

Tawam Hospital simplifies Radiology image and information management with Philips iSite solution

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Dubai, UAE -- Tawam Hospital, the Middle East's leading medical institution in affiliation with Johns Hopkins Medicine International, and **Royal Philips Electronics** (NYSE: PHG, AEX: PHI) today celebrated the 'go-live' of the hospital's new iSite Picture Archiving and Communication System (PACS). Tawam Hospital is the first public hospital in the Middle East to implement iSite's innovative 'fee per study' model. Under the agreement, the hospital pays a fee on a monthly basis to view, distribute and store medical images, rather than making a large payment for equipment up-front.

"Our hospital treats patients with a wide range of complex medical conditions. During diagnosis we capture many different types of medical images, creating a large amount of information that needs to be safely stored and easily accessible by our clinicians," said Michael E. Heindel, CEO of Tawam Hospital. "The **Philips** iSite solution makes it easier for us to manage our imaging data, while providing access to images wherever and whenever we need it."

"By implementing a PACS solution based on iSite, Tawam Hospital can look forward to working with a worry-free image management system that can grow to meet its needs in the future," said Diederik Zeven, General Manager Middle East for Philips Healthcare. "By taking responsibility for the delivery of the service, **Philips** is enabling the hospital to focus on the most important part of any healthcare system - its patients."

Tawam Hospital is affiliated with Johns Hopkins Medicine International and provides specialized medical services including radiotherapy, cardiac care, breast cancer screening and diabetes management. The hospital, the largest in Al Ain, also signed a reference site agreement with **Philips** earlier in the year.

Under the contract **Philips** will provide a 99.99 percent uptime PACS service, computed radiography systems and client workstations. The solution integrates with the hospital's Cerner HIS/RIS, creating a paperless, filmless workflow for patients and care providers. In addition to being installed at the main hospital site, the iSite solution also connects two remote sites over a Wide Area Network.

The latest version of iSite features advanced visualization capabilities that are completely integrated into the PACS workflow and provide additional diagnostic information through clinically relevant visualization anywhere throughout the hospital. Fully interactive real-time volumetric reading tools (MIP, MPR, 3D) are delivered to the PACS workstation via **Philips** iSyntax technology, which brings advanced rendering performance and scalability without additional cost and complexities.

Philips' service delivery model includes unlimited user licenses, all maintenance fees, protection from hardware obsolescence, disaster recovery, remote monitoring, flexibility in workstation components, and all software upgrades for the lifetime of the relationship.

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