



Key Takeaways - Innovatiedag 2024

Another fantastic Innovatiedag in Woerden! We once again felt privileged to be part of the super imaging network in the Netherlands. Our Dutch customers always demonstrate a super-tight and well embedded community - a real credit to their healthcare systems!



Last month, AGFA HealthCare was proud to share the stage with international colleagues and local healthcare professionals to deliver a packed agenda and innovative content. Reflecting on 2024 occurrence of this annual event, #TeamAGFA's Hans de Wit and Constant Walraven, Key Account Managers for the Netherlands, present a few thoughts at Innovatiedag 2024.



On 16 October, the Dutch AGFA organisation had their third consecutive yearly "Innovatiedag" for customers and prospects at a unique location: the castle of Woerden. The purpose of Innovatiedag is to bring customers and AGFA HealthCare together to share experiences – this is a great opportunity to hear from the collaborated group on topical concepts, plus a chance to speak to engage with Enterprise Imaging users – radiologists and technical teams.

In total, we welcomed over 60 participants from existing sites, and some new hospitals too, including delegates from ICT, radiologists, application management, and more. With a varied agenda of clinical and IT-focused sessions, we heard about the future of Enterprise Imaging (EI) from AGFA HealthCare's product management executives, customer insights on recent deployments, plus clinical reviews and guidelines from the two Radiologists that joined as presenters.

Takeaway 1 Enterprise Imaging "in-real-life"

Customers particularly commented on the combination of external and internal subject matter; the blend of EI solution expertise with "in-real-life" hospital practice was deemed as very valuable, and in areas, inspiring for the delegate group. We had scheduled ample time for informal networking, in order to prompt inter-company discussions between our customers. From prior feedback, we know that these exchanges are beneficial and enriching for our customer base – and this year was no exception.

Takeaway 2 Artificial Intelligence in everyday usage

Discussions stemmed mostly from the Artificial Intelligence section of the day's roadmap session, and viewpoints were traded on its added value of this in everyday usage. One particular extract from the morning was the notion that many hospitals struggle with the choices available. Furthermore, after the afternoon AI session from Dr De Peuter (ZOL), this topic arose again, heightened in interest after hearing solid insights from a clinical user, and spurring delegates to place huge importance on seeing business cases to show proven and effective use of using AI in their practices.

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Hans de Wit
Key Account Manager, Agfa HealthCare

Takeaway 3 Practical Tips & Tricks in Enterprise Imaging

In the final portion of the day, AGFA HealthCare's Chief Clinical Information Officer, Dr Nick Spencer, also guided the group on "Practical Tips & Tricks in Enterprise Imaging" – a deviation from the standard content delivery as a forum-like environment was created. This not only provided "food for thought" for the audience, but also opened several actions and investigation points for the AGFA HealthCare teams. We will follow up on this!

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Constant Walraven
Key Account Manager, Agfa HealthCare

Once again, the feedback from this year's event was unanimously positive, with particular kudos to the strength of content and the balance between vendor and user presentations.

A huge thanks to **Dr Bruno De Peuter, Bart Titalaer, Ernest van Beckhoven** and **Menno Regeling** for their input and support to this event. We (and our customers) are looking forward to Innovatiedag 2025!