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Taking time to reflect on a vibrant and energetic UKIO; an event where AGFA HealthCare delivered on showing how Enterprise Imaging empowers healthcare providers to digitally optimise their integrated care systems; ultimately enabling Radiologists to perform at the best of their craft - and stay in their flow.



We enjoyed a packed three days, and UKIO really hit the mark by delivering an engaging show, coupled with a sprinkling of fun with a brass band that played contemporary tracks on Day 1. There was a huge focus on health sessions too – complementing the push in clinical markets to recognise and safeguard clinician wellbeing and welfare.

Takeaway 1

Setting the scene – and the flow

We started the show with some headline communications, harnessing our “**flow**” ethos which we are pleased to anchor with some of our key Enterprise Imaging customers. Dr Dan Fascia, Consultant Radiologist at Harrogate District NHS Trust, provided a fantastic opener to UKIO by sharing how he [finds his flow](#) through advanced imaging technologies. As a clinical lead for one of the early ICSs – the Yorkshire Imaging Collaborative – he offered us his insights on how AGFA HealthCare Enterprise Imaging supports clinical workflow in our Part 1 of the “My life in flow” campaign. More to come on this series!

Takeaway 2

Focus on education and communication

Attending UKIO enables us with further opportunities to engage with our clients, and it is always exciting for me to provide [on-booth interviews](#) to show our investment into the UK radiology community. Thank you to our marketing teams and partners for giving me the microphone and the airtime on the Podcasts once again!

Our teams showcased AGFA Healthcare Enterprise Imaging Cloud, Streaming, XERO® Shared Workflow, Digital Pathology, and our latest EI Innovations - to which the market is really responding, as you'll have seen from our recent news.

We had a real focus on education - all underpinned by our secure and scalable Cloud Services. As for Shared Workflow, – everyone wanted to know when they can have it. The answer is now!

Whilst the industry is facing a lack of workforce - and clinician burnout - our clients are seeing key benefits:

- Seamless access to specialists who are based in other hospital sites
- Automated insourcing and outsourcing: when combined with our Workflow Orchestration, RUBEE™ Orchestrator, this can enable target turnaround times, and automate shared reporting work lists.

It was our pleasure to host some CPD sessions; we delivered actionable content to engage the community and empower them on critical topics such as how to optimise clinical efficiency, and how to turbo charge clinicians with AI -making them feel like they can get through their day whilst getting time back - helping them to achieve their flow by safeguarding their personal and social lives!

Takeaway 3

Headline news – setting the national show alight!

Of course, it is always exciting to attend a national show with a national win in your remit. What an absolute privilege to release our latest announcement at UKIO; “AGFA HealthCare Secures Major New Deal With Alliance Medical for a Comprehensive Cloud-Based Enterprise Imaging Solution Across the UK” was [headline news](#) across our sectors – and quite rightly so!

The importance and strength of this technology investment and company collaboration are huge. On Tuesday, we welcomed Pete Winchester, Peter Strouhal, Brad Miles and their teams to the booth to capture the significance of this luminary partnership and [contract award](#). We are looking forward to rolling out this project together and will be in a position at the next UKIO to provide learnings, best practice and clinical insights from the Alliance Medical team.

As an industry partner, we really felt valued and supported at the event. Kudos to the UKIO and AXREM teams that really nailed the networking opportunities too.



Stay connected to our teams, through our [planned events](#). Roll on next year!