



PHILIPS

Consulting services



Strategic design consulting

Creative innovation for healthcare environments and experiences

Leveraging strategic healthcare design thinking to create innovative and efficient environments for an exceptional experience focused on workflow efficiency and patient satisfaction.

Our consultants bring strategic vision and use tools such as experience flow mapping to create world-class design solutions for a department or an entire health campus.

A collaborative approach

Using our innovative design thinking methodology CoCreate, a multidisciplinary team of experts collaborates with patients, staff and key stakeholders to create exceptional healthcare solutions with a peoplecentric focus.

Analysis: A department or facility is assessed in terms of layout, clinical workflow, and performance. Market demands, qualitative and quantitative data, and patient and staff insights are gathered and analyzed for metrics-based change recommendations.

Strategy: We use your transformational requirements and bring data-informed and evidence-based external expertise into consideration. We create design directions that will help create a positive and efficient patient care environment.

Design: We collaborate with you and your team to develop design recommendations that support clinical efficiency and help enhance the experience for patients, family, and staff. Our co-creation process helps to adopt change initiatives for new design solutions and processes. Our visualization and simulation tools help to interpret transformational benefits.

Realization: Steps are carried out towards implementation including planning, creative direction, installation, technology implementation and support. For the physical environment we can provide our Ambient Experience solutions.

Benefits

- Experience flow mapping for a shared understanding, identifying key themes and opportunity areas
- Strategic and collaborative methodologies facilitate stakeholder buy-in
- Consultants with expertise in designing efficient and effective clinical environments

Proven results

Our consultants helped clients develop innovative solutions for an enhanced environment for patients, family and staff:

- The Broward Health Infusion Center was redesigned for modernized care and won the healthcare Avatar Award for continued experience improvements over a sustained period.
- At MedAustron, an ion beam therapy center in Austria, we evaluated the daily experiences of patients and staff and proposed an experience concept for the entire facility including the ion beam therapy treatment rooms. Our consultants focused on soft aspects of the patient journey and offered solutions for various spaces, making the treatment areas less clinical and more comforting and relaxing.

Learn more

Through collaborative and people-focused engagements, Philips can help develop innovative solutions to solve your most complex challenges of care delivery. We can help you achieve meaningful and sustainable improvements in clinical excellence, operational efficiency, care delivery, and financial performance to improve value to your patients.

For more information, please visit www.philips.com/healthcareconsulting.