



Off to a flying start!

Philips Ambient Experience KittenScanner reassures patients and improves workflow

PHILIPS



A truly reassuring environment

Going to the hospital can be upsetting and frightening for children. It's understandable; there are many unfamiliar sights, sounds and smells. They can feel anxious and in some cases even afraid because they are in a foreign place and they don't know what to expect.

We can help you change that.

Destination: Happy place

At Philips, we have long been experts in designing patient-friendly medical products. Now we are focusing that expertise on the entire patient experience. By creating a reassuring environment, hospitals can strongly influence how a child feels during a radiology scanning procedure. Because we believe it's bad enough feeling sick, a child shouldn't have to feel scared, too.

With Philips Ambient Experience, you create an entire environment designed around the patient. Through a combination of projection, lighting, music and architectural elements, a soothing and comfortable environment is created that distracts and empowers patients.

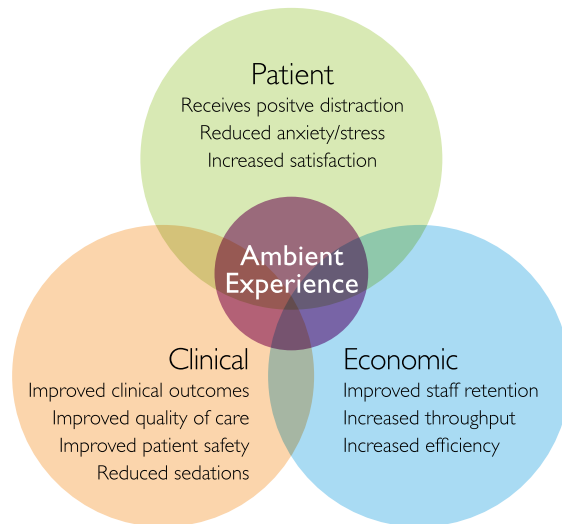
KittenScanner eases children into examinations

The KittenScanner is one of the building blocks for Ambient Experience. It was developed especially for use in the waiting room to prepare children for the upcoming scanning procedure. Letting kids play with a miniature scanner lets them discover for themselves how a scanner works. This can distract them from their fears and help them feel more in control of the situation.

Reducing stress for the child beforehand can make the procedure go more smoothly and may reduce the need for sedation. And because staff can already start preparing the child in the waiting room, preparation time needed in the examination room can be reduced significantly. This enables more efficient use of the examination room and higher patient throughput.

“Ambient Experience is all about putting control in the patient's hands and making them an active participant. The more sensory info you can send to your brain, the more it blocks out frightening sensations from the situation you're in. Ambient Experience blocks the scary pathways and opens the way for more pleasant ones.”

Kenneth Gorfinkle, Ph.D., Assistant Clinical Professor of Medical Psychology at Columbia University, New York



Results that reach the bottom line

Ambient Experience brings positive results for patients, clinical workflow and for the entire organization.



Hi I'm Evie
read about
my adventure
in the
hospital



Monday, 11th of April

My name is Evie and I'm seven. My mommy told me I had to go to the hospital so they could take a picture of my head using a big machine. I've never been to a hospital before, and mommy said not to be scared. But I was a bit.

In the hospital we had to wait in a room with a toy machine and toy animals. The elephant was my favorite. I played with the machine and the animals and I had so much fun! The doctor told me that he would take pictures of me with a machine that looked like the toy one, only bigger.

Higher acceptance is child's play

Waiting is hard for children, especially in a hospital situation when they don't know what's going to happen to them. Philips designed the KittenScanner to provide a playful setting to prepare children before a scanning examination. It gives them a sense of control over the situation, provides a positive distraction and educates them about what will occur.

The KittenScanner is a scale model of a scanner that has several toy "patients". The child can choose a toy, place it on the miniature patient table and slide it into the KittenScanner. This triggers an animated story that explains why the toy is being scanned and how a scanner works.



Easier on children

- Children feel more confident and in control
- Helps children feel more at ease during scanning
- Improves chances of successful procedure
- May reduce the need for sedation

Better for the hospital

- Simplifies patient preparation for staff
- Can help reduce exam retakes
- Can improve throughput and return on investment
- May reduce number of sedations

More control

Being able to touch the scanner physically and play with the toys can help the child feel more in control. During this role play, the child decides which toys will be scanned and can control the examination. Making children an active participant in their examination increases their feeling of empowerment.

Positive distraction

As children play with the scanner, their attention is focused externally, so they're less likely to be worrying about the upcoming procedure. Because playing is associated with positive feelings, the child can relax and feel more comfortable.

Effective preparation

By using the KittenScanner beforehand to prepare children in a playful way, clinical staff can spend less time in the examination room guiding them through the procedure.





Learning helps kids relax

Fear of the unknown can have a powerfully negative effect on children. Giving them clear information about the scanning process makes it easier for them to understand why they are being scanned and how it works. The KittenScanner plays an important role as an educational tool by teaching children how scanning works in a fun and interactive way.

Once a toy is put through the scanner, an animation appears on the TV screen on the wall. Each animation shows a “scan” of the toy and explains that a doctor is looking for something inside the toy. A short story is told about what’s inside the toy and how this item got there.

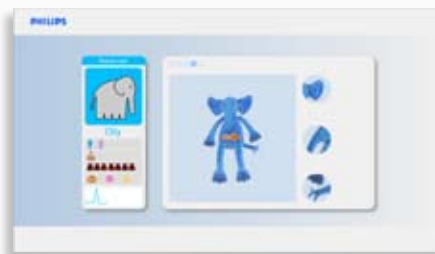
The animation explains how scanning works and why it is needed in terms children can understand and relate to. It attracts their attention and makes them curious to learn more. Once they know what is going to happen, they are better prepared to go into the procedure. That can make it easier for them to lie still so the procedure will have a better chance of succeeding the first time.



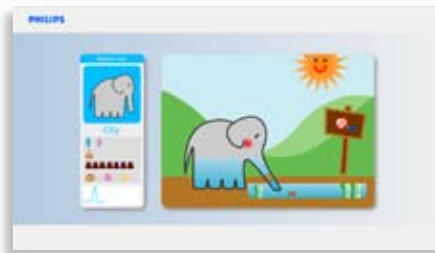
Why does Olly need a scan?



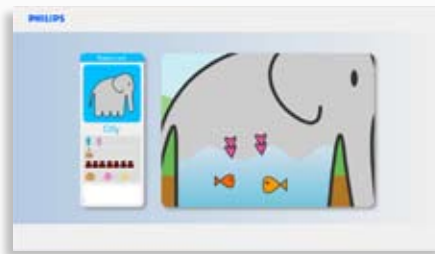
The animation invites a child to scan a toy. Olly the elephant is one of the “patients” that can be scanned.



A scanned image showing two fish in Olly’s stomach captures the child’s imagination and explains why it’s necessary to make a scan.



The fish are a non-threatening way to explain that a disease may be the reason the child feels unwell and needs a scan.



A close-up of Olly with the fish in his stomach relates the scanned image to the actual toy so that the child can make the link between the two.



The elephant was called Olly. He told me his tummy felt funny. So I played the doctor and told Olly I would find out what was wrong. I put Olly into the machine, and something really cool happened...it showed what was inside him!

I know why Olly felt funny. He drank the water in the lake and swallowed two fish. The picture of his body showed them in his tummy swimming around. That was really funny!

Then mommy called and we had to go to another room. The doctor made a picture of me, just like I did with Olly. I hope they only looked in my head and not in my tummy, because they would see chips and apple juice, all mixed up. Yuck! Then I said goodbye to Olly and the doctor and went home.



Helping Olly
the elephant
helped me
too!

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