



## Press Backgrounder

### Philips' spotlight solutions as part of the RSNA 2020 Virtual Experience

Philips will open the doors to a unique, immersive experience for attendees, with a virtual platform allowing visitors to participate in live and on-demand sessions and tours of the Philips booth from November 29 through December 5. Attendees can explore the 3D environment and view in-depth solution demos of the latest breakthrough innovations from Philips.

Front and center for Philips at the Radiological Society of North America (RSNA) virtual Annual Meeting this year is Philips Radiology Workflow Suite of end-to-end solutions to drive operational efficiency through the integration, digitalization and virtualization of radiology. During the event, Philips will showcase a coordinated suite of offerings for the first time, introducing key solutions that come together to enhance the entire radiology workflow to address the most pressing operational challenges across diagnostic and interventional radiology.

Philips will also be introducing the industry's first, vendor-neutral radiology operations command center (ROCC) during RSNA 2020. The Philips ROCC enables virtualized imaging operations via a private, secure, and auditable telepresence platform. Philips is the first company to market a radiology command center solution that can integrate with existing technologies and systems no matter what vendor.

### Philips solutions spotlight at RSNA 2020: enabling a pathway to precision diagnosis

From the moment a patient is referred to radiology to the time his/her clinical status is known, care depends on a cascade of complex workflows where precision and efficiency is essential. From data-driven practice management and improving the radiology staff and patient experience, to increasing diagnostic confidence to improve patient care, Philips is connecting the right data, technology and clinical insights to enable the patient's pathway to precision diagnosis and therapy.

Key areas of focus for Philips at RSNA across its rich [portfolio of radiology solutions](#) include:

- **Magnetic Resonance (MR) - Ingenia Ambition**, based on the industry's first and only, fully sealed BlueSeal magnet, provides more productive [1] helium-free MR operations while delivering excellent image quality for challenging patients. Ingenia Ambition with Compressed SENSE acceleration performs MRI exams up to 50% faster [2] for all anatomies in both 2D- and 3D scanning. The **SmartPath upgrade program** now makes it possible for customers to extend the lifetime of their existing MR equipment and easily upgrade to the latest technology for long-term success.



- **Computed Tomography (CT) – Incisive CT** enhances the CT experience for patients and staff while controlling costs across the organization to help meet the most pressing financial, clinical and operational goals.
- **Advanced Molecular Imaging – Vereos Digital PET/CT** is the world’s first and only fully digital, clinically proven, PET/CT solution. With proprietary Digital Photon Counting technology for outstanding advances all along the imaging chain, Vereos exemplifies an established total solution to reveal more, earlier, to help you improve patient care and manage costs.
- **Diagnostic X-ray - DigitalDiagnost** is designed to meet the diagnostic imaging needs of the most demanding institutions, to comfortably see more patients per day, and shorten patient wait time, by decreasing the time to diagnosis with innovative tools to help drive workflow efficiency.
- **Ultrasound – Philips ultimate ultrasound solution for pediatric assessment** is customized to provide quick, confident imaging using advanced technology for a non-ionizing, gentler modality tailored to the specific needs of children.
- **Advanced Visualization - Philips IntelliSpace Portal** is an advanced visualization and analysis software solution designed to support diagnostic process, follow-up and communication across clinical domains and modalities, through a connected and secure workflow. The solution is a multi-modality and vendor agnostic comprehensive suite of advanced visualization solutions for Radiology
- **Integrated Patient Management – Philips Patient Engagement Manager solution** enables communication between care providers and patients to prepare patients for their appointments, help them show up on-time, and follow their care plans to help reduce no-shows and drive patient preparedness to improve diagnostic outcomes.

### **Optimizing clinical and operational performance in the interventional suite**

Beyond diagnosis, Philips will also showcase its Intuitive, integrated and efficient [next-generation Azurion](#), advancing the capabilities of the platform to further improve the quality and efficiency of interventional procedures. An industry-first, the advanced image-guided therapy platform now integrates control of imaging, physiology, hemodynamic and informatics applications, as well as intuitive control of the gantry, at the tableside, allowing clinicians to control all compatible applications from a single touchscreen and helping to decide, guide, treat and confirm the right care in real time.

Visit [Philips Live at RSNA 2020](#) for more information on Philips’ integrated workflow solutions to connect data, technology and people across the diagnostic enterprise.

[1] Compared to the Ingenia 1.5T ZBO magnet.

[2] Compared to Philips scans without Compressed SENSE.