

## Philips India launches innovative imaging solutions

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Philips India Ltd, a leading health technology company, announces the launch of its new range of next generation imaging solutions namely Access CT 32 Slice, Ingenia Prodiva 1.5T MRI and Dura Diagnost F30 Digital X-ray. With an aim to provide reliable imaging solutions, these customised products are supported by artificial intelligence (AI)-driven software and help better diagnosis and improved patient experience. Through these advanced technological innovations, Philips reiterates its commitment to providing best value healthcare products which are accessible and ensures accurate diagnosis and enhanced patient experience.

Empowered with a user-friendly interface, Philips' imaging solutions are also easy to operate and take lesser preparation time for patients, these solutions provide high image quality, streamline workflow and reduce variability thus providing better diagnostic outcomes for radiologists.

Built on Philips' advanced technologies, all these Imaging System solutions have their own unique features. Access CT offers flexibility, exceptional image quality, and diagnostic accuracy with lower total cost of ownership. IngeniaProdiva MR is built on proven dStream digital broadband technology, present in over 2000 installations worldwide which can accelerate patient throughput with a simplified Breeze Workflow. It has an intuitive user interface enhanced by guided and standardized examination procedures helps perform routine MRI exams from day one. DuraDiagnost F30 Digital X-ray provides ease-of entry into the world of digital radiography with a price to performance ratio that's hard to beat; it helps simplify the path to clinical decision-making, improves outcomes for patients, and reduces the imaging department burden.

Rohit Sathe, President Philips Healthcare, India said "Philips has always been focussing on the emerging workflow and diagnostic needs of radiologists in India, by developing meaningful innovations in imaging. The new offerings in MRI, CT and Digital X-ray are developed to help radiologists diagnose faster, more accurately with added benefit of lower ownership costs and better patient experience. I am sure that these solutions will effectively meet the expectations of the radiologists and imaging departments".

As healthcare organizations continue to move toward value-based care, there is a growing need for intelligent solutions to help address the biggest challenges radiologists face in improving outcomes, simplifying data and insights gathering, lowering the cost of healthcare delivery, and enhancing patient and staff satisfaction.

The range of Philips Imaging System solutions will be showcased at Asian Oceanian Congress of Radiology and Annual Conference of the Indian Radiology and Imaging Association (IRIA) to be held from 25<sup>th</sup>-28<sup>th</sup> January, 2018 in Mumbai.