

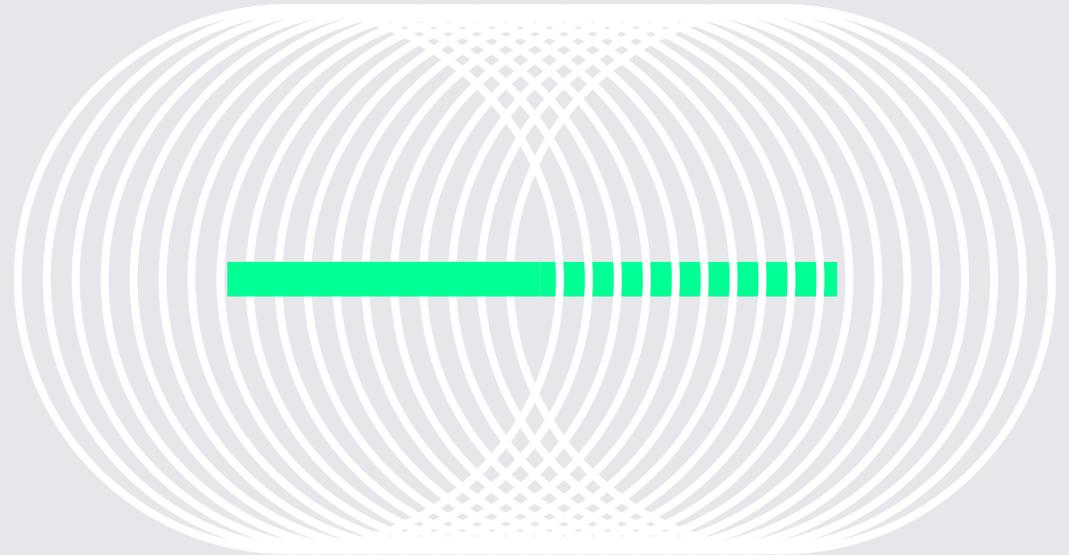


In healthcare, proactive SMS alerts save lives

Fix mission critical equipment
with SMS before it breaks down



Preventing the preventable



Imagine you get a call from one of your customers: a critical piece of equipment has broken, and they need you to fix it immediately. In the best-case scenario, you dispatch the next available engineer, they arrive, and repair it as quickly as possible.

But what if there was a smarter method of maintenance, one based around prevention rather than response?

With SMS there is. And it's already helping businesses worldwide transform their field service operations, delight their customers, and refine their business processes like never before.

As a global healthcare leader, Philips is breaking new ground. They are using two technology giants – both IoT and SMS – to automate machine-based communications and alert engineers of impending faults in MRI systems. The use case is simple. With their e-Alert system, engineers get an automated SMS whenever a Philips MRI machine exceeds one or more of its critical parameters. They can quickly check it out before the machine breaks down, ensuring these life-saving devices are up and running at critical times.

The vital role of the MRI scanner

Used to diagnose disorders like strokes, tumors, aneurysms and spinal cord injuries, magnetic resonance imaging (MRI) scanners are essential for rapid diagnosis and treatment. Machine downtime is a risk too critical to ignore – it can literally cost lives.

Philips first handled MRI maintenance through its Philips Remote service network, which relied on quarterly check-ups and planned maintenance schedules to try to identify and fix faults before they occurred.

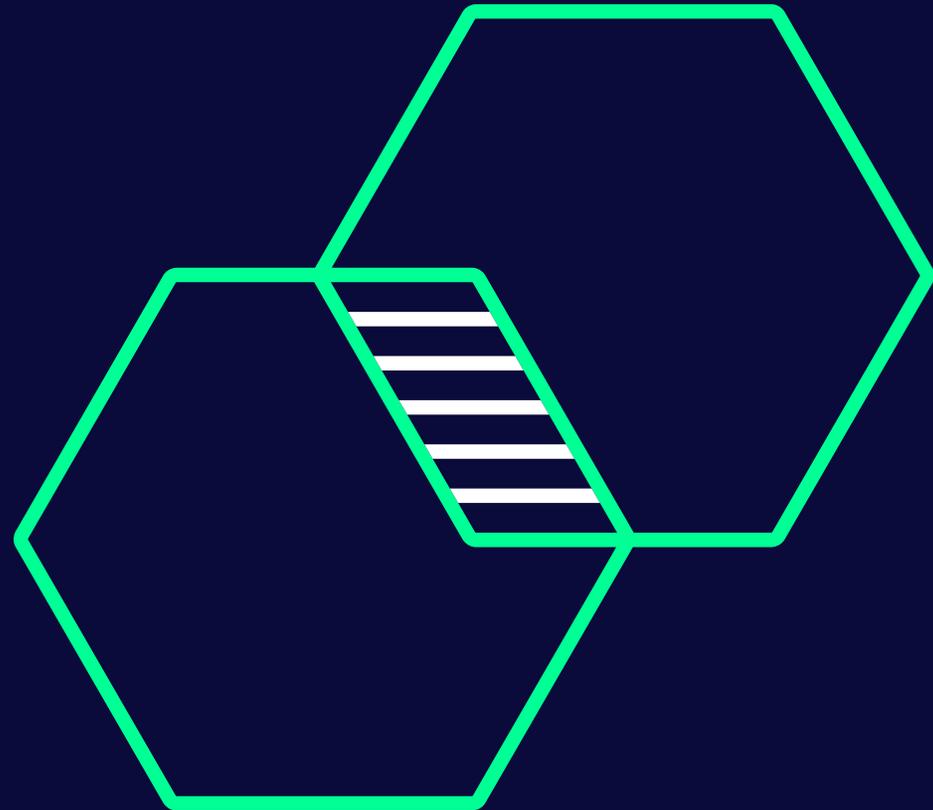
While this program was invaluable in detecting and preventing faults, it couldn't anticipate everything that might happen to the machine in between scheduled visits – so some downtime was inevitable.

The Empathetic Interaction™ explained

The Empathetic Interaction is all about seizing the countless invisible opportunities to help your customers or employees by giving them information, engagements, experiences and alerts when they'll value them most.

It's about using what you know about the individual and the situation they're in – then anticipating what will make them happy. When their needs and yours can be met in a single moment, empathetic interactions become truly valuable.

All you need is an intelligent mobile messaging system linked to your communications tech stack (and a good imagination).



Reducing downtime with proactive alerting

Philips soon recognized that a continuous monitoring and alerting system was the right answer. Not only would it help engineers address problems before MRI machines failed, but it could also avoid expensive repair bills that cash-strapped hospitals don't need. A win-win scenario.

In 2014, Philips began work on a proactive monitoring and alerting service for critical MRI system parameters, with three key goals:

- Enhance performance and uptime
- Optimize workflow efficiency
- Maximize the customer's return on investment

The result is e-Alerts, a system that uses sensors to monitor machine parameters and trigger proactive status updates to Philips support engineers and on-site customer technicians.

And it's not just applicable to medical equipment either. If needed, e-Alerts could help engineers monitor a huge range of machine behavior and react accordingly. Think elevators, public lighting, construction hires and everything in-between. In fact, many leading brands are already using proactive alerts to keep their products operating for their customers – and they love it.

SMS alerts ensure a rapid response

While e-Alerts uses both email and SMS to proactively alert customers when equipment is at risk, it's the SMS element that truly ensures a rapid response.

Everyone carries a mobile phone everywhere nowadays, and studies show that SMS is the most responded-to communication channel, with 90% of SMS messages being opened within three minutes.

That kind of speed means an engineer can respond to a potential fault within minutes of it being picked up by the machine's sensors – a huge step forward for medical equipment maintenance.

About Philips

Philips is a leading technology company with a long history across consumer electronics, lighting and healthcare. With annual revenue of €17.4 billion and ~10% of sales invested in R&D in healthcare alone, it's no stranger to innovation.

Scaling SMS worldwide with OpenMarket

As simple as SMS is, dispatching automated text message alerts to a global customer base isn't as straightforward as you might think.

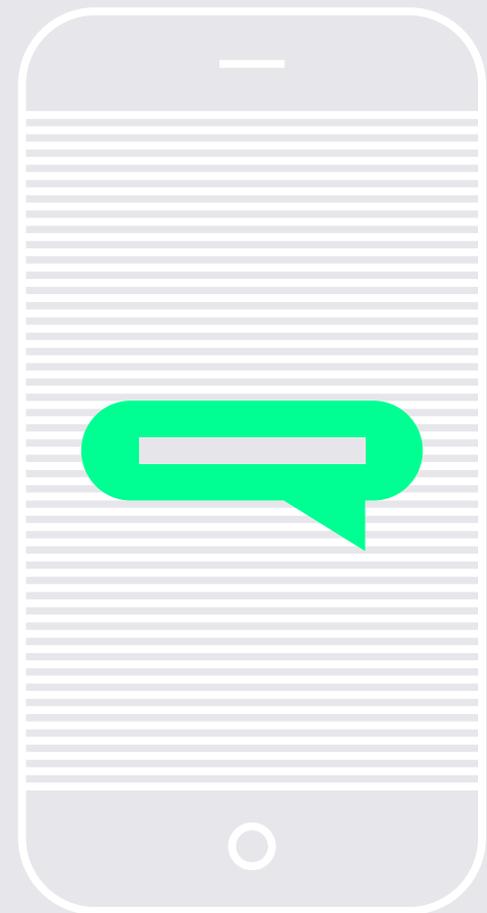
First, Philips had to find a way to integrate the sensor element of the system (the part that detects the anomalies in the machine) with the SMS alerting element. It had to ensure the right message was sent to the right engineer at the right time. And it had to navigate the practical and legal complexity of sending automated SMS alerts to devices across multiple telecoms networks in multiple countries.

That's where OpenMarket was able to help. Its A2P (application to person) text messaging platform and API made it easy to integrate SMS with a sensor-based monitoring system. Its workflow-based user interface makes crafting and automating relevant messages a breeze. And its scalable platform makes it quick and cost-effective to send text messages worldwide.

Working with OpenMarket, Philips has been able to build, automate and scale its e-Alert service across three key global markets: the United States, Germany and India.

"Working with OpenMarket, we've been able to develop an SMS workflow that meets our needs for real-time messaging, while removing any concerns we had about international compliance."

Vincent Sieben MSc.
Senior Marketing Manager
Global Services & Solutions



Inform. Act. Resolve.

Philips' e-Alert emerged at a crucial time. Demand for proactive care is widespread in an age where budgets are shrinking for everyone. But for many of Philips' global customers, they now have the solution they need to maximize uptime and deliver the quality of care their patients deserve.

With e-Alert used by several healthcare institutions across the United States, India and Germany, Philips now plans to embed messaging functions into approximately 1,000 of its machines worldwide. They have also considered extending the concept to work in other sectors, including nuclear medicine, CAT scan machines and cardiovascular systems.

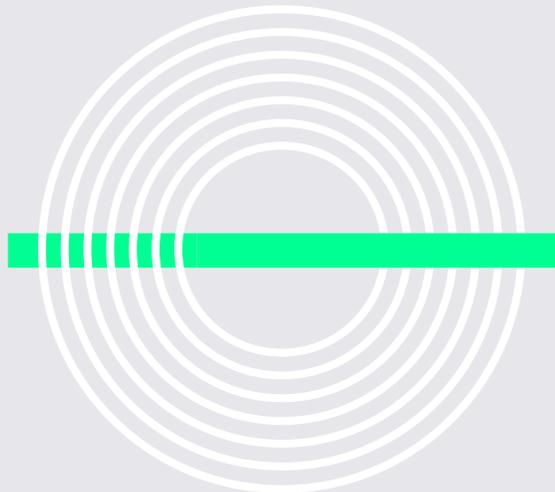
It could be said that the success of Philips' e-Alert system is a direct testament to the promise of the Internet of Things – to transform lives and the environment through improved efficiency and accurate use of timely information.

Hospitals using e-Alert are already experiencing those benefits - by identifying issues before patients arrive, reducing unexpected equipment downtime, and minimizing costly repair bills. Imagine the same automated communications applied to machinery in public infrastructure; SMS alerts could help prevent hours of critical downtime and public frustration in areas such as transport, water, energy and networking.

It may only be a simple status alert, but it's a great example of what we at OpenMarket call an Empathetic Interaction: the right message, delivered at the right time, that tangibly makes life easier. And with Philips leading the way, it's a message that's going to transform the way we experience healthcare in the years to come.

"We now work proactively rather than reactively if an issue occurs. This reduces the likelihood of costly downtime and, in turn, minimizes the impact on patients."

Peter Heidi,
Co-head of Hospital Technology at
Marien Hospital, Düsseldorf



We're OpenMarket

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession.

We'd love to do the same for you.

For more stories where SMS made the difference, [check out the rest of our Empathetic Interaction series.](#)

