

A close-up photograph of a man with light skin and blue eyes, wearing a teal-colored shirt. He is holding a white handheld device, possibly a PDA or a specialized mobile phone, near his chin. The device has a small screen and a keypad. The background is dark and out of focus, suggesting an indoor setting.

PHILIPS

Interactive
multimedia reporting

Interactive.
Image-rich.
Insightful.

Put more power in your reports

Take your reports to a **new level**

Quality and efficiency of reporting have emerged as major factors in the success of radiology practices. In order to send a growing number of patients your way, today's referring physicians, oncologists and other clinicians will be looking at your reports for several key benefits.

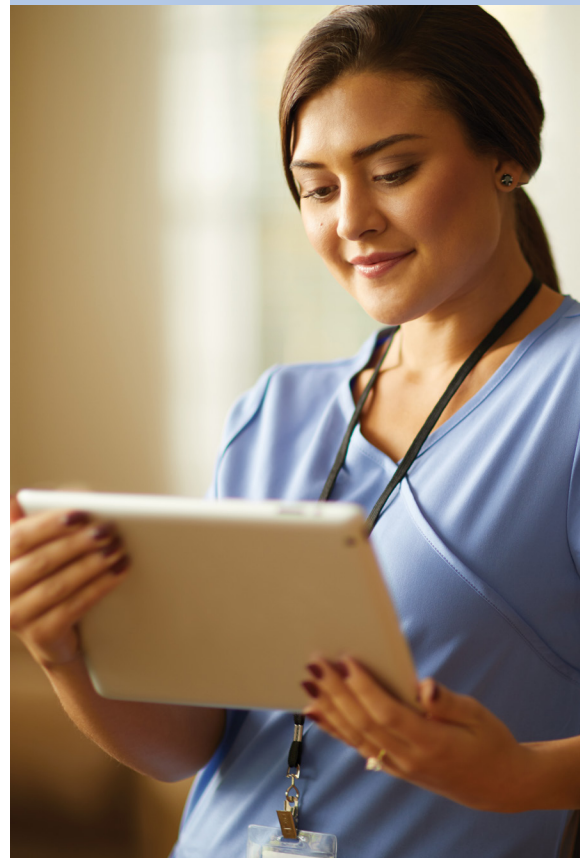
Sure, they want fast turnaround times, but more important, these referrals want reports with greater clinical value and insight. The Interactive Multimedia Reporting delivers both of these advantages. It's a tool that will help you position yourself as a radiologist of choice.

“Reporting is really crucial to us – it's become a major driver for our business.”

Dr. Andrew Deutsch, President, Renaissance Imaging Medical Associates, Northridge, CA

Advantages at a glance

- Enables reporting from anywhere images can be viewed
- Delivers true multimedia reports, with key images and charts
- Offers voice recognition and structured fields to accelerate reporting time
- Contains hyperlinks for immediate access to key findings

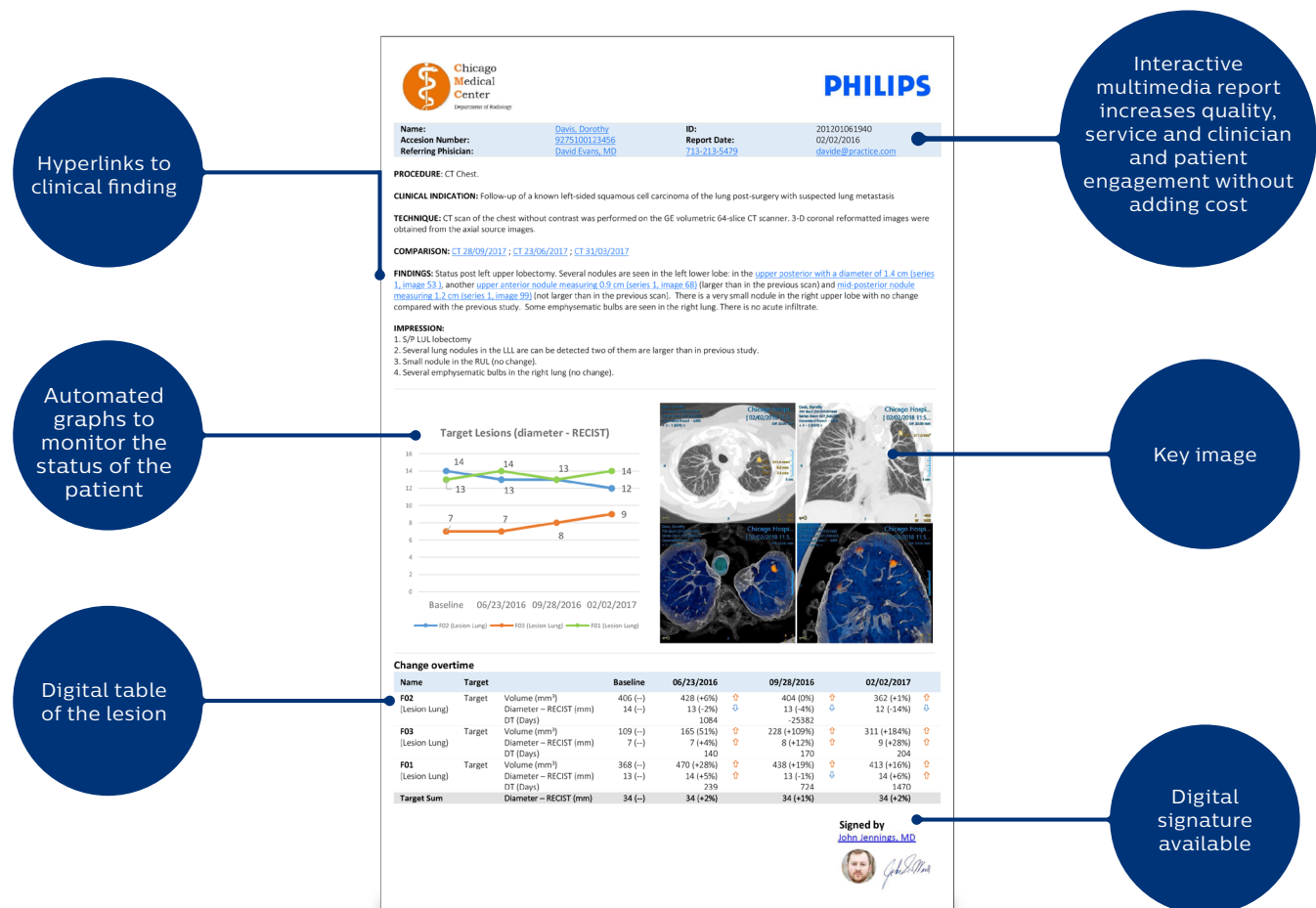


Clinical insight, delivered

“Text-only” reports will soon go the way of the dinosaurs – they simply can’t provide the insight and value that referring doctors need. Even in reports that include structured findings and current measurements, the physician must still find the prior report and manually compare the images.

No longer. With Interactive Multimedia Reporting, you can offer a seamless follow-up approach for oncology and other high-value modalities. With advanced

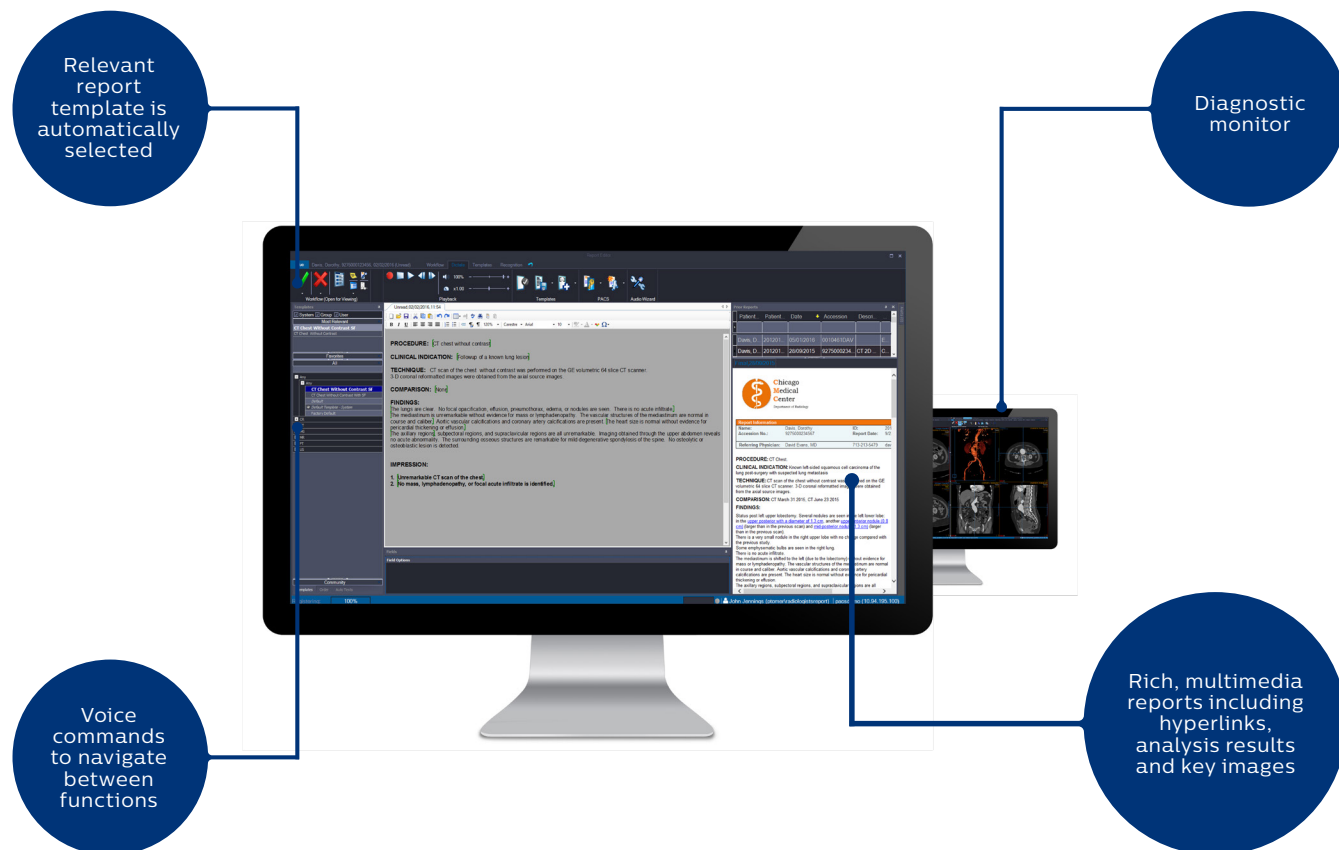
clinical tools such as our PowerViewer or Lesion Management capabilities, your reports can offer referring physicians embedded key images for side-by-side comparison, modality measurements, exam dosage information, tumor trending information in charts and graphs, and quantitative data from advanced post-processing, such as vessel analysis.



The speed of embedded voice recognition

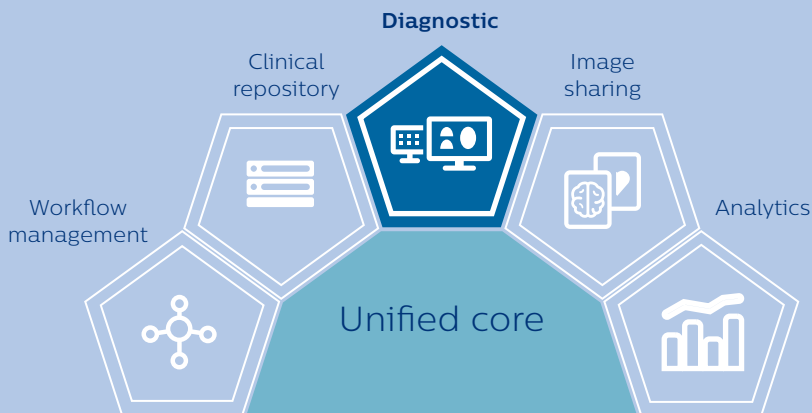
Like every imaging department, you're under pressure to decrease your report turnaround times – because your referring doctors' priorities are rapid diagnosis and the start of treatment. This challenge is magnified in multi-site or multi-system environments, where radiologists must master multiple interfaces and systems.

Here's the answer. The Interactive Multimedia Reporting Module, with embedded voice-recognition capability, can help cut your turnaround time. It entirely eliminates the need for typing and entry of patient or clinical context. Exam data can be inserted directly into reports. This allows radiologists to quickly review and approve final reports, while adding clinical context for referring physicians.



Connecting people and data. Virtually anywhere.

Philips' image management offering establishes an inter operable clinical data ecosystem – connecting professionals with the imaging data they need across the continuum of care. This modular, multi-site, multi-domain standards-based Enterprise Imaging solution enables real-time, on-demand access to holistic clinical data for those involved in the care journey, including the patients.



Clinical knowledge throughout the enterprise

Radiologists

A single reading + reporting workspace

- Reporting from anyplace where images can be viewed
- Less work and fewer errors with simple, structured reports
- Fast evaluation and quality reporting via access to priors with hyperlinks

Information technology

Simplified deployment in single or multi-site environments

- No need for special drivers or third-party software
- Less integration
- Simpler deployment and upgrades

Referring physicians

Clinically rich content with smart navigation

- Multimedia reports, including key images and charts
- Smart and intuitive hyperlink navigation
- Value-added communication with patients

Patients

Empowered and included in the process

- Reduced need for CDs or DVDs
- Secure access to and management of their own data
- Value added through innovative patient services

Administrators

Reduced costs and improved outcomes

- Elimination of third-party dictation system costs
- Quicker report turnaround, to improve service to referring physicians and clinicians
- Single system for ease of administration and training

“Voice recognition has been a revelation. It was easy to implement and it adapted well to our voices. In one of our sites, Vue Reporting has brought reporting time down from a week to about three hours.”

Radiology Director, University Medical Imaging

