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# Press Information

February 10, 2011

**Sandra Pridgeon from South Africa awarded DoseWise Radiographer of the Year Award 2011**

**Singapore, Singapore –** Following the submissions by radiography professionals across the world, Sandra Pridgeon’s entry on “Radiation Protection in the Operating Theatre” was hand-picked by judges from the International Society of Radiographers and Radiological Technologists (ISRRT) for the DoseWise Radiographer of the Year Award 2011. Sandra’s entry shared her experience in radiation protection of her clinical staff, where she implemented re-usable shields to absorb radiation backscatter from patients.

As the winner, Sandra will be attending the ISRRT World Congress 2012 in June, where she will learn more about the innovations in global diagnostic imaging and radiation therapy practice.

The DoseWise Radiographer of the Year Award was founded in 2010 by Philips and the ISRRT in recognition of the essential role radiographers and radiological technologists play in the safe delivery of the best clinical care to patients. The award recognizes excellence in maximizing patient and clinical safety by managing medical radiation in the X-ray environment.

Dr Michael Ward, President of the ISRRT said, “The submissions received for DoseWise Radiographer of the Year Award 2011 were outstanding and clearly demonstrated how radiographers and radiological technologists across the world are keenly aware of our role in reducing exposure to radiation. Sandra Pridgeon’s entry was exceptional in her clinical implementation of reducing radiation exposure, and her concern for the well being of her staff. We would like to congratulate Sandra, and thank everyone who took time to participate in the competition.”

Philips and the ISRRT are committed to working together to promote the As Low As Reasonably Achievable (ALARA) principle to ensure that radiographers and radiological technologists, in both developed and developing countries, play their essential role in the safe delivery of the best clinical care to patients. This program also delivers on Philips Imaging 2.0, an initiative which emphasizes integration & collaboration, patient safety and economic value.

“Working with outstanding partners like the ISSRT, Philips is on an endless quest to raise the bar on clinical excellence – by developing innovations and practices that enable the profession to collaborate freely, diagnose confidently, and care passionately”, said Gene Saragnese, EVP and CEO of Philips Imaging Systems.

Anthony Tessier from France, Judith Holt from Australia and Douglas Ryan Mahan from the USA were announced as the runners up of the competition for 2011.

Award submissions were received from radiography professionals across the world, from countries such as Africa, India, Malaysia, Singapore, UK and the USA. All award submissions can be viewed at [www.dosewise.com/award/submission-gallery](http://www.dosewise.com/award/submission-gallery).

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**About International Society of Radiographers and Radiological Technologists (ISRRT)**

The ISRRT is an organization focused on advancing the science and practice of radiography and allied subjects by the promotion of improved standards of education and of research in the technical aspects of radiation medicine and radiation protection. This is achieved by making the results of research and experience in radiation medicine and radiation protection available to practitioners throughout the world.

2012 is the year the ISRRT celebrates its 5oth Anniversary and this award, in co-operation with Royal Philips Electronics, is particularly relevant to both the event and the objectives. Further information on the ISRRT may be found at [www.isrrt.org](http://www.isrrt.org) and the twice yearly Newsletter.

**About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people’s lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of “sense and simplicity.” Headquartered in the Netherlands, Philips employs approximately 122,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.6 billion in 2011, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).