



Providing a world of opportunities

Philips Education people-focused learning programs

PHILIPS

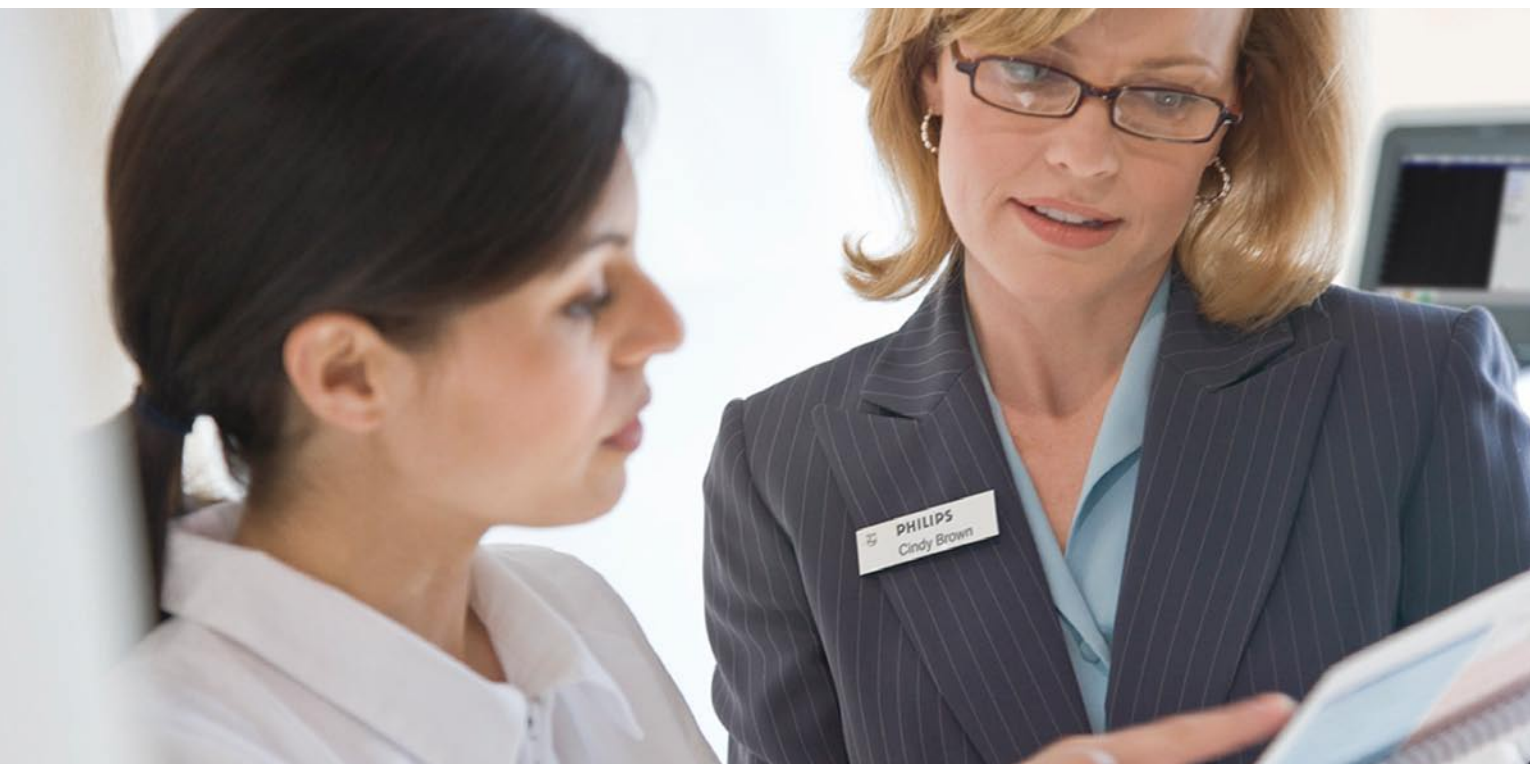
Solutions to your healthcare challenges

You know how difficult it is to provide high quality care in the face of rising costs, expanding patient volumes, and shrinking resources. Philips Education can help you get a firmer hold on these challenges. That's our promise and our commitment to you.

Improve your clinical and financial results by developing your people

Education plays a critical role in improving your healthcare institution. For example, a well-trained technologist has a better chance of reducing valuable examination time, continuing education can teach your staff how to perform more complex procedures that can enhance patient care.

Philips Education understands that the success of your organization depends on the success of your people. They need to master clinical procedures, use medical systems correctly, and build their professional and clinical skills. Because as they improve, your institution can better serve your patients and work more efficiently and cost-effectively. Our comprehensive clinical, technical, and continuing education programs are designed to make it easy for your people to learn difficult topics and advance their personal development and performance.



Clinical Continuing Education

- Peer-to-peer clinical education
- Clinical fellowships/seminars/webinars
- Continuing online education

Clinical Applications Education

- Basic and advanced system functionality
- Clinical solutions
- Customized education

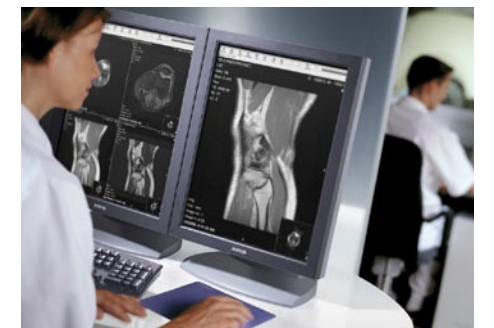
Philips Education

Professional Development Education

- Personal skills enhancement
- Leadership development
- Team and simulation training

Technical Service Education

- First line maintenance
- Advanced system repair



Get better educational options

- Get more flexibility and choice in taking continuing education courses on new medical imaging and monitoring technologies
- Efficiently learn dedicated skills from leading practitioners in our peer-to-peer courses
- Learn to work more effectively thanks to our team-oriented teaching models
- Choose from over 500 accredited courses in one of the world's largest clinical online course catalogs
- Participate in courses with confidence since they are supported by the industry's leading academic institutions and accreditation bodies and are affordably priced

Optimizing performance and operations

Philips Education courses are taught by respected Philips and third-party professionals in their fields who use effective didactic techniques to help participants quickly and easily learn course content. After completing a course, you can draw upon your staff's new skills to improve your operations and their performance.

Advance to more cost-effective and efficient operations

As a hospital administrator, you will quickly see the value of high quality educational programs in the improvements they deliver to your operations.

Philips Education programs can support you in:

- Reducing costs by decreasing re-takes, eliminating unnecessary examinations, increasing system utilization, meeting critical productivity and cost targets
- Increasing revenues by improving healthcare services to referring physicians
- Improving productivity by maximizing the usage of equipment features and enabling your personnel to work as efficiently as possible
- Developing and motivating talent by providing them with continuous personal development

Develop more motivated and skilled personnel

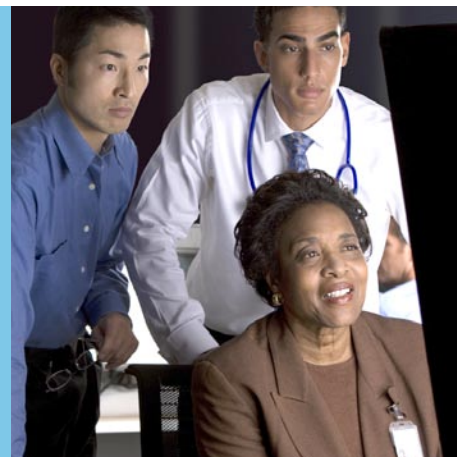
Medical personnel are dedicated to their profession and value the opportunity to advance their knowledge and careers, as well as improve their job performance.

Philips Education programs can support you in:

- Improving job satisfaction by helping staff work faster, make fewer mistakes and continuously advance their career
- Reducing wasted time by helping staff quickly learn what they need to know
- Enhancing care by helping staff feel more confident that they are performing their job correctly
- Giving staff more flexibility by offering courses that fit people's scheduling constraints and learning preferences

"For the American Society of Radiologic Technologists (ASRT), one of those opportunities has been the partnership we have shared with Philips Healthcare during the last five years. Your commitment to assisting the profession with this much needed educational opportunity is highly admirable."

*Greg Morrison, M.A., R.T.(R), CNMT, CAE
Sal Martino, Ed.D., R.T.(R), CAE, FASRT
American Society of Radiologic Technologists*



Continuous personal development

"In business we work with organizations everyday; on rare occasions we have an opportunity to work with a true partner."



Enhancing care

Effective and affordable education

Philips Education offers a wealth of education programs for all healthcare professionals, ranging from nurses, radiologic technologists, sonographers to physicians. Training options can include a combination of off-site training events at a Philips Healthcare Academy campus and on-site training events at your site by a Philips Education specialist. In addition, healthcare professionals can maintain continuing education requirements anytime, anywhere via the Philips Learning Center.



Clinical Education

Our comprehensive clinical education programs are designed to help healthcare professionals increase their clinical knowledge and skills, and to teach the operation of Philips systems in the clinical environment.

- **Clinical Continuing Education.** These courses are taught face-to-face by specialists for specialists on clinical indications, scanning process, case study analysis, treatment planning, best practice sharing, and treatment delivery. They can help enhance patient care and can be combined with clinical fellowships, seminars and webinars. Hundreds of vendor neutral courses are offered via our online Philips Learning Center to teach your staff and new hires to understand medical concepts. Many courses provide Continuing Education (Category A, CEU) accreditation and are delivered by healthcare professionals.

- Our courses have resulted in additional training resources including white papers, case studies and 95% participant satisfaction and are supported by the NetForum peer-to-peer community serving CT and MR customers.

- **Clinical Applications Education.** This e-learning supported education is delivered face-to-face in an on-site as well as off-site Philips setting to teach staff who operates Philips systems about basic and advanced system functionality as well as clinical solutions education teaching senior level technologists, physicists, and physicians how to perform specific clinical applications as efficiently and effectively as possible. Customized education is available to address the questions and concerns that senior level technologists, physicists, and physicians may have formulated after working directly with the system installed at their site.

Professional Development Education

Courses designed to help your healthcare professionals enhance their personal knowledge and your skills. These courses are taught by partners who are specialist in the field. Course subjects include personal effectiveness, communication skills, leadership, management, financial management, HRM, project management, quality management as well as multi-discipline simulation team-training.

Technical Service Education

We offer dedicated technical education for hospitals with fully developed engineering departments. These programs are designed to help your biomedical engineering and technical staff achieve new levels of uptime, while improving productivity. Participants get “hands-on” training on real equipment for all current products and receive a Certificate of Completion if they successfully complete the course. Philips InCenter provides key resources for partnered customers worldwide.

Please go to www.philips.com/education for more information about how Philips Healthcare Education programs can help you get a firmer hold on your healthcare challenges.

	Description	Location
Philips Clinical Education		
Philips Clinical Applications Education	These courses are intended for staff with hands-on responsibility for operating Philips systems.	
System Functionality	This training provides familiarization with system controls, image optimization, set-ups, annotation, analysis, image management and reporting.	At your facility, at Philips training sites, virtual instructor-led
Clinical Solutions	Clinical Solutions education is teaching the use of advanced functionalities and supporting tools in the clinical environment.	At your facility, at Philips training sites, virtual instructor-led
Customized Education	Customized Education is designed to address specific customer needs with respect to the use of the installed equipment.	At your facility, at Philips training sites, virtual instructor-led
Clinical Continuing Education	These courses are taught by physicians, medical physicists and other professionals. Topics include clinical indications, scanning process, review and analysis of case studies, best practice sharing, and treatment delivery.	Seminar, webinar, TV live case, preceptorship, peer to peer, clinical fellowship, e-learning
Professional Development Education		
	Course subjects include personal effectiveness, communication skills, leadership, management, financial management, HRM, project management, quality management as well as multi-discipline simulation team-training.	Class room education, e-learning
Philips Technical Service Education		
	Philips Technical courses teach how to maintain and repair the Philips systems.	Hands on education at your facility, off site, e-learning

**Philips Healthcare is part of
Royal Philips Electronics**

How to reach us

www.philips.com/healthcare

healthcare@philips.com

fax: +31 40 27 64 887

Asia

+852 2821 5888

Europe, Middle East, Africa

+49 7031 463 2254

Latin America

+55 11 2125 0744

North America

+1 425 487 7000

800 285 5585 (toll free, US only)

Please visit www.healthcare.philips.com/education



© 2010 Koninklijke Philips Electronics N.V.
All rights are reserved.

Philips Healthcare reserves the right to make changes in specifications and/or to discontinue any product at any time without notice or obligation and will not be liable for any consequences resulting from the use of this publication.

Printed in The Netherlands.
4522 962 61911 * APR 2010