



Dan Brown

Chief Technical Officer

Just one year after re-entering the Brazilian market - together with our partner Konimagem - AGFA HealthCare has generated significant interest at JPR2024 in São Paulo. As Chief Technical Officer for AGFA HealthCare, Dan Brown shares his insights from this leading show.

Brazilian hospitals were particularly eager to see the innovations packed into the latest Enterprise Imaging solution which were released since the last version became available in Brazil. Specifically, this JPR 2024, AGFA HealthCare demonstrated innovative approaches related to:

- **Pixel Streaming:** Enabling near real-time image accessibility, fostering seamless collaborative care and radiologist autonomy, regardless of location.
- **Workflow Orchestration:** An integrated system that intelligently assigns tasks, maintains workflow continuity, and taps into remote resources, empowering radiologists to remain engaged and effective.
- **Augmented Intelligence:** Harnessing AI to streamline imaging workflows, this innovation boosts productivity, allowing radiologists and clinicians to focus on what truly matters.
- **Interoperability:** This strategy provides a unified Imaging Health Record, integrating seamlessly with Electronic Health Records, granting comprehensive patient insights and enhancing decision-making efficiency.
- **Cloud:** Our cloud solutions offer security, scalability, and high availability, fostering growth without constraints or unexpected costs.
- **Clinical Depth and Breadth:** Enterprise Imaging offers a unique, interconnected experience across all service lines. It's about fostering collaboration and streamlining care pathways that propel healthcare organizations toward their ambitious goals and bring them to success.

Takeaway 1 Customer Interaction

Two large customers signed agreements at the show. There's no stronger indication that AGFA HealthCare's technology, combined with our robust service and partner teams, is truly resonating in the market. Additionally, Konimagem and AGFA HealthCare had a standing room only crowd of over 170 people eager to hear my keynote speech and lunch & learn panel discussion about AGFA HealthCare's latest innovations and our strategic partnership with Konimagem.

Demos at the booth frequently extended beyond one hour, with several physicians delving deep into their specialty areas such as neurology, women's healthcare, new hanging protocols, and the single pane of glass view that integrates all specialties on a single system - with a comprehensive service line view of the patient - regardless of where the health system images were taken. Many left the booth smiling, looking forward to when they can integrate the Enterprise Imaging Platform into their sites.

Takeaway 2 Streaming on the Agenda

Technically, the most interest was shown in Streaming Client, workflow orchestration and Cloud. The Streaming Client and Cloud solutions attracted significant attention due to South America's vast distances - and sometimes low bandwidth network connections - which make network-efficient solutions essential. AGFA HealthCare's streaming client, which is 89% more bandwidth-efficient than key competitors, whilst always displaying full fidelity 100% diagnostic non-lossy images, impressed customers with its speed. It's a perfect pairing; a cloud offering for customers who are growing quickly and want their systems to scale seamlessly with them.

Takeaway 3 All about the workflow

Workflow Orchestration also drew tremendous interest for the use case around "avoiding cherry picking." Many radiologists who are compensated based on the exam volume/RVU volume on which they read and report want to ensure that the exam distribution is equitable, with each radiologist having a similar mix of exams and proportionate compensation - without others self-selecting the "easiest studies." Workflow Orchestration's rule-based task assignment is a perfect way to support equity and harmony in the health system.

"JPR 24 was a great event. I really value the one-to-one interactions with such highly skilled and pioneering individuals. I look forward to the JPR 2025!"