

Philips and Dassault Systèmes Partner to “Unlock the Power of the Clinical Trial”

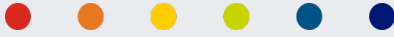
Discover how Philips has been able to reconcile and act on their vast library of data and rethink their design process with Dassault Systèmes Life Sciences.

About the Customer

Philips HealthCare Systems delivers one of the world’s most robust portfolios of medical systems. Their product line includes best-in-class technologies in X-ray, ultrasound, magnetic resonance, computed tomography, nuclear medicine, PET, radiation oncology systems, and more.

Philips and Medidata have been in partnership since 2021; Philips signed an enterprise agreement with Medidata using 12+ products across the Medidata platform with the goal of clinical standardization across all necessary tools for their clinical and consumer product studies. While Philips has historically not used ENOVIA for product lifecycle management, they are in the process of evaluating specific use cases for the platform in their grooming and beauty division.

Finally, they’ve continued to focus on quality design as they’ve been troubled with design and quality issues in their products and are driving Model Based Systems Engineering (MBSE). Through a mixed suite of tools, including CATIA, Philips has focused on expanding their partnership with Medidata.



Key Takeaways

Philips HealthCare Systems has been partnering with Medidata since 2021 and Dassault Systèmes for over 20 years to standardize their core tools and products. They're exploring the use of Dassault Systèmes' ENOVIA platform in their grooming and beauty division, focusing on quality design through model-based systems engineering (MBSE).

Philips faces challenges in managing and leveraging vast amounts of clinical, imaging, and R&D data. They're particularly focused on integrating clinical data into their design process to enhance quality and safety, addressing historical issues with product recalls.

Philips and Medidata are collaborating on a unified approach to streamline clinical and consumer product studies. This partnership aims to optimize patient care with new innovations and demonstrate Dassault Systèmes' comprehensive support in addressing Philips' business challenges.

The Challenge

As a long-standing customer of Dassault Systèmes and a relatively newer customer of Medidata, Philips is challenged with "what to do with their data". They've had incredible amounts of clinical data, imaging data, and R&D information for decades. Additionally, their main obstacle is how to incorporate better quality and safety practices in the early stages of product design in response to large-scale recalls across multiple product lines. They've historically not understood how to tie clinical data to their design process and how to enable R&D with that clinical data. From a Medidata perspective, they want to have full understanding, enablement, and control of the Medidata platform and the data it generates so they can enable this in the design and development process.

The Solution

Philips and Medidata are continuing to partner on a unified approach using the Medidata platform to "unlock the power of the clinical trial", as the Philips CMO has stated is their key mission. They will enable their various teams supporting their clinical and consumer product studies to adopt a single platform to perform these crucial studies. This will be accomplished by Philips fully driving adoption and consumption of their Medidata enterprise agreement that includes the majority of the Medidata platform, alongside a robust enablement package and program support.

Additionally, innovations from Medidata's Sensor Cloud group of data scientists are helping Philips solve new challenges with optimized alarming in their hospital patient monitors with a first-of-its-kind alarm analysis and optimization to provide a better precision medicine approach to patient care. These solutions, paired with the efforts to deploy MBSE across all business units through the CATIA brand, are showing Philips how Dassault Systèmes Life Sciences is a holistic partner in solving their challenges as a company.