



Ultrasound
Newsletter

Meeting the changing needs of healthcare through meaningful innovation

Summer Edition 2017

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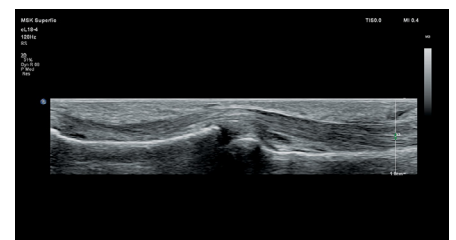
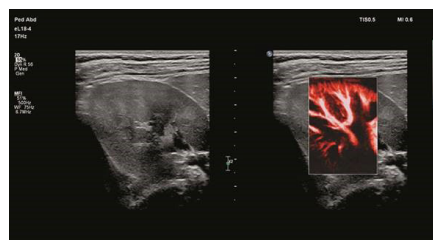
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The innovation journey continues with Evolution 4.0 and Continuum 2.0

What will these major releases from the Philips EPIQ and Affiniti mean for your small parts exams and patient care?

Small parts imaging is one of the fastest growing segments of ultrasound exams around the globe. Assessing diseases and disorders of superficial organs like breasts, testicles and thyroid, as well as musculoskeletal injuries like sprains and tears, makes small parts ultrasound a vital tool for improving your patient care. Despite this, to date transducer ultrasound solutions haven't delivered both quality imaging and tailored clinical tools together – until now.

As a leader in health technology, Philips has developed the first ultrasound solution via the EPIQ platform for small parts assessment. Philips' first ultra-broadband eL18-4 PureWave transducer delivers exceptional versatility in small parts, vascular, paediatrics, bowel, MSK and obstetrics imaging.





Evolution 4.0

Evolution 4.0 is the next step in Philips' journey of innovation on the EPIQ premium platform. With a multitude of groundbreaking features, Evolution 4.0 is Philips' most impressive release yet.

Four key features work together to effectively assess, monitor and treat small parts, helping your team of clinicians deliver exceptional patient care:

1. **The eL18-4 PureWave linear array transducer** allows fine elevation focusing that delivers extraordinary imaging.
2. **MicroFlow Imaging** enables sensitive blood flow assessment, even in small vessels.
3. **Elastography solution:** The eL18-4 transducer is designed to support a complete elastography solution with both strain and ElastQ imaging capability.
4. **Precision biopsy** capabilities help reduce needle blind zones and enhance the display of needle reflections.

Evolution 4.0 and Continuum 2.0 for Obstetrics and Gynaecology

During a patient's most important life moments, like pregnancy, Philips knows that deeper levels of definition and clarity enable you to make proactive, evidence-based decisions.

The three key innovations in Evolution 4.0/Continuum 2.0 for obstetrics and gynecology are designed to give your team of clinicians more information earlier in pregnancy, making it easier to provide a confident diagnosis and overcome diagnostic challenges.



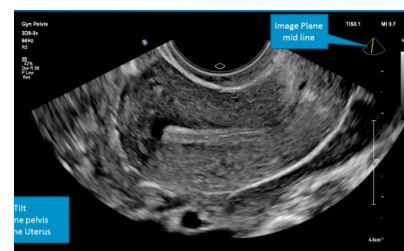
aBiometry Assist A.I.

Streamline fetal measurement and reporting workflow using anatomical intelligence of fetal anatomy to automatically and quickly preplace, accept and edit measurement cursors on selected structures.



TrueVue with TouchVue interface

Control both the volume rotation and position of the internal light source directly on your TrueVue 3D image – with your fingertips and allow deeper connection between the fetus and future parents.



Tilt

Maximising OB/GYN imaging versatility with a new 2D Tilt feature of the 3D9-v3 transducer, you can laterally scan anatomical structures that are off-axis without having to manually angle the transducer and provide more comfort to your patient.

As we integrate new applications, improve workflow, and produce groundbreaking capabilities, the EPIQ platform continues to challenge how the industry defines ultrasound technology. Join us on the journey.

Discover more about the entire Evolution 4.0 [here](#) and Continuum 2.0 [here](#) or register for a complimentary demo with your local ultrasound specialist today.

A night with international guest Dr. Ruma

A window into an expert's experience with the latest in fetal and obstetric imaging

In early October, Dr. Michael S. Ruma, Maternal Fetal Medicine Specialist from the Perinatal Associates in New Mexico, joined us at ASUM in Melbourne.

Currently an active member of various associations, such as the American College of Obstetrics and Gynaecology and American Institute of Ultrasound in Medicine, Dr Ruma has presented extensively both nationally and internationally at conferences including the World Congress on Ultrasound in Obstetrics and Gynecology.

ASUM attendees and invited guests had the privilege of learning from Dr Ruma about the latest advances in fetal imaging featuring the latest in Philips innovation. In particular, Dr Ruma showcased the clinical value of aBiometry assist, GlassVue and TrueVue with the moveable light source – Philips' most advanced photorealistic 3D/4D fetal render. He also shared his experience using the new PureWave linear transducer, eL18-4, for obstetric imaging.



One particularly grateful attendee noted:

"I wanted to thank you for the opportunity to attend the presentation on your new transducer. It has provided me with some insight into the roadmap ahead, including software advances that are coming. Dr Ruma was an excellent speaker and his presentation displayed the attributes of the new probe very well."

Philips Remote Service Update

How smart an investment is Philips Remote Service for your department?

When your equipment needs servicing, a Philips Engineer is never far away. Philips Remote Service allows the Philips team to assist you with your equipment at any time of day.

These are the top 2 reasons why Philips Remote Service is a smart investment for your practice:

1. Faster case resolution

Depending on your ultrasound system, our Philips Remote Service Engineers (RSE) are resolving on average 30% of cases that they receive. In the event that your case requires an onsite visit, your RSE will brief a Field Service Engineer (FSE) and order any parts required to arrive with the FSE and help speed up the resolution process.

2. Access to deep technical experience

Our dedicated Ultrasound RSE team are exposed to up to 15 calls per day across Australian and New Zealand. This experience provides our RSE's with deep knowledge of our systems and the ability to recognise trends locally and globally, which result in a first time right resolution rate of 80%.

Together, we can:

- Decrease unplanned equipment downtime
- Minimise disruption to your daily bookings
- Help reduce costs
- Provide instant troubleshooting and guidance remotely
- Allow for continuous patient care

ANZ Education

ASA SIG Symposium 2017, Adelaide

Philips were once again proud sponsors of the ASA's annual Special Interest Group (SIG) Symposium this year in Adelaide. Over the 2 day sold-out conference Philips supported the very well attended paediatric, MSK and vascular workshops. The symposium is a boutique event with expert presenters providing a comprehensive approach on select ultrasound streams to small audiences. The event was developed in response to the need for cutting-edge professional development for sonographers with special interests, and for those who are well established in their careers.

ASUM 2017, Melbourne

This year we were proud to be a Gold sponsor and supported the innovative MSK program. Le-Anne Grimshaw and Lisa Clarke coordinated the MSK program, which featured both presentations and three rotational workshops including live scanning and a presentation from a prominent physiotherapist.

We also hosted our international guest speaker, Dr. Michael S. Ruma from New Mexico, USA at our popular lunchtime symposium. We look forward to seeing you at ASUM 2018 in Auckland, New Zealand.

RSNA 2017, Chicago USA

Since 1915, The Radiological Society of North America (RSNA) has hosted the world's premier radiology forum, drawing approximately 55,000 attendees annually to McCormick Place in Chicago. This year at RSNA 2017, our presence extended across our large-scale booth, the daily RSNA Forum and Insight Night. Our overarching theme, No Silos, No Limits, influenced our live demos, series of live short talks, conversations and presentations on the solutions and technologies that help enhance diagnosis, connect radiology and improve the patient experience.

At our booth, attendees also had the opportunity to experience live demos on some of our latest innovations in the ultrasound space.

Some of the groundbreaking technologies we showcased included: Comprehensive liver solution with key features such as ElastQ imaging, PureWave transducer technology, Contrast enhanced ultrasound, image fusion and navigation. Solutions for small parts assessment with key new additions like breakthrough eL18-4 PureWave linear array transducer, MicroFlow imaging, enhanced workflow solutions for obstetrics and gynaecology such as aBiometry assist, TouchVue and Tilt.



Upcoming Philips Ultrasound events in 2018

Austria

28 Feb – 4 Mar: ECR 2018, Vienna

New Zealand

8 – 11 Mar: APSCVIR 2018, Auckland

3 – 5 Aug: RANZCR NZ Branch ASM 2018, Queenstown

10 – 12 Aug: ASUM 2018, Auckland

Australia

10 Mar: Surf Sand & Soundwaves 2018, Kingscliff NSW

25 – 27 May: ASA 2018, Sydney NSW

6 – 9 Jun: 2018 Port Douglas Heart Meeting and Expo, QLD

25 – 29 Aug: RANZCR ASM, Canberra ACT

Singapore

20 – 24 Oct: ISUOG (ASUM)

To find out more information and to register for one of the above events contact your local Ultrasound account manager.

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