



Experience Design

Unique design consulting for a people-centric healthcare environment

Philips has a rich history of leadership in healthcare technology. Over the last decade, we have expanded our strategy and investments to reach further – to truly become a health and well-being company.

With one of the world's largest corporate research organizations, supported by an award-winning global design team, Philips delivers solutions with a people-centric approach to the care cycle.

By evaluating how people feel, move and interact with each other, we've identified ways to enhance the healthcare experience. **We've created Ambient Experience.**

PHILIPS
sense and simplicity

Reach further



Resources for change

We believe that medical and technical expertise can be enhanced and patient satisfaction significantly improved when consideration is given to the overall experience. Cold, sterile environments are not conducive to the emotional well-being of patients. Cluttered workspaces and poorly designed workflow patterns are a hindrance to clinicians.

To affect change, we draw upon experience analysis and design methodologies as well as the diverse talents of our human factors specialists, sociologists, psychologists, interior designers, innovation consultants and visual trend analysts. The task of this multidisciplinary team is to facilitate the healing process by creating a better healthcare experience.

A holistic approach

Ambient Experience moves beyond architectural design to Experience Design, a service unique in the world of healthcare. Through Experience Design, we evaluate the clinical environment from a holistic perspective. By defining the needs, hopes, anxieties and concerns of the various stakeholders (patients, clinicians and family members), we learn to improve their environment.

Design recommendations combine architectural elements, enabling technologies (such as dynamic lighting, images and sound), and storage solutions to simplify surroundings and create a more comfortable experience – an Ambient Experience.

The Experience Design team documents insights from various stakeholder groups to formulate recommendations for the physical space.



Experience Design process

The goal of Experience Design is to document behavioral insights and use those insights as the basis for change. We employ proven methodology to assess the current situation, pinpoint areas we can positively influence and then offer recommendations for implementation.

Insights are prioritized and translated into design drivers to create and build clinically and emotionally meaningful environments that will enhance patient satisfaction, increase staff productivity, optimize workflow, and establish a unique brand differentiator for the healthcare facility.

Achieving a balance

Understanding the dynamics that exist among the requirements of different stakeholder groups provides a basis for defining the experience qualities of the hospital environment. Success comes when a sensible balance results in clinical effectiveness, personal satisfaction and revenue generation.

Philips has redefined the healthcare experience. Take advantage of our expertise in developing people-centric environments that capitalize on the emotional, operational, and fiscal opportunities associated with innovative design strategies.

Experience Design offerings

Experience Flow Assessment

(for existing facilities)

- Patient and staff insights gathering
- Stakeholder needs analysis
- Experience flow mapping
- Definition of hot spots and areas for improvement

Experience Flow Design

(for new construction)

- Patient and staff insights
- Stakeholder needs analysis
- Floor layout evaluation
- Experience flow mapping
- Experience narratives
- Floor layout optimization
- Design drivers

Experience Design Consultancy

Consulting with hospital staff on:

- Patient-centric and evidence-based design
- Insights
- Needs and pathways visualizations
- Stakeholder positive engagement
- Floor layout optimization
- Way finding
- Identity and brand experience
- Concept design
- Interior design specifications
- Cultural change management
- Sensory clutter reduction
- Interactive installations
- Patient positive distraction



**Philips Healthcare is part of
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Printed in The Netherlands.
4522 962 64831 *AUG 2010