



## Press Information

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### **Philips launches integrated patient management solution for lung cancer screening at RSNA 2014**

*Facilitates implementation of lung screening programs designed to improve early-stage detection and reduce lung cancer mortality*

**Andover, MA** – [Royal Philips](#) (NYSE: PHG, AEX: PHIA) today introduced a new lung screening solution designed to offer health care providers a faster and more definitive pathway to lung cancer detection and treatment. Making its debut at the [2014 Radiological Society of North America \(RSNA\) Annual Meeting](#) in Chicago this week, this total solution is comprised of products and services that enable health care providers to implement and manage a comprehensive computed tomography (CT) lung screening program which tracks and guides patients across the health continuum.

“Philips has long been at the forefront of offering sophisticated solutions for early detection of a wide range of conditions, but today’s clinicians need to integrate all relevant information quickly to reach a definitive diagnosis,” said Gene Saragnese, executive vice president and CEO of Imaging Systems, Philips. “Philips is in a unique position to be able to offer not only the advanced imaging technology to make early lung cancer detection possible, but the data insights, collaboration and education tools that are needed to deliver the quality and consistency required for health systems to succeed in new, evidence-based models of patient care.”

Like all cancers, the key to lung cancer survival is early detection. In 2011, the National Lung Screening Trial (NLST) showed that screening with low-dose computed tomography (CT) [reduced lung cancer deaths among a population of heavy smokers by 20 percent](#), when compared to using chest X-rays as the diagnostic tool. At the same time, this patient population is particularly challenging to track and manage due to the high volume of measurements, data and changes in tumor and patient status over time. Philips’ innovative solution can be used with most low-dose CT scanners and consists of an integrated portfolio of products and services that together offers health care providers a complete program for early lung cancer detection and ability to easily assess individual patient status as well as overall program key performance indicators.

“Lung cancer has a significant mortality rate in the U.S., and given the large number of heavy smokers in the aging baby boomer population, we can expect to see that number rise in the coming years,” said Dr. Andrea McKee, MD, chair of the Radiation Oncology Department at Lahey Hospital and Medical Center in Burlington, MA. “Philips’ innovation in lung screening aligns with the industry’s focus on preventative screening and taking a more holistic approach to patient care.”

The Philips solution consists of several elements that, in combination, will allow health care providers to improve lung cancer screening and management with the ultimate goal of decreasing the overall mortality rate from the disease:





- **Services Marketing** – Consultative services and marketing support enables health systems to reach high-risk patients and their primary care physicians (PCPs), provide connections to patient advocacy and support organizations, information sources, and access to materials for marketing their lung cancer screening services.
- **Patient Management** – “Control center” software tools allow providers to follow a set of customized clinical protocols and establish interfaces with other hospital systems (HIS, RIS, EMR and PACS), providing clinical teams with a 360-degree view of patients. Customizable workflow tools also send timely and accurate notifications, and track participant history and touch points.
- **Radiology Workflow** – CT lung image review and reporting offers specialized radiology software tools which facilitate review and reporting of serial CT lung exams to identify and easily follow areas of concern.
- **Physician Education Resources** – Comprehensive online education portal to measure and report radiologist performance against a wide range of clinical cases, as well as structured education courses and other reference materials.

The Philips lung screening and management system will be available in North America in the first half of 2015.

Philips will showcase the lung screening and management solution in booth #6742 at the Radiological Society of North America Annual Meeting (RSNA), November 30<sup>th</sup> through December 5<sup>th</sup> in Chicago, Ill. Visit [www.philips.com/rsna](http://www.philips.com/rsna) and follow [@PhilipsHealth](#) for more information on Philips' presence at #RSNA14.

For more information on Philips innovative imaging systems that focus on the health continuum from prevention, screening and diagnosis, to treatment, recovery and home care, visit [www.philips.com/healthcare](http://www.philips.com/healthcare).

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**About Royal Philips:**

Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3 billion and employs approximately 115,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

