

Meaningful learning for enhanced patient care

Philips Healthcare Education

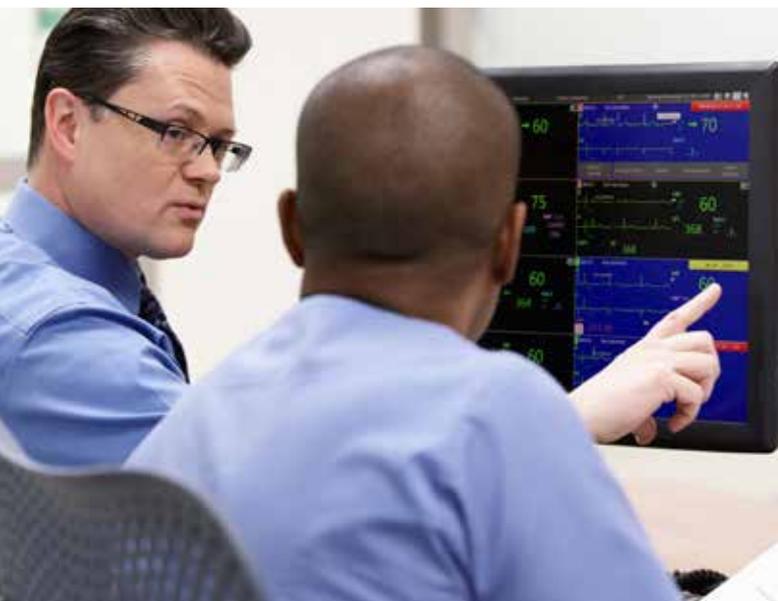
PHILIPS

Tap the power of healthcare education

The demands of today's healthcare environment are fueling the need to control costs, streamline workflow, and improve patient care.

Philips can help you meet these challenges – by helping to unlock the full potential of your people, your technology, and your organization through innovative, meaningful, evidence-based healthcare education. We work with you to create a customized education experience for your staff – to meet your specific performance goals.

Philips Healthcare Education delivers comprehensive, clinically relevant courses, learning paths, and programs designed to help you enhance operational efficiency and deliver high quality patient care. No other healthcare education program provides you with a broader choice of advanced learning opportunities, flexible access and delivery, and an engaging, interactive experience.

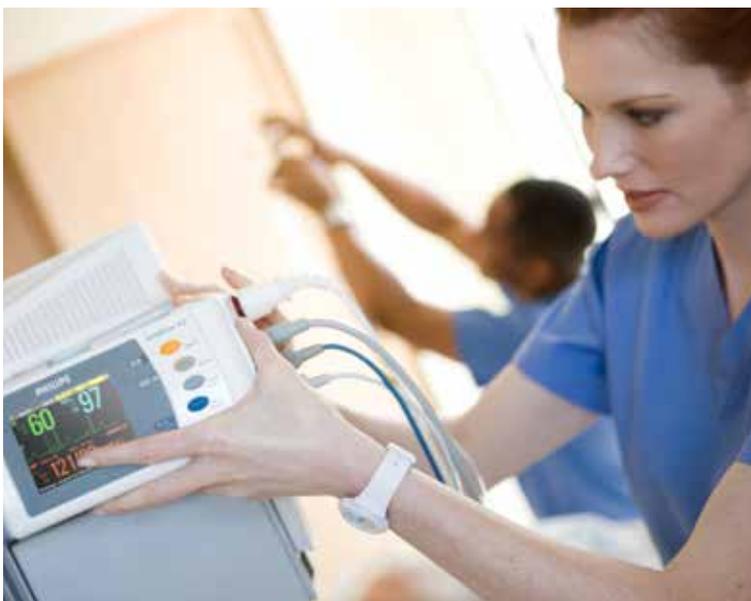
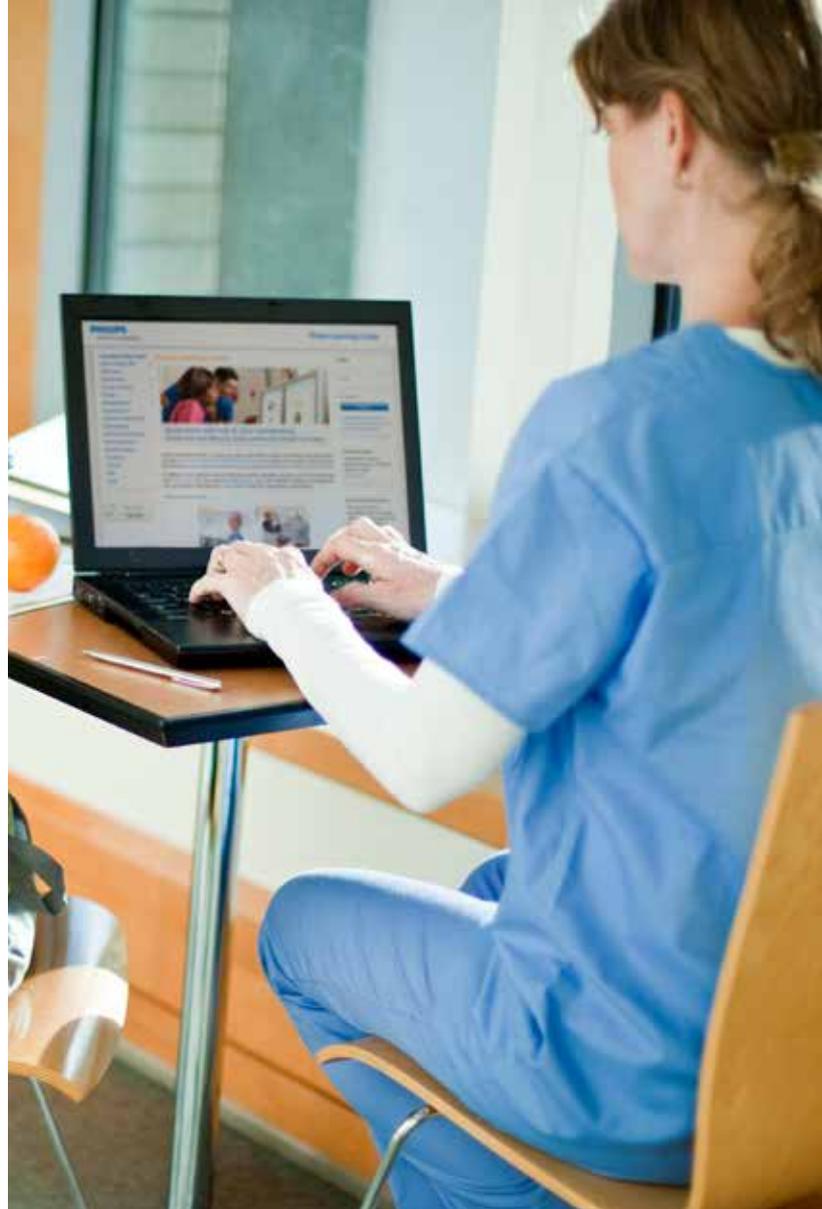


Quality education for quality care

Quality education is no longer for clinicians and technicians alone. That's why Philips offers advanced, ongoing healthcare education for all levels of your organization to support more consistent and cost-effective delivery of quality care.

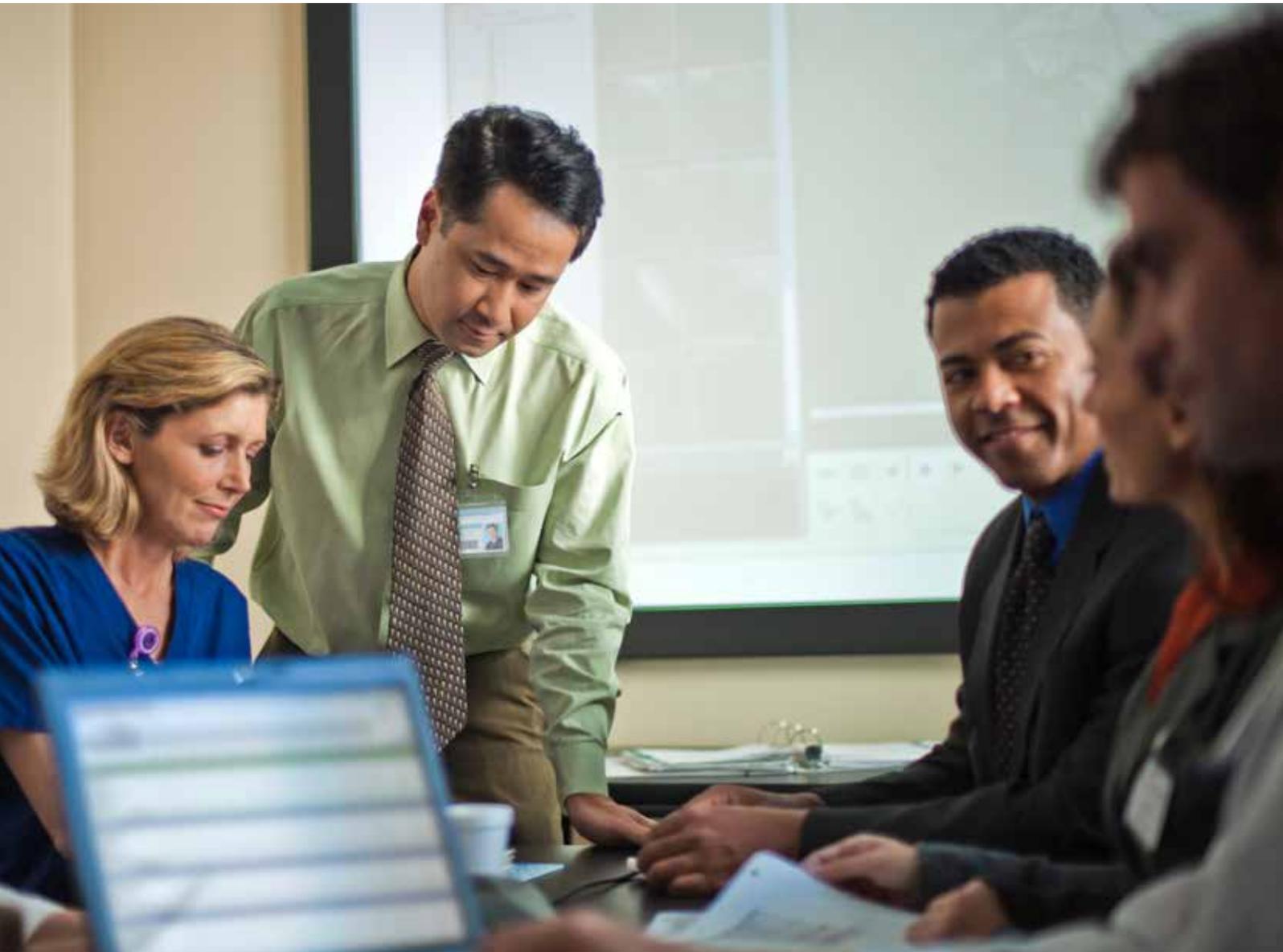
Our comprehensive solutions help your clinicians and physicians master clinical applications and elevate problem-solving skills to streamline workflow and enhance patient care. We have hands-on courses to help clinicians make the most of your medical equipment and to help reduce errors, exam times, retakes, and costs. And, we offer business related courses which can help everyone in your organization build their professional skills and knowledge – to develop, motivate, and inspire your staff.

Philips Healthcare Education programs help you keep pace with rapid changes in technology, healthcare regulations, and the competitive landscape to help drive the clinical and financial success of your organization.



We're looking for an education program that will help us to improve our clinical performance and productivity and reduce costs.

We need help managing staff education to improve workflow and make the most of our resources.



Philips Learning Connection

This is your link to a comprehensive educational experience marked by learning support, quality content, and flexible delivery. The Philips Learning Connection portal includes a comprehensive education catalog of clinically-focused courses, learning paths, and convenient access to the product, clinical, and professional development courses you are looking for.

Courses are created by Philips clinical subject-matter experts, external course developers, and partner firms offering specialized education. All courses are developed with a clinical focus to help you and your staff improve the delivery of quality patient care. Our elearning, instructor-led courses, and events are available online and in person around the world in multiple languages.

Detailed descriptions as well as location choices (if applicable) and language options are included for all courses and can be viewed on mobile devices. Visit the Philips Learning Connection at www.philips.com/learningconnection.

An educational experience unlike any other

Philips works with you to provide a meaningful learning experience to every member of your staff, so you can make the most of your training and education programs and drive clinical performance. Philips Healthcare Education offers:

Enriched experience

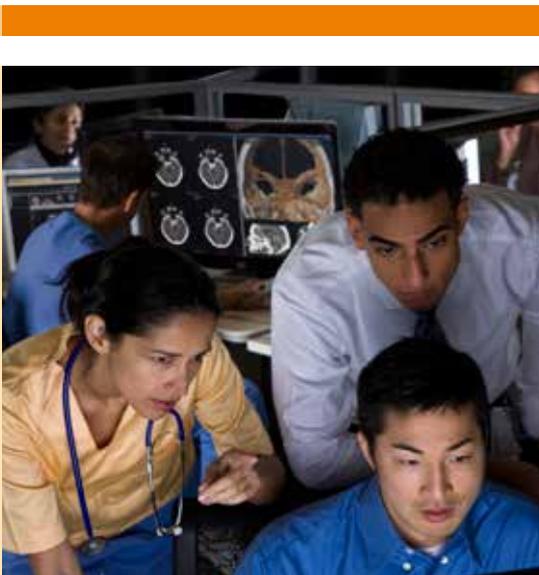
Philips programs and courses are clinically grounded and based on real-world cases. They align with the latest clinical findings and incorporate practical, hands-on exercises. So, your staff has the firsthand experience to confidently apply new knowledge and skills in the real world. Our offerings are tailored to your specific needs and follow clinical learning paths to help your organization continually increase clinical competency.

Comprehensive curriculum

Philips offers more than 1,000 product, technical, clinical, and professional development courses, programs, and activities. They span the entire care continuum and most specialty areas – oncology, cardiology, radiology, critical care, developmental care, and more. And they range from basic to advanced courses including programs that lead to certification.

Flexible delivery

Our programs give you a great deal of choice as to how, when, and where you and your staff take part in our educational programs. Your staff can choose from in-person, instructor-led education and live workshops to remote webinars and online courses. With flexible course selection, pace, assessment, and delivery, everyone has convenient access to the education and training they need.



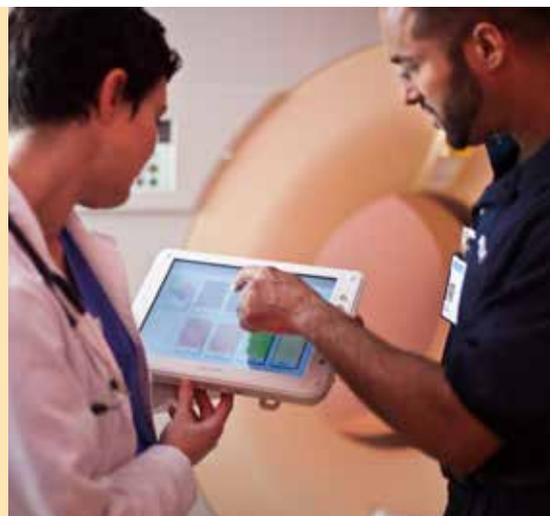
Meaningful healthcare education. Delivered.

Philips Healthcare Education provides meaningful education by providing an extensive portfolio of healthcare courses and education activities. Our education programs help support your clinical performance and productivity no matter your profession or clinical specialty area. We have courses appropriate for physicians, clinicians, nurses, technicians, and biomedical engineers and courses focused on radiology, cardiology, oncology, women's health, and more.

Every year more than 100,000 healthcare professionals take advantage of Philips Healthcare Education courses and learning activities offered in a variety of languages and delivery formats. We work with industry experts to create courses accredited by standards bodies such as AACN®, ARRT®, ASRT®, CBRN®, CoR®, and others.

Our doctors need to learn the latest treatments and diagnostic procedures from their peers with real-world experience, not corporate trainers.

A good education program is one that's accessible anytime, anywhere.



Our expansive portfolio includes:

Product Education

Technologists and clinicians can learn the specifics of Philips monitoring and imaging systems and software to build confidence and enhance workflow. These how-to courses cover everything from training on basic features and functions to education on in-depth clinical applications. They are designed to help you optimize product performance specific to your work environment.

Clinical Education

Bring clinicians face-to-face with peers who will share their in-depth knowledge of clinical procedures, best practices, and the latest research. Vendor-neutral courses cover diagnosis, treatment planning, and care delivery across most clinical specialties. Many provide accreditation and are combined with clinical fellowships, seminars, and webinars to enhance care delivery.

Compliance and Safety Training

Constant change is a fact of life in healthcare, requiring your staff to understand and comply with evolving regulations and company policies that apply to their day-to-day jobs. Philips offers courses to help identify areas for improvement – quality, infection control, safety, and more.

Professional Development

The success of your organization depends on the success of all your people – clinical and management. These courses are designed to help healthcare executives, managers, and staff continually develop their knowledge and personal skills in such areas as leadership, project management, IT, HR, finance, communications, and teamwork.

Technical Services Training

Enables your biomedical engineering, HIT staff, and other in-house teams to effectively repair and support your medical system and software. Hands-on classroom instruction using actual equipment is combined with web-based training designed to help achieve high levels of uptime and increased productivity.





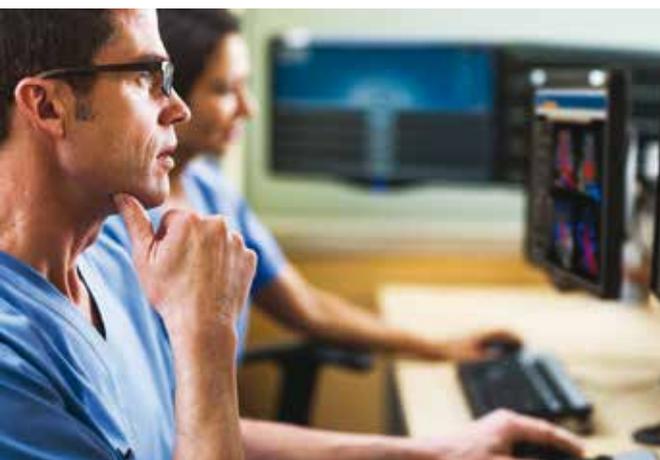
Technology is changing so quickly. If we don't give our people the education and training to stay one step ahead, we find ourselves several steps behind.

More patients, fewer clinicians, lower reimbursements... it's not a winning formula. Education is the one tool we have that's proving effective in facing these challenges.

Philips Healthcare Education: when you need to reach higher

No matter which program, course, or learning path you choose, you can count on Philips Healthcare Education to deliver a meaningful learning experience. All of our courses offerings are:

- **Clinically sound.** Whether on a system, procedure, application, or specialty, our courses are clinically focused – to help you and your staff improve the delivery of quality patient care.
- **Highly interactive.** Philips courses combine hands-on training and peer-to-peer classroom instruction with online courses and webinars, discussion boards, and positive assessments to keep learners engaged and motivated.
- **Intelligently planned.** Organized around clinical specialties and role-based competencies, our courses help you and your staff learn what is needed to be more effective and efficient in patient care.
- **Flexible.** While courses are designed around a product, clinical specialty, or business area to enhance your learning experience, your path can be customized by preferred learning style or to bypass topics already familiar to you.
- **Competency-based.** Our courses are designed to achieve defined competencies that are needed to be a proficient healthcare provider.
- **Case-based.** Our clinical education courses are centered around the real-world challenges and patient cases clinicians encounter and solve while treating patients.
- **Evidence-grounded.** Philips clinical courses align with latest teaching practices and incorporate the most up-to-date clinical findings.
- **Outcomes-driven.** We continually measure the effectiveness of our training programs in terms of workflow improvements, reduced errors, achieved competencies, and enhanced patient care.
- **Available everywhere.** While we deliver more peer-to-peer, in-person educational experiences than any device manufacturer, our programs enable clinicians and other professionals to learn at their convenience.



Quality education for everyone in your enterprise

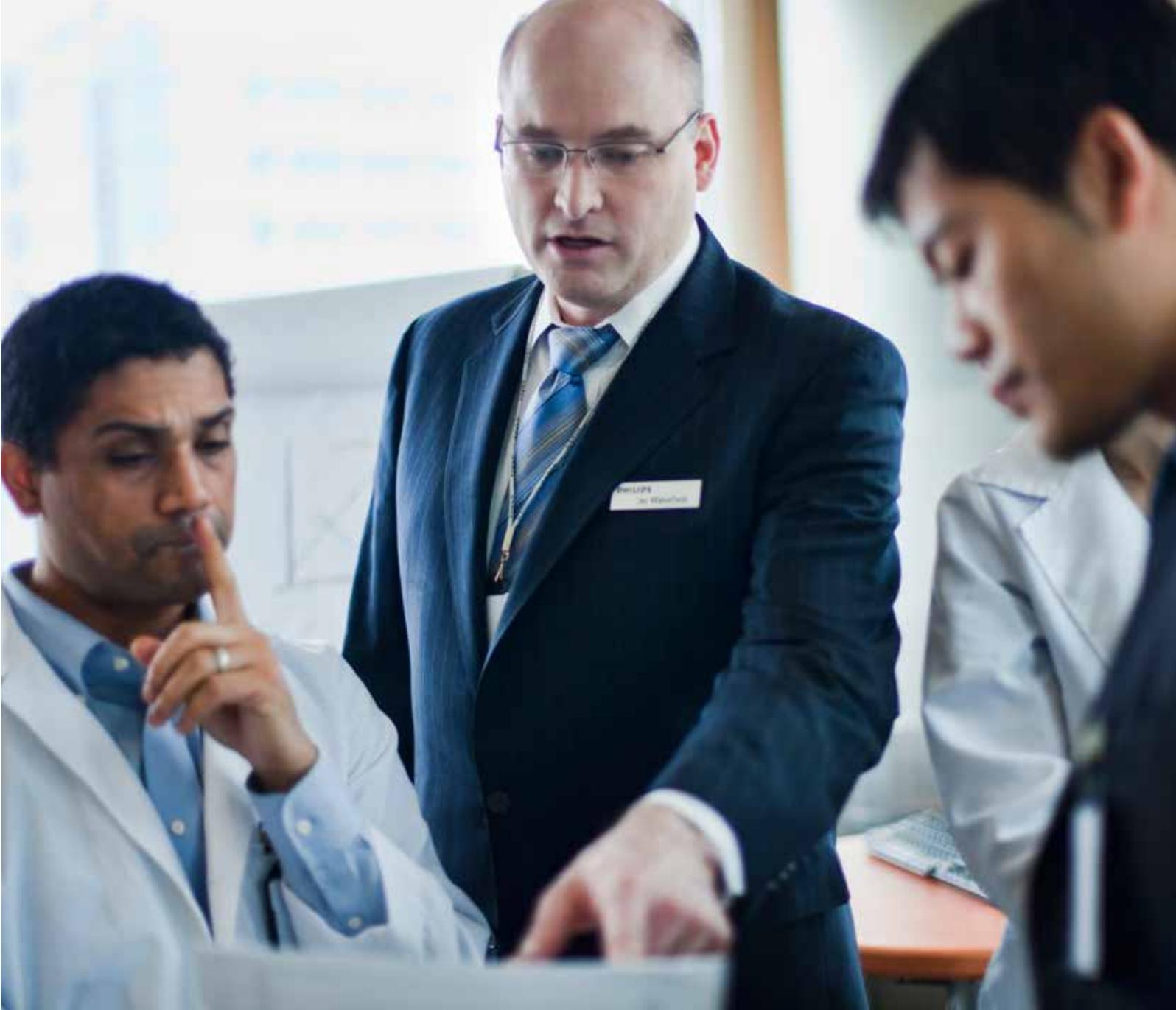
Who benefits most from Philips Healthcare Education courses and programs?
Virtually everyone in your organization.

Healthcare executives can choose from our broad education portfolio to gain the knowledge and skills needed to help decrease operational costs and enhance the quality of care. Education executives and managers can introduce a comprehensive role-based training and education plan with competency-based learning paths for individual specialties and roles. Medical officers and clinical department heads can create an education plan tailored to the specific skills of your staff and track education status by learner or team. Nurses and physicians can follow clinical paths – from basic to advanced education or certification – to learn what’s needed to deliver care with confidence. And radiologic technologists, respiratory therapists, and other professionals can master medical systems and clinical procedures to work with confidence – to accelerate workflow and help improve care delivery.

Learn your way

With Philips, you have the opportunity to access the widest range of healthcare education courses in the most convenient way possible.

- **Instructor-led.** We leverage our clinical team as well as leading clinicians and institutions to deliver advanced, in-person clinical education at your site or at a Philips training facility, with locations around the world.
- **Instructor-led webinars.** Philips clinical specialists and expert clinicians share their experiences by presenting clinical cases and knowledge via interactive webinars that can also be archived and viewed after the event.
- **Peer-to-peer workshops.** Live, interactive events are led by clinical experts to give practicing clinicians real-world, hands-on experience.
- **eLearning.** A wealth of online education courses – available anytime, anywhere – so students can learn at their own pace.
- **Preceptorships.** We connect your staff with clinical experts offering one-on-one mentoring similar to a medical school environment.



Healthcare reform is evolving, technology is getting more complex. Today, quality training and education are a must, just to keep pace.

Keep learning.

To learn more, visit www.philips.com/healthcareeducation or contact your Philips sales representative.

Philips Healthcare is part of Royal Philips

How to reach us

www.philips.com/healthcare

healthcare@philips.com

Choose your path.

Philips Healthcare Education catalog offers more than 1,000 courses covering an expansive range of training programs. Our flexible courses give you the freedom to customize your educational path based on preferred learning style, or to simply bypass topics already familiar to you.

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