



Accelerating the transformation of pediatric care

Spotlight on Service – Philips teams with Phoenix Children’s Hospital to drive service excellence across the organization

Who/where

Phoenix Children’s Hospital
Phoenix, Arizona, USA

Partnership highlights

- Long-term strategic partnership
- Customized maintenance agreements
- Flexible spending accounts

Phoenix Children’s Hospital partnered with Philips to put innovative technology within their hospital and position itself as a leader in pediatric medicine through a 15-year long-term strategic agreement. Patient care and technology continue in the forefront, and as an early result of the alliance, maintenance and support services have been stepped up to help drive patient and staff satisfaction.

Challenge

To transform the service relationship, improve procurement, shorten issue resolution, and facilitate on-time parts delivery through effective collaboration.

Solution

Closely collaborate with Philips to achieve service excellence through an on-site Customer Services Account Manager and tailored service delivery improvements.

Results

15

year long-term strategic partnership

50%

reduction in ‘Mean Time to Repair’ for ultrasound systems¹

40%+

remote service resolution rate

1

single point of contact for service



“People are really important. If you don’t meld, the partnership won’t flourish. We have the relationship that melds with Philips.”

Dianna Bardo, MD
Director of Body MR
Co-Director of the 3D Innovation Lab
Radiology
Phoenix Children's Hospital

A crucial outcome of the partnership is a push to drive excellence through maintenance and support via an enhanced service delivery process. Together the teams collaborated to identify areas requiring improvement and mapped them against three markers for success:

- ① Single point of contact
- ② Solid communication
- ③ Rapid parts delivery

Central to this service delivery initiative is the establishment of an on-site Customer Services Account Manager (CSAM) to act as primary liaison between all department heads at Phoenix Children's Hospital and Philips. Stepping into the role is Brian Evans, who has quickly embraced the challenge. He says, “By keeping all levels of the organization

involved and updated, the relationship has moved to an open and honest one, so that tough conversations become easier to handle. It's about always making certain not to lose sight of the fact that it all comes down to helping provide top of the line healthcare and an excellent patient experience – that can't happen if service doesn't deliver.”

Invested in mutual success

Working closely with hospital executives, physicians, clinicians, and administrative staff, the CSAM maintains and manages the particulars of the service delivery relationship. Brian points out, “Common are emails or phone calls from hospital staff who say ‘I was told that if I need something done, you are the person to speak to’. Hearing this makes me happy that not only is there a level of trust, but they have faith in the ability of Philips to make things happen.”

In addition to service delivery, the alliance is backed by an expansive and knowledgeable Philips team across account management, product marketing, operations, and service delivery.

Regional Parts Depots

To help maintain on-time parts delivery, Philips manages regional parts depots across the country to increase material availability and provide same-day³ delivery of critical parts. In fact, just 20 minutes away in Tempe, Arizona is a ‘medical device capable’ parts depot, which can provide regulated medical devices such as tubes, coils, select flat detectors, and ultrasound transducers. The Phoenix Children’s and Philips teams worked together to identify a number of critical parts that are now stocked in three nearby parts depots to facilitate quick delivery and help keep system uptime high.

Enhanced communications

Philips has deployed new, structured status reporting to provide standardized communication from its Field Service Engineers (FSE) and Technicians to Phoenix Children’s team members. In addition, regularly updated reports and quarterly performance reviews are designed to align closely with Phoenix Children’s service requirements, strategic priorities, and to evaluate the efficacy of service delivery processes.

Tangible results

This type of solid team development brings quantifiable results. With communication channels open and responsive, Philips engineers can successfully complete their tasks with little delay. The numbers speak for themselves. A ‘Mean Time to Repair’ goal of four hours was decreased, on average, by 10% for patient monitoring systems and more than 50% for ultrasound systems.¹ Additionally, first time fix rates are trending for continued improvement with 18% growth for imaging systems.² First time fix equates to the engineer being able to repair the system on the first visit. The proximity and stocking of critical parts at the regional parts depots, along with the collaboration of field and remote engineers plays an essential role in helping to provide a first time fix.

Results are also seen through the collaboration of Philips on-site engineers, field engineers and a national network of remote engineers. Through this cooperation, the benefits of remote resolution are realized as an essential driver to minimize system downtime. The current remote resolution rate exceeds 40%*, meaning that more than 40% of maintenance requests are resolved via technical and clinical phone support. Systems are up and running sooner, thereby helping to reduce the impact to the patient experience.

The relationship between Philips and Phoenix Children’s Hospital has evolved to one that is trust-based and can move forward the field of pediatrics through better technologies and a more seamless approach to healthcare. With sustained improvements in service and support, the Philips team continues to excel in its commitment to deliver quality service that starts with the people organizing and energizing behind the businesses. This is powerfully reaffirmed by Dianna Bardo, MD, Director of Body MR & Co-Director of the 3D Innovation Lab, Radiology, “People are really important. If you don’t meld, the partnership won’t flourish. We have the relationship that melds with Philips.”



Learn more

For more information on service solutions that work for you, visit www.philips.com/rightfit, or for additional detail on the benefits of a strategic partnership, visit www.philips.com/enterprise-partnerships.

1. Mean Time to Repair metrics based upon quarterly results for July 2017 – July 2018.

2. First time fix of 18% metric based upon quarterly results for October 2014 – September 2018.

3. Same-day delivery is based upon service level.

