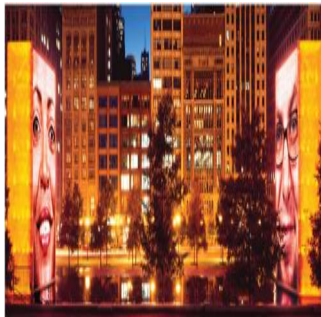

Philips Showcase Expert Opinion on Imaging 2.0 at ECR



At the 2012 European Congress of Radiology (ECR) in Vienna, Austria, Philips is showcasing the impact of its Imaging 2.0 concept, launched in Europe during ECR 2011, by highlighting evidence gathered from more than 60 scientific studies worldwide, and expert opinion from top thought leaders across Europe.

"At Philips, we've been excited to see how, since its introduction at ECR 2011, the Imaging 2.0 concept has helped to inspire and drive greater collaboration and integration among radiologists, encourage an increased patient focus, and enhance economic value for our customers. It ultimately 'raises the bar' on clinical excellence in imaging," commented Peter Reimer, General Manager Imaging Systems at Philips Healthcare International Sales & Services.

· At the University Hospital CHUV in Lausanne, Switzerland, Professor Reto Meuli, Head of the Department of Radiology, has sought to 'reinvent' interventional radiology, by creating a room which brings together all imaging modalities to carry out interventions more rapidly and efficiently. Rather than simply adding CT options to a fluoroscopy room, their idea was to center the capabilities of the room around the CT. Bringing together a number of latest generation imaging devices, including Philips Ingenuity CT scanner and Philips iU22 PercuNav Ultrasound System, the hospital has seen an increase of over 30% in the numbers of patients treated. Commenting on this novel new approach, Professor Meuli said, "It is the integration of different techniques which may increase the speed of the interventions - and [importantly for patients] speed means comfort."

Further evidence of how the Imaging 2.0 concept is improving patient throughput in hospitals is seen at GPR Klinikum in Russelsheim, Germany.

· "Patient care is a core value at our clinic. We want to offer our patients the best possible service, which naturally also includes a quick and optimal diagnosis," commented Dr Andreas Wiesschen, Head of Radiology and Nuclear Medicine at GPR Klinikum in Russelsheim, Germany. To address this challenge, the hospital installed the Philips Ingenuity CT scanner along with iDose4, which offered their patients the benefit of high image quality at low dose. In addition, the efficiency of the system also means exam times are shortened, enhancing patient comfort, allowing for high patient throughput, reducing waiting time and ultimately delivering economic value.

During the ECR, the future promise of Imaging 2.0 is also exemplified with new product launches and exclusive showcases, including:

- The launch of the latest Vision 2012 update to the iU22 xMATRIX ultrasound system, which allows clinicians to conduct a virtual biopsy for the diagnosis of liver fibrosis using a unique series of ultrasound pulses
- The launch of the faster iDose4 as a scanner option for the Brilliance CT Big Bore
- The first presentation in Europe of the Philips Veradius mobile C-arm with Flat Detector

In addition, Philip's commitment to shaping the future of imaging is being further highlighted in the area of women's healthcare, with the unique MicroDose Mammography system that is being showcased at ECR 2012. As the only full-field digital mammography (FFDM) solution to use the future-proof photon counting detector technology, MicroDose Mammography allows clinicians to reduce radiation dose by up to half when compared with other FFDM systems. The technology also opens up for future breast applications that will be presented at the "Shaping the future of breast screening" symposium on Saturday March 3rd, between 12.30 and 13.30 in room N/0, level 01.

"Being able to screen at such a low dose without the need to compromise on clinical image quality, is not only of clear and significant benefit to patients, but represents a real leap forward as we seek to encourage both improved and more widespread early diagnosis of the disease," commented Professor Mats Danielsson, Stockholm Royal Institute of Technology.

Visit Philips at ECR 2012 from 2-5 March, at booth, #102 in Expo A

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