

Beat: Business

Philips announces major new agreement in the Middle East

Leader is patient care

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USPA NEWS - Royal Philips Electronics (NYSE: PHG, AEX: PHI) today announced a landmark agreement with the Farah Medical Complex in Jordan that will see the development of a new hospital which has patient experience firmly at the center of its ethos.

Through this partnership, Philips will provide a customized package of 15 advanced imaging solution systems, healthcare informatics and services, in addition to a suite of 20 Ambient Experience rooms, the largest installation to date in any hospital worldwide.

Philips Ambient Experience is based on a deep understanding of all emotional and physical aspects of patient care. It creates a relaxing environment for patients undergoing an imaging procedure by light, image and sound. It has been shown to decrease the duration of the procedure¹, whilst helping caregivers to work more efficiently. The deal will also allow Philips researchers to further study the positive impacts of ambient lighting on patients and clinicians.

"We are delighted to be working with Philips to fulfill our vision of creating a state-of-the-art hospital which not only offers access to advanced technologies, but is also designed to provide an environment uniquely conducive to patients' health and well-being," said Dr Zaid Kilani, Founder and Director of Farah Hospital, Jordan. "We are confident that with the customized offering developed by Philips, we will be shaping the future of patient care in the Middle East."

"Philips is honored to be partnering with Dr Kilani and his team at Farah Medical Complex to help realize their vision for a truly unique and patient focused hospital in the Middle East," commented Diederik Zeven, General Manager Philips Healthcare Middle East and Turkey.

The deal closed with Philips Jordan distributor Al Faisaliah Medical Systems includes the first sale in the Middle East region of several of Philips' advanced imaging systems, including MR HIFU for the treatment of uterine fibroids, offering patients an outpatient procedure with faster recovery and lower complication rates than surgical removal. Also new to the region will be the latest Philips X-ray technology: Digital Diagnost r3.0 and Mobile Diagnost wDR. Philips will provide training for the Farah Medical Complex staff on all equipment ahead of its launch in 2013.

The Farah Medical Complex will also be the first LEED (Leadership in Energy Efficiency and Environmental Design) certified hospital in Jordan. LEED is a rating system created by the United States Green Building Council, and is widely accepted as the international standard for Green Building certification. Energy efficient lighting can play an important role in not only ensuring more sustainable healthcare facilities, but can also affect the health and well-being of patients and their caregivers.

Philips LED lighting will feature in the entryways, corridors and patient rooms using a combination of functional and decorative lighting including the innovative Lumistone, a flexible LED luminaire offering up to 50% energy savings compared to other functional luminaires. In addition, the building façade will be lit with Philips' award winning architectural PowerCore low energy white light solution adding to the overall ambiance of the hospital.

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