overall Product Quality	7.3	7.1
Delivery of New Technology	6.9	6.5
Ease of Use	7.8	7.5
Supports Integration Goals	7.6	7.0
Product Has Needed Functionality	7.1	7.1
Service & Support		
Quality of Phone/Web Support	7.0	6.6
Proactive Service	6.7	6.4
Executive Involvement	6.9	6.7
Keeps All Promises	81%	75%
General		
Likely to Recommend	7.2	6.7
Drives Tangible Outcomes	7.2	6.8
Overall Satisfaction	7.2	6.8
Forecasted Overall Satisfaction	7.5	7.1
Part of Long-Term Plans?	84%	78%
Would You Buy Again?	83%	75%

Selling against Agfa HealthCare

KLAS insights: PACS category > 200 beds



From a KLAS ranking standpoint, there does not appear to be areas where Agfa can attack us with IMPAX. Rankings are fairly close.

Selling against Agfa HealthCare

Cardiology informatics

Selling against Agfa HealthCare

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 Agfa HealthCare

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 Uniform Resource Locator (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; Uncover opportunities for enhancing 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• Use a single 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 as we as in 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 Agfa HealthCare

IntelliSpace Cardiovascular: defend strategy (1 of 2)

Agfa's claim	Additional details	Philips response
Single point of access Enterprise Imaging for Cardiology	Enterprise Imaging for Cardiology Completely unified imaging platform that includes PACS, reporting, advanced image processing and integration of clinical information, all in one sophisticated platform. <ul style="list-style-type: none">Streamlined, uncluttered interface, extremely intuitive features and tools built from scratch plus embedded cardiac specialty 'plug-in' modules, Enterprise Imaging for Cardiology lets you work in a way that makes great sense for the digital age, while reducing training and operational costs.Patient information from different sources is centralized into a single system so you can quickly access your patient's complete cardiology file, generate a report and distribute it, all during one session – even from a remote location.	<ul style="list-style-type: none">IntelliSpace Cardiovascular also offers a single point of access but to more data and clinical tools. Beyond just Echo Reporting, Philips offers structured for additional modalities – NucMed, Cath Lab. Philips also offers a complete Hemodynamic monitoring and cath lab documentation solution. As well we offer an ECG Management and DECG portfolioIntelliSpace Cardiovascular provides a single cardiology workspace, with access to advanced clinical applications, brings multi-modality images and clinical tools together in a single customizable workspace. The Cardiology Timeline present a patients complete cardiovascular history graphically, providing easy access to quickly view and compare studies as well as launch directly into advanced applicationsIntelliSpace Cardiovascular offers advanced visualization and quantification with embedded tools and/or direct integration:<ul style="list-style-type: none">Cardiovascular X-ray - LVA, QCA, QVA, and vascular processingEchocardiography – Philips QLAB and/or TomTecNuclear cardiology – AutoQuant Plug-in and/or IntelliSpace PortalBeyond the standard Imaging modalities IntelliSpace cardiovascular can except documentation/reports from sub-specialty systems and store as PDF for a more complete view into a Patients Cardiovascular history from a single systemIntelliSpace Cardiovascular can also be integrated to exchange data and provide direct access to 3rd Party system via its Web API and 3rd Party API capabilities. Such as Medstreaming and GE MUSE

Source: <http://global.agfahealthcare.com/main/enterprise-imaging/cardiology/>

Selling against Agfa HealthCare

IntelliSpace Cardiovascular: defend strategy (2 of 2)








Agfa's claim	Additional details	Philips response
Realizing the value by leveraging a consolidated enterprise imaging strategy, cardiologists can positively impact the patient experience and quality of care.	<p>From a clinical perspective, cardiac surgeons can access Enterprise Imaging for Cardiology solution as it will allow them to enhance their preparation process. Physicians can streamline their collaborations and peer-review, especially in emergency medical situations.</p> <p>Ambulatory care teams can capture cardiac data outside their hospitals and send the data to care teams in advance of patient's arrival, so care delivery can begin upon arrival to the ED. Clinical care teams can improve and normalize the data collection and distribution process, thereby improving workflow efficiencies and the quality of care delivery.</p> <ul style="list-style-type: none"> • Workflows that would organize your work around your tasks for you • Ability to see all images • View everything you need • Enabling real-time measurement data flow • Easily access information from other sites 	<p>Cardiology informatics has not been a primary focus for Agfa. KLAS user comments reinforce this. Agfa does not offer the full portfolio of solutions offered by Philips. Agfa does not offer a hemo device, charting or reporting and also must partner with device MFG for Cardiograph, Stress and Holter. The release of Agfa's enterprise imaging for cardiology suggests that their focus is shifting and it is possible there will be more emphasis on the cardiology side of the business.</p> <p>Agfa's Cardiology solution is focus mainly on imaging and structured reporting for ECHO. Limited in ability to provide access to other non-imaging documentation (Cath Labs, ECG Data, etc). Philips broader offering in Cardiology systems as well as the through its 3rd Party API can provide access to virtually all Cardiology studies/documentation for a patient.</p> <p>Agfa relies on partners to provide the standard levels of image viewing and quantification – TomTec, TeraRecon, etc. No obvious claims to any unique capabilities.</p> <ul style="list-style-type: none"> • IntelliSpace Cardiovascular offers choices in advanced quantification and visualization systems (Philips Qlab, TomTec, AutoQuant, Philips Portal Etc) but can also integrate and launch to other 3rd Party systems via its third-Party API • Philips also offers capabilities such as Patient Timeline and Diagnostic Guidance to help streamline workflow, reduce costs, and reduce potential for errors <p>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</p> <p>IntelliSpace Cardiovascular built-in cardiology timeline is unique and delivers graphical, panoramic, chronological overview of a patient's cardiovascular care</p>
Meeting today's mobility needs let your staff work how they want, where they want.	<ul style="list-style-type: none"> • Enterprise Imaging lets you meet that demand, with tools to add and view images, sign off on reports, and more, all from a mobile device. We've optimized it to better handle latency and to allow remote usability, even over challenging network conditions 	<p>IntelliSpace Cardiovascular's Zero Footprint workspace provides access to relevant cardiovascular images and information anytime, virtually anywhere.</p> <ul style="list-style-type: none"> • Provides access to the same user interface either inside or outside the hospital walls. • Offers Structured Echo Reporting with ability to perform measurements, use finding codes, perform wall motion scoring, etc. • Provide access to cardiovascular images and documentation throughout the Enterprise with no need for deployment of Software or special client configuration requirements

Source: <http://global.agfahealthcare.com/main/enterprise-imaging/cardiology>

Selling against Agfa HealthCare

KLAS insights: Cardiology informatics - CVIS

Overall KLAS Score:
Philips 78.5
Agfa 72.1

Category	Ranking	Insight
Sales and contracting: Philips stronger than Agfa	<p>Avoids charging for everything: PHILIPS = 78.% vs. AGFA  = 69%</p> <p>Sales and contracting category: PHILIPS = 78.7 vs. AGFA  = 73.9</p>	<ul style="list-style-type: none"> The emphasis of the Philips sales team is to take a consultative sales approach to understand customers need and to position solutions that best fit their needs. This is evident with the strong relationships Philips maintains with customers
Implementation and training: Philips has a higher ranking than Agfa	PHILIPS = 82.6 vs AGFA  = 77.6	<ul style="list-style-type: none"> Philips training program is designed to enhanced knowledge, skills, and the abilities of its end users resulting in greater customer satisfaction than Agfa
Functionality and upgrades: Philips slightly weaker than Agfa	PHILIPS = 77.8 vs AGFA  = 78.6	<ul style="list-style-type: none"> It is important to remind customers of all the new innovations we have released with ISCV r2.1, r2.2 & r2.3 that customers may not realize or just have not received them yet
Service and support: Agfa higher ranking in quality of support and overall service and support ranking than Philips	<p>Quality of support PHILIPS = 7.0 vs AGFA  = 7.2</p> <p>Keeps all promises: PHILIPS = 77% vs AGFA  = 77%</p>	<ul style="list-style-type: none"> Philips service team is knowledgeable and proactive in addressing its customers needs. Agfa has an initiative to improve support although customers needing support with IMPAX Cardiovascular have a negative perception of the support provided
General: Philips stronger than Agfa	PHILIPS = 78.5 vs AGFA  = 72.1	<ul style="list-style-type: none"> Agfa has a stronger Radiology PACS portfolio compared to their cardiology portfolio. Agfa's customers reference a greater commitment to their Radiology portfolio than cardiology portfolio

Source: KLAS Cardiology Informatics Report – 08/08/2017

Selling against Agfa HealthCare

KLAS insights: Cardiology Informatics - CVIS

What customers are saying to KLAS

We are waiting for Agfa HealthCare to come out with more functionality. Since we signed with them, we really have not seen a lot of technical advancements. The reporting for IMPAX Cardiovascular is very good. We are able to generate custom reports and data sets. However, IMPAX Cardiovascular is just an okay system. I feel that the system could be really good with some better feature advancements. Right now, we are behind the tech bubble, and Agfa HealthCare needs to catch up.

- Agfa is not very focused on the cardiology portion of their product. They are more focused on archiving images, and that feature is actually pretty good. The cost of their license is pretty high, but on the other hand they don't nickle-and-dime
- Heartlab had made a commitment to staying in the pediatric market and doing pediatric improvements, but when Agfa HealthCare purchased them, they started to move away from that. They just didn't stay up to date with the pediatric market
- The service team was not very proactive and didn't respond back very quickly. Because our system was at the end of its life, we were forgotten about. Even though Agfa HealthCare sold us a service contract, it took a lot of effort to get them to work on our system and to be proactive with us
- We are still actually running IMPAX Cardiovascular just for historical purposes, and it is running fine. We were very pleased with it. Agfa HealthCare didn't offer a fetal cardiovascular package, which is what we needed
- We have upgraded several of our systems, and everything seems to be pretty good. There is now better stability, and we have virtualized what we are doing. The physicians have more functionality at the heart station on searches, and everything seems to be a bit more robust. There is DICOM image availability for sending now that we did not have before for EKGs. As a whole, the system just seems to function a little bit better
- Agfa's service has gotten better. Agfa has gotten more competent people. Now if someone doesn't know something, instead of just bumping the issue up and moving on, they are really trying to figure out what happened and why it happened. They are learning from the experiences themselves

Selling against Agfa HealthCare

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 Agfa HealthCare

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 Agfa HealthCare

IECG: defend strategy

Agfa’s claim	Additional details	Philips response
Agfa HealthCare’s HeartStation ECG Management is a vendor neutral data management solution that automates collection, processing, and storage of electrocardiograms (ECG) for your healthcare enterprise	<ul style="list-style-type: none">• Provide task accelerators to minimize searching and maximize results• Allows for changing of the ECG gain setting for improved visualization• of the ECG QRS Complex• Sort and prioritize tasks to align with departmental flow• Removes cart interpretation statements and begins interpretation• process with a clean slate• Batch confirm ECGs at the end of review session	<p>Agfa needs to partner with third-party vendors to offer the full portfolio Philips offers. Agfa does not offer EKG Devices and sometimes will partner with Epiphany when customers demand a more robust ECG management solution.</p> <p>Philips provides a full cardiovascular solution including CVIS, ECG management and full line of DECG devices under the Cardiology Informatics portfolio. Agfa would need to partner with a number of Vendors to compete with our DECG portfolio.</p>
HeartStation facilitates a decrease in the number of resources by accelerating more efficient mechanisms permitting the resourcepool to increase their level of services.	The system boosts productivity by making it easier and faster to display, edit, confirm, share, and archive ECGs regardless of the acquisition device vendor.	Agfa provides very little detail regarding its ECG management solution other than indicating its solution can accomplish the basic functionality “display, edit, confirm, share, and archive ECGs regardless of the acquisition device vendor”
HeartStation promotes the ubiquitous access to patient data through mobile, clinically rich applications by providing fast access to relevant tool sets and data.	<ul style="list-style-type: none">• Driven by the demand for mobile solutions.	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.

Source: <http://global.agfahealthcare.com/main/enterprise-imaging/cardiology/>

Selling against Agfa HealthCare

Advanced visualization

Selling against Agfa HealthCare

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 Agfa HealthCare

IntelliSpace Portal: defend strategy

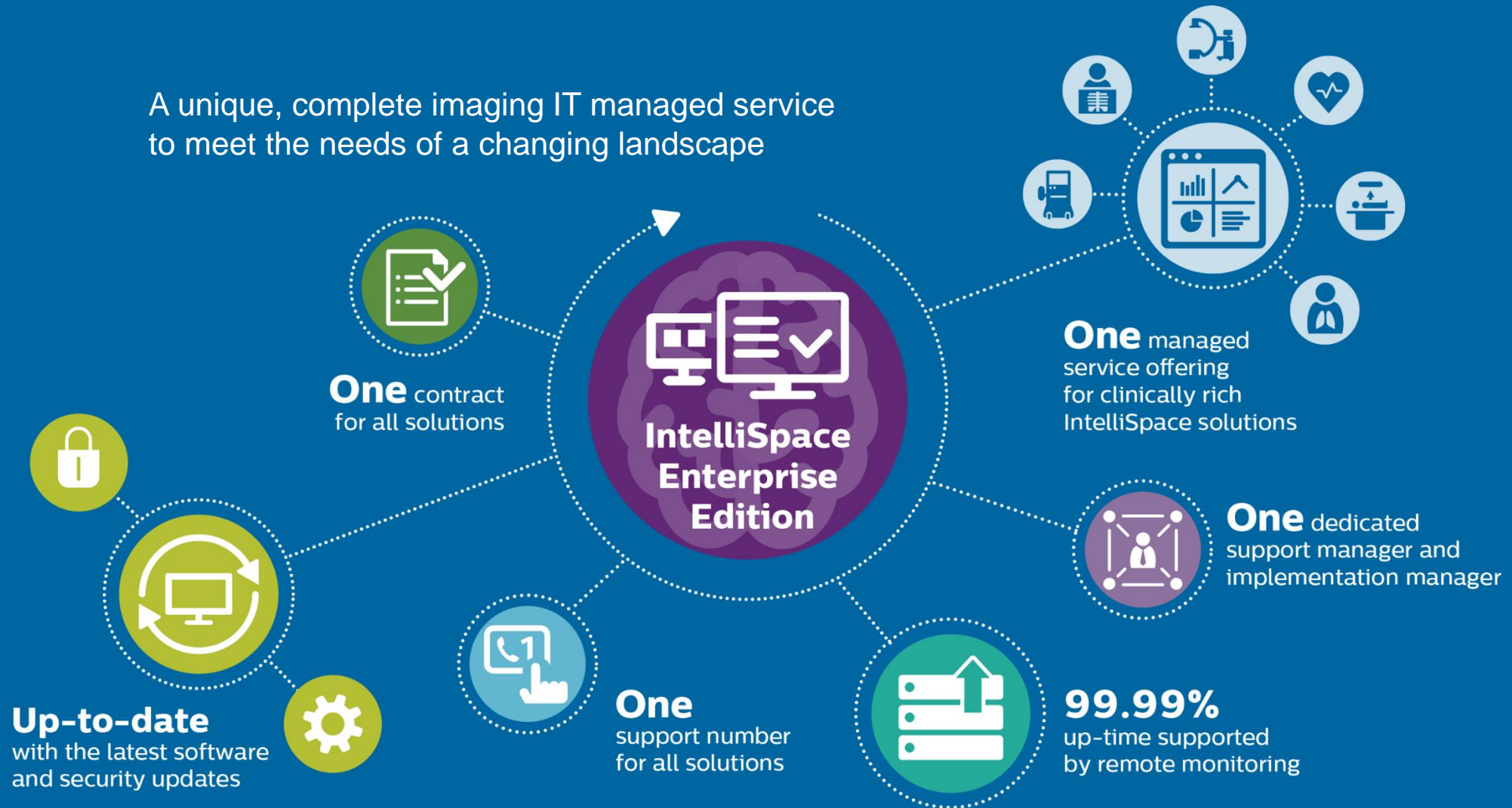
Agfa's claim	Additional details	Philips response
Workflow optimization for enhanced productivity	Delivering workflow improvements – one clinical application at a time.	<p>Although Agfa's clinical applications are embedded in the new Enterprise Imaging platform, they are very limited. The current set of AV apps include:</p> <ul style="list-style-type: none">• Volume Viewing• PET SPECT Viewing• Virtual Colonoscopy• Orthopaedic Tools• Qangio <p>• "Attack" points are still valid in a "Defend" Scenario.</p> <p>• Agfa is not present in KLAS rankings for Advanced Visualization. The company partners with other AV vendors to provide a more comprehensive offering when needed. (i.e. TeraRecon, TomTec – now owned by Philips, OrthoView...).</p> <p>• Lack of support and AV knowledge in the field</p> <p>• No significant advances seen in this area by Agfa. ClinApps offering has remained the same for the past three years</p> <p>IntelliSpace Portal Today's leading Advanced Visualization environments utilize multiple modalities and input across a complex, widely distributed network. Philips IntelliSpace Portal meets multiple time and resource demands with one comprehensive platform offering the power to visualize, diagnose, and communicate across clinical domains and modalities. It combines sharp images, precision analysis, and workflow efficiency tools into a single advanced analysis solution, with the ability to pair easily with all our Philips modalities and Healthcare IT solutions, and beyond.</p>

Source: [Agfa HealthCare Clinical Applications](#)

Selling against Agfa HealthCare
IntelliSpace Enterprise Edition

IntelliSpace Enterprise Edition

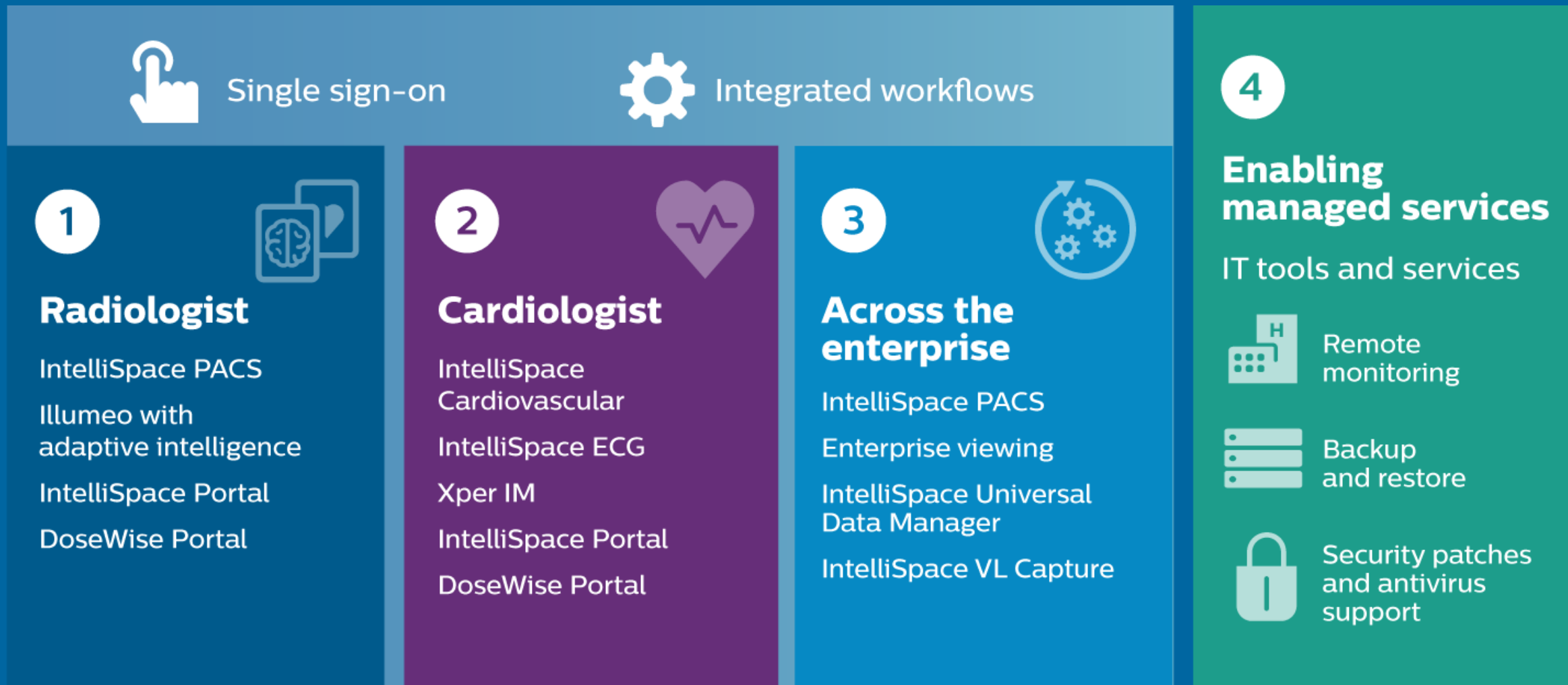
A unique, complete imaging IT managed service to meet the needs of a changing landscape



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 Agfa HealthCare

Conclusion and recommendations

Conclusion and recommendations

Despite its low KLAS Scores, today Agfa is certainly a strong player in Healthcare IT. The company has stopped selling its legacy PACS solution: IMPAX - used by a majority of its install base in North America.

In 2015, Agfa launched a comprehensive modular Enterprise Imaging software platform. It's designed to help manage all images across a healthcare network – from radiology, to cardiology, to wound care images, surgery video and so many other service lines. Agfa's EI offering includes Radiology PACS, Cardiology PACS, VNA, Universal Viewer, Image Exchange, Enterprise Content Management, Clinical Applications (AV), Patient Portal, Enterprise Scheduling, Business Intelligence, and Dose Monitoring solutions.

In spite of its broad HI portfolio, Agfa is known to have significant support and implementation issues, and be slow to develop new solutions.

What makes us stronger vis-à-vis Agfa?

- Illumeo. Agfa does not yet have an AI offering. However, the company is getting into the domain. During a recent Agfa Hackathon, multidisciplinary teams worked on AI solutions for different healthcare challenges including skin cancer diagnosis; heart failure prediction; and equipment failure prediction
- IntelliSpace Portal. Agfa does not have an AV offering as comprehensive as Philips. Agfa has a handful of apps vs Philips 70+ apps
- Philips DoseWise solution. Agfa's dose monitoring solution is only for patients. It does not monitor staff exposure as does DoseWise
- Our Cardio portfolio. We have a complete cardio portfolio including CVIS, ECG management, Epic integration, Cardiograph, Stress, Holter, Hemodynamic, Ultrasound, IGT, Cardio Advanced Visualization solutions
- Patient Monitoring, Oncology, Pathology, Population Health, CT, MR and US solutions. Agfa does not have such offerings
- The Philips team. Customers do value our people, technology and services. Philips has earned a strong reputation of taking care of its customers
- Our dedication to innovation and commitment to deliver solutions that bring value to our customers

Final remarks

- Philips is positioned very well to support IDN/regional health system “core vendor strategy” across multiple service lines in the enterprise
- IMPAX customers transitioning to the new Agfa HealthCare Enterprise Imaging platform will have to pay for a full upgrade – an expensive undertaking
- Leverage the Philips Account Executive to collaborate on account needs, relationships, approach and strategy (especially at the CIO, CMIO and CFO levels)
- Target key influencers such as Radiologists, Cardiologists, System Administrators, IT Managers and department heads. This is a strategy that Agfa uses to uncover new opportunities
- Ensure we position ourselves as a comprehensive HI and Imaging leader
- If needed, consider utilizing IntelliSpace Enterprise Edition to elevate our position and change the game especially at the C-level

While not leading in the Enterprise Imaging domain today, **Philips offers a much deeper and wider set of healthcare solutions.** We innovate across the health care continuum from supporting predictive and preventative care to connecting care in the home. The scope of our healthcare portfolio is greater than Agfa's.



Learn more

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