
Frost & Sullivan Award for Carestream Market Leadership



Frost & Sullivan, a premier global research company, has recognised Carestream Health with its 2013 Asia Pacific Market Penetration Leadership Award for the Digital & Computed Radiography Market.

Frost & Sullivan presents this award to the company that has demonstrated excellence in capturing the fastest rate of change of market share within its industry from one year to the next. The award recognises how fast a company increases its penetration of a market relative to its competitors, in terms of revenues or units, and is a measure of its success in taking market share away from its competitors from one year to the next.

"Carestream's DRX technology is a successful product that aided in market penetration in the region. It accommodates clinical needs and financial capabilities of the radiology departments, allowing facilities to go digital while still retaining their existing analogue system without the need for additional retrofits," said Poornima Srinivasan, Consultant at Frost & Sullivan.

Carestream has received several high-profile awards from Frost & Sullivan in recent years, proof of the company's commitment to innovation and customer focus. "We are honoured to receive this recognition that highlights our growth in this region," said David Chambers, General Manager, Asia Cluster, Carestream. "Our market success is built on exceptional customer service, exciting new product development and focused marketing initiatives that have resulted in more healthcare providers choosing Carestream for a long-term partnership."

Carestream's DRX detectors can easily be integrated with existing portable or room-based analogue systems. DRX-based systems also produce exceptional diagnostic image quality, which helps reduce repeat exams and can lead to higher levels of patient care.

"Carestream's DRX technology was clearly designed to address both clinical needs and financial realities," said Gillian Tickall, Chief Radiographer, The Alfred Hospital, Melbourne. "When it comes to evaluating the value of our conversion to DR, I look at it in terms of its ability to allow more time for my radiographers to spend with the patient, decreasing the pain effect on the patient and also having the ability to see the image instantaneously. It does mean that we can get more patients through while still achieving a better patient experience and better outcome."

Image credit: Business Wire

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