



Philips Technology Maximizer

A subscription-based service providing proactive software, hardware, and cybersecurity upgrades for Philips imaging equipment to ensure clinical advancement and predictable budgeting.

<https://www.philips.com/healthcare>

Overview

Philips Technology Maximizer is a cross-modality program and service designed to boost the clinical capabilities, performance, and security of a healthcare organization's Philips imaging equipment fleet . It is available for selected Philips Magnetic Resonance (MR), Computed Tomography (CT), Image-Guided Therapy (IGT), Ultrasound, and Diagnostic X-ray (DXR) systems .

The program operates as a multi-year subscription, typically five years, and runs in tandem with an existing RightFit Customer Service Agreement . For a predictable service fee, it delivers regular software and hardware upgrades as they are released, regardless of the hospital's purchase cycle . This approach helps healthcare organizations manage their technology lifecycle, stay clinically advanced, and protect against obsolescence and cybersecurity risks .

Key Benefits:

Predictable Budgeting: It allows hospitals to keep systems up to date within a predictable budget, helping to avoid repeated capital investments (CapEx) and shifting the cost to an operational budget (OpEx) . Customers can see up to 50% savings on the cost of upgrades compared to purchasing them individually .

Clinical Advancement & Performance: Provides automatic access to the latest clinical features, imaging innovations, workflow enhancements, and computer hardware refreshes to support new software .

Cybersecurity & Compliance: Includes mandatory safety and cybersecurity fixes, essential security updates, and helps ensure the systems remain compliant and protected from vulnerabilities created by outdated software .

Fleet Standardization: Helps standardize an entire fleet of equipment on the same technology release level, which reduces maintenance complexity and improves staff efficiency and confidence .

Technology Maximizer offers four service plans—Essential, Plus, Pro, and Premium—to suit different equipment lifecycle needs and ambitions .

Key Features

- Proactive Software Upgrades and Innovations
- Computer Hardware Refresh (as needed)
- Mandatory Cybersecurity Patches and Fixes
- New Clinical Features and Applications
- Fleet Standardization and Lifecycle Management
- Clinical Training for Upgraded Functionality
- Predictable Operational Budgeting (CapEx to OpEx)

Pricing

Model: subscription

Subscription-based service with a predictable fee, typically over a five-year term, which can be up to 50% less than purchasing individual upgrades. Pricing is customized based on the equipment type and chosen plan (Essential, Plus, Pro, Premium). The program helps shift technology costs from CapEx to OpEx.

Target Company Size: medium, enterprise

Compliance & Certifications

Compliance with Healthcare Regulations (e.g., CPG, AdvaMed, NEMA/MITA)

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