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Managing the UK, Ireland, Benelux and Nordic markets for AGFA HealthCare, Roberto gives us his summary of Europe's biggest radiology event.



Takeaway 1

ECR 2024 at a glance

As expected, there was a huge buzz at ECR this year, and representation from key decision makers and key opinion leaders was prevalent. The energy on the booth matched the vibrancy of the event and location - and the proud AGFA HealthCare team. Reflecting on the event, we are empowered that we have the right strategy to enable our clients, and provide them with the optimal Enterprise Imaging digital ecosystem, to keep Radiologists in their flow. I was delighted to be part of #TeamAGFA at ECR once again.

Takeaway 2

Discussion Trends

We met with several leading CxO's from international organisations. They were looking to streamline their digital ecosystem, enhance the delivery of patient care, and scale their business operation to other geographies. With demand at an all-time high, there was a huge appetite to deliver systems that can operationalise improved working conditions for Radiologists, empowering their flow and to enable them to be their best. Workflow Orchestration, around the clock Reporting with Cloud services, and AI - at the heart the operation - to turbo charge the system, was consistently the 'order of the day'.

Organisations varied from those looking to rationalise their portfolio - to do more with the Public Cloud to underpin their global reach (and replace some of their lagging offerings) - to others who were striving for a mixed economy; partnering globally with companies that can offer accelerated efficiencies of cloud, workflow sharing and AI partner reach. Given our global coverage at AGFA HealthCare, we were able to have turnkey offering discussions - for both scenarios - and show an easy way to achieve a strategic partnership.

Takeaway 3

Clinical Breakthroughs

With a consistently busy booth, and packed demonstration workstations, the AGFA HealthCare team delivered several demonstration sessions and experienced repeat visits the next day, covering all leading pillars of our Enterprise Imaging Platform. Areas of interest were clients who were impressed with the option of PACS-driven vetting (order review), including built-in imaging protocols and procedure plans. In addition, Clinical tools such as 3D sync fusion (outside of NM/PET-CT) were also well received.

Takeaway 4

AI progression

Artificial Intelligence's momentum and staying power was evident at the event.

- Some providers were buoyant on the back of very recent successes with regional led investment. Others are now being able to demonstrate the benefits with proven results, as the pilots or test cases have matured since last year.
- Some AI providers had been acquired, and now form part of a wider marketplace offering.
- Overall, we are seeing that healthcare organisations have more than just an interest; AI is almost a mandatory strategic investment case for every Healthcare provider that is investing in leading imaging solutions.
- Many customers were impressed at AGFA HealthCare's RUBEE® for AI capabilities. We recorded excellent feedback on the seamless integration, different use cases covered, algorithm partner reach and scale and modalities coverage. This confirmed that we clearly have a lot to offer, and all customers with upgrade paths asked to add AI integrations to the top of the list.

That's life in **flow**.