



## Press Backgrounder for RSNA 2016

Radiology is at the center of the majority of healthcare decisions, driving the timely detection and accurate diagnosis and treatment of disease at its earliest stages. As health organizations continue to move toward value-based care, they need intelligent solutions to meet the challenges they face in improving financial performance, workflow efficiencies, diagnoses and treatment, and patient satisfaction.

At the [2016 Radiological Society of North America Annual Meeting \(RSNA\)](#), Philips will showcase its full suite of integrated radiology solutions, clinical health informatics and performance management services, to enable greater impact on clinical outcomes, patient satisfaction and health system operations. RSNA attendees will experience an expansive portfolio of advanced technologies and integrated software, solutions and services to enhance diagnostics, improve patient care and operational efficiencies.

Radiologists play a pivotal role in determining the right path to the right treatment. More than ever before, the identification and effective treatment of disease is dependent upon advanced diagnostics. Philips is delivering the most innovative imaging technology, combined with intelligent informatics solutions for decision support, to enable a first-time-right approach to definitive diagnoses. Through its latest innovations, Philips aims to help reduce costs while improving the patient experience and health outcomes overall.

Philips has introduced advanced health technology and integrated software, solutions and services to enable and facilitate the changing role of the radiologist. As radiologists continue to face the challenge of doing more with less, Philips brings the power of informatics and decision support with advanced technology and integrated solutions to help enhance the capabilities of the radiologist to deliver a definitive diagnosis with fewer scans and ultimately improving the patient experience.

Philips is reinventing radiology in three distinct areas of focus:

- **Enhancing Diagnostics** – With enhanced image quality, fewer scans will be required for definitive diagnosis. Communications are improved across the different departments and as information is easily accessible, workflow is streamlined. Without unnecessary scans, financial outcomes are also improved.
- **Connecting Radiology** – By delivering a comprehensive view of imaging, services, informatics and analytics, Philips can provide powerful insights to help improve decision-making, enabling administrators and clinicians to make better informed patient care decisions. Philips advanced technology and integrated solutions provide radiologists and radiology administrators with a deeper understanding of both clinical data and operational data to deliver actionable intelligence to improve the patient experience, improve population health outcomes and reduce costs.
- **Improving Patient Experience** – Philips technologies are designed to help speed the time between diagnosis and treatment to enable faster administration of treatment plans with greater accuracy and fewer scans. Patient anxiety and motion can prohibit successful scans



# PHILIPS

the first time. Philips' state-of-the art clinical MR suite offers a soothing experience with imagery, sound and light, helping to keep patients at ease. The easy-to-understand results can be presented directly to the patient to explain their diagnosis and treatment plans.

At the [Philips booth \(#6735 in Hall B\)](#), attendees of this year's RSNA can see first-hand the company's broad portfolio of advanced technologies and integrated software, solutions and services to enhance diagnostics, improve patient care and operational efficiencies – including the following:

## **Informatics:**

- [IntelliSpace PACS](#) – Delivering on-demand diagnostic-quality images and patient information, the enterprise image management platform helps the care team make informed clinical decisions, improve operational effectiveness, drive financial performance and enhance patient care and satisfaction.
- [IntelliSpace Portal](#) – The data sharing, analysis and visualization platform is one of the most comprehensive solutions for problem detection, diagnostics and therapy follow up. The full suite of integrated tools within IntelliSpace Portal increases accuracy of quantitative measurements and reproducibility and decision support tools to boost diagnostics confidence.
- [IntelliSpace PACS Radiology Workplace solution](#) – This advanced workflow solution supports real-time workflow management. It automates routine functions and removes subjectivity from reading order selection, and workflow cockpit alerts radiologists to unread exams.
- [DoseWise](#) – DoseWise Portal is a comprehensive radiation dose management solution aimed at managing radiation exposure risk to patients and their caregivers. It enables health care providers to proactively record, analyze and monitor imaging radiation dose for patients and clinicians across multiple diagnostic settings.
- **Performance Practice Solutions** – New integrated solutions and services will be introduced to drive continuous improvement in practice management, usage and maintenance optimization and dose management. Featured solutions also include the next iteration of Philips DoseWise and [OmniSphere](#), a new server-client based ecosystem of tools, applications and solutions to help increase business efficiency and optimize operations.

## **Diagnostic Imaging:**

- [Ingenia family of digital MRI systems](#) – Ingenia remains the world's first and only digital broadband MR that redefines performance with up to 40 percent improvement in signal to noise ratio and 30 percent improvement in workflow. [Philips' MR in-bore experience](#) helps to improve the patient experience and utilizes AutoVoice and ComforTone to turn the patient exam into an event. [Ingenia 1.5T S](#) is designed for first-time-right imaging and increased patient comfort for a faster workflow<sup>1</sup>. [Ingenia 3.0T](#) provides advanced applications and helps generate the productivity required to meet today's healthcare challenges.

---

<sup>1</sup> Increased patient comfort with the patient in-bore solution compared to without, faster workflow compared to Philips Achieva.

# PHILIPS

- [MR Neuro applications](#) – Philips’ new suite of neuro-diagnostic applications for the Ingenia family of digital MRI systems provides physicians with a comprehensive portfolio of tools designed with the patient in mind, delivering visibility into neurological anatomies and multi-dimensional data to enable diagnostic decision support.
- [Vereos Digital PET/CT](#) – Vereos, the world’s first and only fully digital PET/CT system featuring Philips proprietary Digital Photon Counting (DPC) technology, which offers approximately twice the volumetric resolution, sensitivity gain and quantitative accuracy compared to analog<sup>2</sup> systems.
- [IQon Spectral CT](#) – The world’s first spectral detector-based Computed Tomography (CT) scanner. It provides clinicians views of patient anatomy within a single, low-dose exam.
- **CombiDiagnost R90 fluoroscopy system<sup>3</sup>** – Philips Digital X-Ray (DXR) will showcase CombiDiagnost R90, a powerful new premium all-digital remote controlled fluoroscopy system that combines the functionality of radiography and fluoroscopy.

## **Ultrasound:**

- [EPIQ](#) – This system for cardiology features anatomically intelligent solutions with advanced automation to help make some exams easier to perform and more reproducible, while delivering new levels of clinical information.
- [Affiniti](#) – Offers ergonomic design and precision engineering to help users work comfortably, efficiently and intuitively, while delivering excellent image quality for diagnostic confidence. Philips’ latest addition to the Affiniti family is the Affiniti 30, an affordable solution for OB/GYN shared service providers.
- [Lumify](#) – This ultra-mobile solution expands the use of ultrasound at the clinician level from any compatible Android smart device, helping to enable an earlier diagnosis in the healthcare pathway.
- **MaxVue** – Full High-Definition display, which extends the display area of EPIQ and Affiniti to a full 21.5”, allowing for the display of more anatomy.
- [ElastPQ Imaging](#) – Real-time color-coded shear wave elastography simplifies liver disease assessment to help reduce or prevent invasive liver biopsies.

## **Image Guided Therapy (IGT):**

- [OncoSuite](#) – Complete solution of imaging tools to support planning, navigation, treatment and follow-up of oncology procedures. Includes workflow-based EmboGuide for TACE procedures.

---

<sup>2</sup> GEMINI TF 16

<sup>3</sup> System is 510(k) pending in the U.S.

# PHILIPS

- [NeuroSuite](#) – Integrated solution providing enhanced 2D and 3D imaging of intracranial vessels and devices for neuro procedures. Includes **AneurysmFlow** for flow diverter placement in cerebral aneurysms.
- [Hybrid OR Suite](#) – Multifunctional Imaging System to support minimally invasive through full open surgical procedures. Includes **Vessel Navigator** software for enhances workflow.
- [AlluraClarity with ClarityIQ technology](#) – Provides equivalent image quality for a full range of clinical procedures at low X-ray dose levels.

###