

**PHILIPS**

Ultrasound  
Newsletter

# Innovation and excellence. Why Philips is leading Ultrasound globally

Winter Edition 2017

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## ElastQ and Evolution 3.0

**Philips latest innovative solution to offer both PureWave technology and real time shearwave imaging across abdominal applications**

It is no secret that liver disease is a growing global health concern. For example, The World Health Rankings indicate that liver disease is the 35th leading cause of death in New Zealand. Plus, 1 in every 100 Australians have Hepatitis C with 10,000 more diagnosed every year.

Thanks to the introduction of Evolution 3.0 and ElastQ on Philips EPIQ, you can now access the ultimate liver solution. With ElastQ you can confidently and reliably assess, plan, treat and monitor a number of liver conditions.

Top 5 ElastQ benefits to you and patients.

### 1. Enhance workflow and in turn, confidence

ElastQ imaging is twice as fast as first generation elastography techniques. Real-time feedback helps clinicians make quantitative measurements with multiple sample points so patients can get better results, faster.

### 2. Access retrospective analysis – a first

ElastQ enables the user to review and make additional shearwave measurements after the patient has left the department. It has the ability to perform retrospective measurements on loops and single frame images due to our enhanced Active Native Data.

### 3. Improve measurement placement

The unique confidence map display uses intelligent analysis to highlight tissue areas of optimal shearwave propagation for improved confidence.

#### 4. Increase reliability of results

ElastQ offers clinicians additional confidence in the reliability of measurements, even for technically difficult patients (TDP), such as those with a high BMI.

#### 5. Reduce patient anxiety

ElastQ imaging is a simple, one touch, non-invasive sampling technique. This means that you can offer a pain free patient experience.

Find out more about Philips' shearwave elastography online or download our comprehensive ElastQ Imaging white paper here: [https://images.philips.com/is/content/PhilipsConsumer/Campaigns/HC20140401\\_DG/Documents/452299126311%20\\_US\\_ElastQ\\_Shear\\_Imaging\\_WP\\_LR.PDF](https://images.philips.com/is/content/PhilipsConsumer/Campaigns/HC20140401_DG/Documents/452299126311%20_US_ElastQ_Shear_Imaging_WP_LR.PDF)

Do you want more? See ElastQ and the entire Evolution 3.0 upgrade in person and register for a complimentary demo with your account manager today.



## ElastPQ and ElastQ shearwave imaging

### Philips is up to date with today's clinical trends and needs

Did you know that patients with Hepatitis C can now have access to new treatments available on the Australian government's Pharmaceutical Benefits Scheme (PBS) resulting in a 90-95% cure rate? PBS requirements state that patients can gain access to life-changing medication once they have documentation of the presence or absence of cirrhosis.

You can read more about this news from Hepatitis Australia here:

[https://static1.squarespace.com/static/50ff0804e4b007d5a9abe0a5/t/56d4247e59827e6585cbfff3/1456743556278/Accessing+the+new+hepatitis+C+medicines+from+1+March+2016\\_Final.pdf](https://static1.squarespace.com/static/50ff0804e4b007d5a9abe0a5/t/56d4247e59827e6585cbfff3/1456743556278/Accessing+the+new+hepatitis+C+medicines+from+1+March+2016_Final.pdf)

<https://static1.squarespace.com/static/50ff0804e4b007d5a9abe0a5/t/58bf63e4d2b8578f5301e3ef/1488937960565/Benefits+and+Costs+of+Hepatitis+C+Treatments+in+Australia+20170308+%28formatted%29.pdf>

As leaders in ultrasound innovation, Philips offers a reliable and reproducible method to determine liver stiffness with ElastPQ and ElastQ shearwave imaging. Now in its 3rd generation, Philips shearwave elastography is quick and easy to perform. This helps ensure that you now play an even more important role in the diagnosis and treatment of your patients with Hepatitis C. Philips' shearwave imaging is even validated against Fibroscan and Histology, with results published in more than 30 leading peer reviewed journal articles.

For more information about Philips ElastPQ and ElastQ please contact your local Philips team member.

#### TrueVue for lifelike rendering. aReveal for enhanced workflow.

You can now explore our latest 3D/4D photo realistic rendering for Women's Healthcare with TrueVue – is an advanced 3D/4D ultrasound display method that delivers amazing lifelike images. The virtual light source and aReveal technology automatically sculpts away unwanted volume in formation to reveal the fetus's face. This means that you can focus more on your patient and their fetus rather than the system. See how TrueVue performs here: [www.usa.philips.com/healthcare/resources/feature-detail/ultrasound-truevue-imaging](http://www.usa.philips.com/healthcare/resources/feature-detail/ultrasound-truevue-imaging)





# Philips donates to the Koala Hospital

Helping volunteers quickly diagnose sick and injured koalas with more confidence

Philips recently donated an iU22 to the Koala Hospital in Port Macquarie NSW. The hospital treats and rehabilitates up to 250 sick and injured koalas annually in a treatment room, a number of indoor and outdoor intensive care units and rehabilitation yards.

The hospital is also involved in researching common koala diseases, including chlamydia, with University of Sydney, University Technology Queensland and the Australian Museum.

Cheyne Flanagan runs the show at the Koala Hospital. She does most of the ultrasound scanning, specimen collection and overall koala care. Cheyne and her team of over 100 volunteers scan every koala upon arrival to assess for issues with the bladder, uterus, kidneys, liver and other organs.

The iU22 will make all the difference in a confident diagnosis. The high quality imaging will allow Cheyne and the volunteers to better screen each koala and increase the chance of survival in their original habitat.

Noni Collins, Sonographer at Port Macquarie X-Ray, also deserves a special mention. She has volunteered to help Cheyne with scanning on the iU22. Her commitment to supporting Cheyne as she learns the new system is fantastic.

The team at Koala Hospital are very grateful for the iU22 and thank everyone involved with the donation.



## KLAS Award

Philips recognised as the leader in Ultrasound



Every year, KLAS releases a number of global reports covering the most pressing questions facing healthcare technology today. The Best in KLAS: Medical Equipment report acknowledges medical equipment vendors that have excelled in helping providers deliver better patient care.

The 2016 report recognises Philips' full suite of advanced ultrasound technology, excellent image quality and service and support as number one in the ultrasound space.

In particular, the report states that Philips ultrasound customers say Philips consistently provides good service and high image quality. Customers also noted that the EPIQ platform is remarkably versatile.

As a recognised leader, Philips' local team of clinical applications specialists, technical specialists and engineers are the right partners to help you improve your practice and patient outcomes.

# Philips Transducer Care program

## Elevate the safety standards of your ultrasound equipment

The quality and state of your ultrasound equipment is crucial to the success of your clinic. Ensuring your equipment adheres to industry guidelines and best practice around cleanliness and hygiene is our top priority. That's why Philips ANZ developed the Transducer Care program. It's designed to help you prevent patients and operators from being exposed to electrical safety and infection control risk, suffering from unnecessary system down time and enduring the costs associated with replacing a transducer that has been accidentally damaged.

As leaders in the diagnostic ultrasound industry, we offer hands on education for your operators and infection control teams on the safe handling, cleaning, disinfection and storage of the complete range of Philips ultrasound transducers. With the right knowledge and experience, you can have peace of mind that you have the most suitable and approved cleaning products to care for your Philips transducers. We also have a series of helpful guides and instruction materials to further assist you and your team.

Contact your local Philips Healthcare representative today on 1800 251 400 to discover more about our Transducer Care Program and education offerings.  
We are always there and always on. Count on us as your patients count on you.

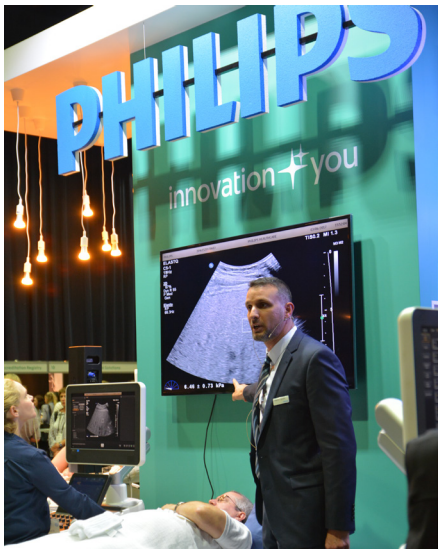


## ANZ education

Following the success of ASA 2016, Philips returned with a bigger and better showcase this year. We ensured the three-day conference had an exciting line-up of activities for approximately 1,200 sonographers, educators and students who attended.

This year, we focused on the latest EPIQ Evolution 3.0 upgrade featuring Philips' game-changing ElastQ technology. Our live scanning demonstration on the booth was extremely popular with delegates being able to see the power of our ultimate liver solution in action. We also ran a successful two part masterclass with our clinical experts over the lunch breaks to discuss new OB technologies including Fetal Heart Strain Quantification with Alison Lee Tannock as well as Bronwyn Gray from Philips on Elastography and TrueVue.

We look forward to seeing you in Sydney for ASA 2018.



### 2017 Ultrasound events

16 September	Australasian Sonographers Association Special Interest Group	Adelaide
6 October	Australasian Society of Ultrasound Medicine Annual Scientific Meeting	Melbourne
19 October	Royal Australia & New Zealand College of Radiologists Annual Scientific Meeting	Perth

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