RSNA Startup Showcase Brings Possibilities for Entrepreneurs

By Michael Hart

The RSNA annual meeting is, without doubt, the largest, most important gathering of the radiology community in the world. Virtually everyone who has a role to play in the field is here — including those attending their first RSNA annual meeting.

Among those first-timers are entrepreneurs, the founders of startups hoping to introduce themselves to the radiology community with innovations they believe will create the field’s future.

To help those startup companies connect with decision-makers and potential partners, RSNA presents its Startup Showcase — a dedicated area in South Hall A, Booth 2468 — in which all the exhibitors are emerging companies. This year the Showcase will include more than 20 early-stage ventures offering new products across many categories including innovative medical imaging tools, software applications and artificial intelligence solutions.

Yahiel Polatov, executive vice president at Israel-based Innove, agrees RSNA’s annual meeting is the best place to introduce his company’s new ultrasound image analysis product to radiology.

“‘This is the most important exhibition in the world,’” Polatov said. “It allows us to be approached by potential partners, investors and collaborators.”

This year RSNA partnered with MATTER, a Chicago-based health care technology incubator and innovation hub with 230 startups in its current portfolio, to help the participating companies make important connections.

The Showcase will also help those attendees hoping to connect with startups make the best use of their time. The RSNA 2019 Startup Showcase Spotlight, a 90-minute event during which these emerging companies can tell their stories to the radiology community, will be held on Wednesday afternoon.

“We’ll be there to help the startups make the connections they need,” said MATTER CEO Steve Collens.

Collens pointed out that industry events like RSNA 2019 play a larger role than ever in developing new innovations.

In the wake of the 2008 economic downturn, many large companies across the board have cut back drastically on their internal research and development initiatives, counting on emerging companies to develop innovations for them.

“There is more and more entrepreneurial activity in the health care space and, from the large company’s point of view, startups are now their R&D labs,” Collens said.

Entrepreneurs are able to move faster, be more capital-efficient and are less risk-averse than the companies they hope to develop partnerships with.

“At the same time, they need to attract the attention of big companies that can help them understand the right problems to focus on and the best way to prepare their products for the marketplace.

While he is new to exhibiting, Fabian Kording, MD, has presented several times in scientific sessions at the RSNA annual meeting. As presenters, he and his colleagues at Universite Hamburg, Germany, could gauge interest and gather valuable feedback on the imaging tools they have developed to diagnose congenital heart disease before birth.

“The only question we would ever get was, ‘When can we buy your product?’” Dr. Kording said. Two years ago the team founded NorthH Medical. They will be back at RSNA 2019 as exhibitors, and those curious attendees from previous meetings will get their chance to place their orders.

“This is where exhibiting at the RSNA Startup Showcase brings an advantage. With more than 50,000 meeting attendees, the annual meeting provides myriad opportunities to gauge the market and talk with radiologists about the problems they face.

For example, Showcase exhibitor Ram Srinivasan, MD, PhD, launched Orbit CME five years ago to help radiologists deal with their continuing medicine requirements, but this is his first visit to the RSNA annual meeting.

“Our mission is to serve radiology, and the RSNA annual meeting brings together a community that values innovation,” Dr. Srinivasan said. “Innovation is what we’re about.”

No matter what, Collens said, just being at RSNA puts emerging companies ahead of their competition.

“It’s never too early to connect with the established parts of the industry that are going to be relevant to your business,” he said. “The economics of health care are particularly complex and non-intuitive. It’s important to start talking to people right away.”
Welcome to RSNA 2019

RSNA is the world’s largest medical imaging event where attendees come to meet the leaders shaping tomorrow, see the latest technology breakthroughs and experience the newest advances all in one place. With over 450,000 square feet of exhibition space and more than 700 leading medical technology manufacturers, suppliers and developers, there’s more innovation and excitement in our Technical Exhibits Halls than ever before.

Daily Presentations on the Industry’s Latest Innovations, Research and Discoveries

RSNA AI Theater
North Hall Level 2, Booth 10724

WEDNESDAY, DECEMBER 4
10:30 – 10:50 a.m.
How the Winning Algorithm of the DREAM Challenge Will Help You Screen Breast Cancer Earlier and More Accurately:
Presented by Therapix
11:00 – 11:20 a.m.
Implementing AI in Clinical Practice - When Technology Hits Reality:
Presented by Aidence
11:30 – 11:50 a.m.
Hitting the Bull’s AI in Neuroradiology: Unlocking Value from Workflow to Patient:
Presented by iconometrix
12:00 – 12:20 p.m.
AI and the Everyday Radiologist: Embracing the Possibilities While Avoiding the Pitfalls:
Presented by TeraRecon
12:30 – 12:50 p.m.
Making Ultrasound More Efficient with Real-time AI in the Clinic:
Presented by Intelligent Ultrasound North America, Inc.
1:00 – 1:20 p.m.
Building Blocks of an AI Ecosystem:
Presented by IBM Watson Health
1:30 – 1:50 p.m.
ICAD’s Advancements in Mammography for Cancer Detection and Risk Prediction:
Presented by ICAD, Inc.
2:00 – 2:20 p.m.
Advances in AI Guided Scanning:
Presented by HeartVista, Inc.
2:30 – 3:30 p.m.
Deep Learning in Radiology: How Do We Do It? Q&A/Follow-up:
Presented by Curtis P. Langlotz, MD, PhD and Luciano M. Prevedello, MD, MPH

THURSDAY, DECEMBER 5
10:30 – 10:50 a.m.
The Economic Impact of AI on Mammography — The MD Anderson Experience:
Presented by CureMetrix
11:00 – 11:20 a.m.
Is AI Enough? From Research to Daily Practice for Better Patient Care in Stroke:
Presented by Cercare Medical
11:30 – 11:50 a.m.
Comprehensive Bioinformatics Platform for AI Research:
Presented by Flywheel
12:00 – 12:20 p.m.
ED Radiology Exam Wait Time Prediction:
Presented by Philips Healthcare
12:30 – 12:50 p.m.
AI-Powered Volumetrics to Improve Radiologist Efficiency and Accuracy:
Presented by CorTechs Labs
1:00 – 1:20 p.m.
Collaborative Medical AI Development:
Presented by CureVela
1:30 – 1:50 p.m.
mint lesionTM: Seeding power food for AI — how every radiological read can contribute to an AI-powered future:
Presented by Mint Medical

AI Hands-on Workshops
North Hall Level 2, Booth 11536
Attendees should bring their own laptops. Reference the Meeting Program for any further requirements or to learn if equipment is being provided.

WEDNESDAY, DECEMBER 4
10:30 – 10:50 a.m.
GE Healthcare’s Edison Partner Program Hands-on Workshop:
Presented by GE Healthcare
3:30 – 3:50 p.m.
3D Printing & Advanced Visualization Theater
North Hall Level 3, Booth 6563
WEDNESDAY, DECEMBER 4
2:30 p.m.
Considerations in starting a 3D Printing Lab: Panel Discussion
2:55 p.m.
Updates on DICOM standards for 3D Printing files:
Allan Noordvýk, BSc and Justin Ryan, PhD
2:30 p.m.
3D printing in Angiography practice:
Michael Hayaki, MD, MBA
2:45 p.m.
Creation of Osteotomy Guides:
Amy Alexander, MHA

Innovation Theater
South Hall Level 3, Booth 4700
WEDNESDAY, DECEMBER 4
10:30 – 10:50 a.m.
Why Private Equity is Interested in Your Business:
Presented by UBS Financial & KPMG Corporate Finance
11:00 – 11:20 a.m.
Why is AI so important in the field of medicine:
Presented by CureMetrix
2:00 – 2:20 p.m.
Weight-bearing CT: Total Lower Limb Imaging:
Presented by CurveBeam
11:30 – 11:50 a.m.
Empowered by AI: The Dollars and Sense of AI for Radiology:
Presented by CureVela
2:30 – 2:50 p.m.
Mapping Capillary Function and Integritity for Unparalleled Perfusion Imaging:
Presented by Cercare Medical
2:30 – 2:50 p.m.
Practical Applications of AI — Showing Value Across Time-sensitive Pathologies and Time-consuming Tasks:
Presented by Aidoc
3:00 – 3:20 p.m.
Achieving Vendor Neutral DATA:
Presented by Laitek, Inc.

Corporate Symposiums
Please refer to the Meeting Program for further information or for any RSVP requirements.
WEDNESDAY, DECEMBER 4
8:30 – 10:00 a.m.
The Noradrenaline Transporter: An Optimal Target for Imaging and Treatment of Neuroendocrine Tumors:
Presented by Haymarket Medical Education, educational grant provided by Progenics Pharmaceuticals, Inc. (Room S105D)
9:00 – 10:30 a.m.
SOLVE: Driving Innovation on AI at the Point of Care from Edge to Cloud with Key Industry Partners:
Presented by Intel Corporation (Room S101AB)
9:00 – 10:30 a.m.
Reimagining Healthcare: Partnering for a Better Future:
Presented by Microsoft (Room S102AB)
Startup Showcase Spotlight
South Building Level 1, Room S101AB
WEDNESDAY, DECEMBER 4
1:00 – 2:30 p.m.
Listen in as companies from RSNA’s Startup Showcase take the opportunity to tell their stories and give insights into some of the world’s most promising technologies.
Vendor Workshops
Please refer to the Meeting Program for further information or for any RSVP requirements.
FUJIFILM Medical Systems U.S.A., Inc.
South Hall, Booth 5147
GE Healthcare
South Hall, Booths 5135, 5140
Hologic, Inc.
South Hall, Booth 5119
Siemens Healthineers
North Hall, Booth 8563

RSNA is an association of radiologists and their communities, committed to providing a better future for our patients through the transformative power of medical imaging.
Experience the Breakthrough Technologies and Products Transforming Health Care

AI Showcase

See the Driving Force Behind AI

Sponsored by

North Building – Level 2

Attendees looking for the latest in AI solutions should plan to visit the newly expanded RSNA AI Showcase. Located in the North Building, Level 2, the AI Showcase features over 130 companies offering attendees the opportunity to experience AI software and product demonstrations, connect with industry leaders and see the possibilities of AI firsthand. Engage with exhibitors, participate in AI education, hands-on learning, and special engagement areas in this one-stop destination. Or, relax in the comfortable networking lounges.

RSNA AI Theater

Booth 10724

See AI in action with daily industry presentations on all the latest topics in AI, machine learning and deep learning in the RSNA AI Theater. Obtain the knowledge, training and networking opportunities you need to understand the role of AI in medical imaging. RSNA will also hold a series of presentations to highlight its work in AI and ways that members can work with RSNA on AI initiatives.

Stop by the RSNA AI Theater any time to discover our resources and educational opportunities, including the AI Challenge, AI webinar series, Spotlight Courses, AI Community and Radiology: Artificial Intelligence. Staff will also be available to answer questions on our RSNA tools that are enabling the practice of the future — RadReport, Rad.Lex, IHE, Image Share and RadElement.

AI Hands-On Workshops

Booth 11536

New this year, industry sponsored AI Hands-on Workshops offer visitors an opportunity to engage with AI exhibitors and interact with their systems in a classroom environment. In 90-minute sessions, exhibitors will offer user training and product instructions. Attendees are encouraged to bring a laptop with keyboard to the workshops and reference the online program for any specific requirements.

RSNA AI Deep Learning Lab

Booth 10342

Now integrated into the AI Showcase, the RSNA AI Deep Learning (DL) Lab features four unique sessions developed by RSNA members focusing on using open-source tools for completing DL tasks. Sessions include an introductory course focusing on the basic concepts of convolution neural networks (CNNs), a data science session designed to do a deeper dive into data preparation and analyses, a session focused on the use of DL methods for image segmentation, and a session describing a recent advance of DL known as Generative Adversarial Networks. Attendees are invited to bring their own devices to begin completing actual tasks in DL. Sessions are repeated Sunday through Thursday.

3D Printing & AV Showcase & Theater

North Hall B, starting at Booth 6653

The newly expanded 3D Printing & AV Showcase and Theater has relocated to North Hall, Level 3, this year to support the widespread interest in 3D printing and mixed reality. This showcase and open-air theater features over 20 exhibitors and offers attendees the opportunity to interact with the latest technological breakthroughs and see different presentations from industry leaders on cutting-edge equipment and solutions. Sunday through Wednesday from 2-3 p.m., the RSNA 3D Printing Special Interest Group (SIG) presents on the latest research and innovations in 3D printing for medical applications. Visit the showcase to explore the companies and products leading the way in 3D printing, 3D software and augmented and virtual reality.

Radiation Safety Zone

North Hall B, starting at Booth 8300

The Radiation Safety Zone is dedicated to the latest advances in radiation safety. Visit this one-stop destination to see safety-related products and services, including shielding, dose management and wearables. Engage directly with companies that can help you create a culture of radiation safety.

Innovation Theater

South Hall A, Booth 4700

Enjoy a front-row seat for the industry’s latest product launches. The Innovation Theater features 20-minute presentations by exhibitors sharing their innovative products and advances in medical imaging. Presentations are scheduled from 10:30 a.m. to 12 p.m. and 2 to 4 p.m., Sunday through Wednesday.

Startup Showcase

South Hall A, starting at Booth 2468

RSNA has partnered with MATER to help discover the startups with the most innovative solutions in medical imaging. See how these companies are helping advance the rapidly changing world of radiology as they demonstrate emerging and inventive ways to improve your practice and enhance patient care. This dedicated area features 20 exhibitors and the latest breakthroughs in this exciting showcase.

RSNA Startup Showcase Spotlight

South Building, Level 1, Room S101AB

Wednesday, Dec. 4, 1 – 2:30 p.m.

Listen as companies from RSNA’s Startup Showcase tell their stories and give insights into some of the world’s most promising technologies.

First-Time Exhibitor Pavilion

South Hall A, starting at Booth 1050

RSNA 2019 is the premier marketplace for the latest products and services in medical imaging. Keep up with the newest exhibitors at the annual meeting and see the latest in radiology from these innovative companies. The First-Time Exhibitor logo identifies other first-time exhibitors throughout the exhibit halls.

IR Zone

South Hall A, starting at Booth 3352

Interventional radiology is at the forefront of innovative medical care. Connect with companies focused on the latest product advancements in image-guided radiology. This dedicated area will make it easier for interventional radiologists to interact with companies offering products specific to their subspecialty.

Recruiters Row

South Hall A, starting at Booth 1029

RSNA 2019 is a great place to expand your job search. Prospective employers will be on hand in Recruiters Row to meet with candidates during the annual meeting. Use the lounge in this area for interviews or one-on-one meetings. Log on to RSNA’s Career Connect to search for employers who will be on site and recruiting. Learn more at RSNA.org/Careers.

Publishers Row

South Hall A, starting at Booth 1000

Shop for educational publications and professional services from virtually every aspect of medical imaging. Also explore the work of top medical publishers offering the newest radiology education hot off the presses. Stop by the RSNA Publications booth to learn more about RSNA journal-related products and services, and meet the editors behind our world-class journals during Editor Meet and Greets.

You can also find a list of daily presentations, the exhibitor directory and floor plan online at Meeting.RSNA.org and on the 2019 Meeting App.
Personalized patient care is increasingly becoming a reality. This is driven by technological advancements such as 3D printing and advanced visualization techniques that help clinicians develop tailored surgical approaches for patients. Hospitals, clinicians and patients can all benefit from 3D printing. Having a dedicated facility in-house can cut days off the process, support innovative initiatives and result in lower overall costs incurred by the hospital. Software like Materialise Mimics, the world’s first 3D printing software certified for clinical applications, is a major head start toward setting up a 3D lab in your own hospital, but your hardware needs to be validated for diagnostic use, too. Identify compatible printers and materials with the Materialise Certification program so you can start your 3D printing facility at the point of care with both hardware and software fully certified for diagnostic applications.

AI Metrics is a U.S.-based startup developing AI-assisted image analysis software. The company’s new platform for advanced cancer imaging analysis, AI Mass, is designed to help radiologists improve speed and accuracy, reduce errors, and deliver standardized reports with graphs, tables, and key images for patients and oncologists. AI Mass is being evaluated in a multi-institutional comparative effectiveness study of advanced cancer longitudinal response evaluation methods: AI-assisted vs. standard-of-care. The study is coordinated by UAB and involves 24 radiologists at 21 institutions worldwide. Radiologists evaluated baseline exams using the standard-of-care, manually measuring tumors and dictating text reports, and assessed different baseline exams using AI Mass to automate and standardize tumor segmentation, labelling, tumor burden analysis, objective response and reporting. AI Mass showed a marked reduction in major errors and 41% decrease in read times versus the current standard-of-care method.

Arterys was founded in 2011 to facilitate the global advancement of medicine through data, artificial intelligence and technology. Because a significant proportion of the world’s medical data reside in medical images, Arterys set out to tackle several issues around the space, including the enormous workloads radiologists face, the lack of accuracy with many of today’s tools, and the need for increased consistency across practices. The company was the first to receive FDA clearance for a cloud-based product with artificial intelligence. Arterys is now focused on expanding its technology beyond cardiac MR imaging to continue solving some of radiology’s most pressing needs.

Medimaps Group is a leading global medical software analytics company founded by a group of clinical practitioners and researchers, based in Switzerland with offices in the United States and France. It specializes in the engineering, research, development and commercialization of medical software applications based on patented multi-purpose technologies. Its flagship product, the TBS iNsightT (Osteo) software application, has been used for several years in clinical practice to better predict fracture risk in the field of osteoporosis. It has become the standard for bone structure assessment in routine clinical practice. This core technology has been further developed, and new medical applications have been created in the dental and orthopedics fields. Medimaps is also exploring applications in veterinary medicine and oncology.
Pymedix Inc
BOOTH 1661
Medical Artificial Intelligence
Pymedix is medical-grade artificial intelligence that works. Their product, Autofuse, integrates patient scans into a cohesive picture for physicians to make cancer treatment more precise and accurate. Autofuse digitally implements the data pipeline of the human visual cortex and extends it to 3 dimensions. In contrast to most bottom-up machine learning methods, which take mountains of data to search for statistical insight, Autofuse takes a top-down approach, using established signal processing techniques and logic to strongly establish correspondences between images. The result is an algorithm that registers medical scans with human-like robustness and the tireless attention to detail and precision that only computers can achieve, without any training. Autofuse is the first step in building AI with spatial awareness and understanding of the human body. Their ultimate goal is to build more general AI for medicine by combining the strengths of human and digital intelligence.

Rad AI
BOOTH 10514B
Automated Impression Generation
Rad AI automatically generates impressions, based on your findings and the indication for the study. The software is trained on tens of millions of historical reports, and generates an impression customized to your preferred language and phrasing. On average, Rad AI saves radiologists 20% time per study, across most modalities. It also saves on radiologist cognitive workload, brings attention to report typos, catches significant findings we might otherwise forget to mention and helps as a reminder to check pertinent negatives. Rad AI was designed and built by radiologists. The product integrates seamlessly with both PowerScribe and Fluency, with no change to existing workflow. When enabled, Rad AI can generate an impression as soon as the cursor enters the Impression section. Rad AI offers enhanced productivity and accuracy with zero added clicks.

Volpara Solutions
BOOTH 4770
AI-Powered Cancer Screening Platform
Volpara Solutions has joined with MRS Systems and ScreenPoint Medical to provide radiologists with the clinical decision support and practice management tools they need to detect cancer earlier. The newly redesigned Volpara®Scorecard™ provides easy access to the facts necessary for personalized screening: Volpara®Density™ software to objectively assess breast density assessment, Volpara®Risk™ software to estimate lifetime risk of developing breast cancer via the Tyrer-Cuzick model, and Transpara™ software to evaluate the likelihood of cancer in a mammographic study. Findings and recommendations are recorded with Aspen® Breast tracking and reporting software, which automatically generates letters to the patient and referring physician. The VolparaLive! system automatically analyzes patient positioning and compression, providing feedback to technologists before the patient leaves the room, helping to decrease costs through reduced retakes. Together, Aspen Breast and Volpara®Enterprise™ software provide patient, workflow and image-quality analytics to help managers improve quality and maximize resource utilization.

VIDA
BOOTH 11143
Transforming Pulmonary Care Through Intelligence
VIDA is transforming lung care through intelligence, using imaging-based AI to uniquely profile and manage the patient with or at-risk of lung diseases. VIDA’s LungPrint® solution provides greater precision and personalization across a range of lung diseases including lung cancer, obstructive airway diseases including emphysema and asthma, and interstitial lung disease. VIDA’s 30+ tissue density and airway biomarkers are comprehensive and extensively validated, providing both physiology and functional measures. Our experience and clinical validation of lung imaging biomarkers is unmatched, with over 200 peer-reviewed journal papers. VIDA’s core lab services are provided within an ISO 13485 certified quality system for accuracy, precision, consistency and repeatability. VIDA combines proprietary AI-powered software algorithms with human scan analysis to maximize quality.
**QMIS, LLC**
**BOOTH 2486-A9**

**MR Virtual Pathology of the Prostate**

QMIS, LLC develops innovative MR imaging-based quantitative and automated tools for improved diagnosis of prostate cancer (PCa), leading to better patient outcomes. QMIS has developed “MVP” (MR virtual pathology of the prostate) for analysis of prostate tissue structure at the microscopic level to provide data similar to those of histology. MVP provides new markers for PCa diagnosis based on compartmental analysis of hybrid-multidimensional MR imaging data to measure volume fractions of three tissue components: lumen, stroma, and epithelium. High epithelial and low stromal and luminal volume fractions indicate PCa presence. MVP provides a risk map showing the location of PCa. MVP results have been shown to agree closely with quantitative histology and differentiate PCa from normal prostate better than conventional MR imaging. MVP improves PCa detection, differentiates between indolent and aggressive cancers and standardizes diagnosis. This is a major advance in prostate MR and has potential for routine PCa screening.

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**Intelerad Medical Systems**
**BOOTH 6820**

**Workflow, Storage and IT Strategy Solutions**

Increased imaging volumes. Radiologist shortages. Artificial Intelligence integration. Growing dependency on information technology. No matter how healthcare service providers are equipped to respond to these challenges, Intelerad helps face them head-on. Clario SmartWorklist is a functionally rich vendor-neutral ZEP workflow designed to optimize the workflow for individual radiologists and their groups through highly tailored and dynamic worklists. Able to launch more than 50 other applications, Clario SmartWorklist can be quickly implemented and augmented with InteleOne XE into complex enterprise and cross-enterprise environments to unify disparate systems into a single workflow. Zipe Managed Services offer PACS in the cloud and long-term storage solutions that meet the enterprise security, reliability and scalability needs. Intelerad solutions fit with every care delivery and business model. Their technology scales to the highest ambitions. From the day-to-day to all the way to long-term IT strategy, their people can advise every step of the way.

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**Sorna Corporation**
**BOOTH 11313A, 6527**

**Simplified Enterprise Imaging Software**

Sorna Corporation designs and manufactures Vertex, a single software application that combines images and data from across the healthcare enterprise, converts them to DICOM for storage in PACS/VNA and shares them via CD/cloud/USB/email. Sorna introduces Vertex Cloud Share, an easy, secure way of sharing medical imaging and information with patients, referring physicians and any healthcare professional with a marriage of simplicity and security. Stop by to see Sorna’s UR-4MD, a premier Vertex-integrated enterprise, record, process and share medical videos. Ask for your personal demonstration of the next generation of Vertex featuring: EPIC system report retrieval and conversion to DICOM SR, multi-user login on single workstations, automatic formatting of documents and more. Sorna is an ISO 13485 (Medical Device Quality Management System) certified organization.
Integrated Modular Systems Inc
BOOTH 2101
Tablet Display that Feeds RIS/PACS

Integrated Modular Systems Inc announces the imsiFORM-SCAPTURE Tablet. This small-footprint, half- or full-page tablet display, with electronic pen, displays patient interview and consent forms for patient update and signing. During idle time, the tablet also displays videos, ads and more. It offers all the display advantages of a high-performance tablet without IT drawbacks. The forms are retained with the patient history and recalled and updated as necessary. Forms are automatically uploaded to the PACS. More than 30 years of radiology department experience with imsi RIS/PACS results in a fully featured RIS, combined with a world-acclaimed PACS and voice recognition to provide a comprehensive diagnostic imaging, workflow and teleradiology solution for any hospital, urgent care, women’s health, orthopedic, chiropractic, sports stadium or imaging center. A patient portal informs healthcare decisions with access to clinical results and medical images. Zero-footprint technology assures easy access as an offsite cloud-based subscription or onsite installation.

MONITORS/VIEWING SYSTEMS
LG Electronics Inc.
BOOTH 2565
High-Resolution Diagnostic Monitors

For more than 35 years, LG has been the leader in the global display market, introducing a variety of high-resolution diagnostic monitors enhanced with innovative technologies. Discover LG’s range of digital X-ray detectors and medical monitors. Combining advanced display technologies, designed to help improve accuracy, quality and efficiency for a variety of medical applications. Built to international medical digital imaging standards, the LG medical display supports fast, positive medical judgement through a myriad of functions designed for accurate diagnosis.

MR IMAGING
HealthLytix
BOOTH 3872
Imaging Software for Prostate MR

HealthLytix’s breakthrough imaging software, RSI-MRI++, enables radiologists to diagnose prostate cancer more accurately and consistently. Using a patented advanced diffusion MR imaging technique called Restriction Spectrum Imaging, RSI-MRI++ has been shown to increase conspicuity of restricted diffusion compared to both acquired and computed high b-value diffusion-weighted imaging maps. HealthLytix is a San Diego-based software company developing advances in genetics and medical imaging to improve screening and early detection of cancer and other diseases so people can live longer, healthier lives while reducing healthcare costs. As of October 3, 2019, RSI-MRI++ had been submitted to the FDA, but was not yet cleared for sale in the U.S.

Medic Vision Imaging Solutions Ltd
BOOTH 10106
Fast MRI: New Report Evaluates AI vs. CS

A new case report published recently evaluates the ability to reach ultra-fast MRI brain scans with Compressed Sensing (CS) and Machine Learning assisted Image Reconstruction (MLIR) technologies. The report compares scan time and image quality achieved by Philips Compressed SENSE, GE HyperSense and Medic Vision iQMR on complete brain exams acquired on 1.5T and 3T scanners. Results were compared to the site’s normal (already accelerated) exams that were used as benchmark. The results demonstrate a definitive preference towards iQMR–processed fast MRI scans, for all evaluation characteristics. Furthermore, iQMR enabled reduction of scan time by as much as 71% compared to benchmark, 50% faster than Compressed Sense scans, while maintaining, or even improving image quality.

Radiation Test Instruments/Dose Area Product Solutions

As a premier provider of radiation test instruments, Radcal is known for its flagship product line, the Accu-Gold line of stand-alone systems. Already producing the most flexible and complete diagnostic X-ray quality assurance instrument, Radcal is excited to announce the expansion of the Accu-Gold sensor family to include two dose area product (DAP) solutions. The Radcal DAPcheck Plus is ideal for satisfying the new ICAHO requirement for assessing DAP accuracy on fluoroscopy systems. During exposure, the DAPcheck Plus displays real-time measures of DAP (KAP), DAP rate and X-ray to light field congruence, and then automatically displays accumulated DAP (KAP) and total dose on exposure completion. New for 2019, the 10X6-60DAP sensor provides convenient and versatile DAP measurement for compact beam diagnostic X-ray systems such as cone beam CT dental systems and C-arms. These DAP solutions are accessible to the Accu-Gold systems and highly cost effective as a result.

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BOOTH 2101
Tablet Display that Feeds RIS/PACS

Integrated Modular Systems Inc announces the imsiFORM-SCAPTURE Tablet. This small-footprint, half- or full-page tablet display, with electronic pen, displays patient interview and consent forms for patient update and signing. During idle time, the tablet also displays videos, ads and more. It offers all the display advantages of a high-performance tablet without IT drawbacks. The forms are retained with the patient history and recalled and updated as necessary. Forms are automatically uploaded to the PACS. More than 30 years of radiology department experience with imsi RIS/PACS results in a fully featured RIS, combined with a world-acclaimed PACS and voice recognition to provide a comprehensive diagnostic imaging, workflow and teleradiology solution for any hospital, urgent care, women’s health, orthopedic, chiropractic, sports stadium or imaging center. A patient portal informs healthcare decisions with access to clinical results and medical images. Zero-footprint technology assures easy access as an offsite cloud-based subscription or onsite installation.

MONITORS/VIEWING SYSTEMS
LG Electronics Inc.
BOOTH 2565
High-Resolution Diagnostic Monitors

For more than 35 years, LG has been the leader in the global display market, introducing a variety of high-resolution diagnostic monitors enhanced with innovative technologies. Discover LG’s range of digital X-ray detectors and medical monitors. Combining advanced display technologies, designed to help improve accuracy, quality and efficiency for a variety of medical applications. Built to international medical digital imaging standards, the LG medical display supports fast, positive medical judgement through a myriad of functions designed for accurate diagnosis.

MR IMAGING
HealthLytix
BOOTH 3872
Imaging Software for Prostate MR

HealthLytix’s breakthrough imaging software, RSI-MRI++, enables radiologists to diagnose prostate cancer more accurately and consistently. Using a patented advanced diffusion MR imaging technique called Restriction Spectrum Imaging, RSI-MRI++ has been shown to increase conspicuity of restricted diffusion compared to both acquired and computed high b-value diffusion-weighted imaging maps. HealthLytix is a San Diego-based software company developing advances in genetics and medical imaging to improve screening and early detection of cancer and other diseases so people can live longer, healthier lives while reducing healthcare costs. As of October 3, 2019, RSI-MRI++ had been submitted to the FDA, but was not yet cleared for sale in the U.S.

Medic Vision Imaging Solutions Ltd
BOOTH 10106
Fast MRI: New Report Evaluates AI vs. CS

A new case report published recently evaluates the ability to reach ultra-fast MRI brain scans with Compressed Sensing (CS) and Machine Learning assisted Image Reconstruction (MLIR) technologies. The report compares scan time and image quality achieved by Philips Compressed SENSE, GE HyperSense and Medic Vision iQMR on complete brain exams acquired on 1.5T and 3T scanners. Results were compared to the site’s normal (already accelerated) exams that were used as benchmark. The results demonstrate a definitive preference towards iQMR–processed fast MRI scans, for all evaluation characteristics. Furthermore, iQMR enabled reduction of scan time by as much as 71% compared to benchmark, 50% faster than Compressed Sense scans, while maintaining, or even improving image quality.

Radiation Test Instruments/Dose Area Product Solutions

As a premier provider of radiation test instruments, Radcal is known for its flagship product line, the Accu-Gold line of stand-alone systems. Already producing the most flexible and complete diagnostic X-ray quality assurance instrument, Radcal is excited to announce the expansion of the Accu-Gold sensor family to include two dose area product (DAP) solutions. The Radcal DAPcheck Plus is ideal for satisfying the new ICAHO requirement for assessing DAP accuracy on fluoroscopy systems. During exposure, the DAPcheck Plus displays real-time measures of DAP (KAP), DAP rate and X-ray to light field congruence, and then automatically displays accumulated DAP (KAP) and total dose on exposure completion. New for 2019, the 10X6-60DAP sensor provides convenient and versatile DAP measurement for compact beam diagnostic X-ray systems such as cone beam CT dental systems and C-arms. These DAP solutions are accessible to the Accu-Gold systems and highly cost effective as a result.
can focus on what matters most, efficiently
diagnosis to treatment to follow-up, so you
at each point of the patient journey, from
folio of interconnected contrast imaging
commitment to advance radiology today
States, Guerbet is a substantial investor
four centers in France, Israel and the United
8% of revenue dedicated to R&D and more
than 200 employees distributed amongst its
four centers in France, Israel and the United
States, Guerbet is a substantial investor
in research and innovation. Driven by its
commitment to advance radiology today
and tomorrow, Guerbet has designed a por-
tfolio of interconnected contrast imaging
solutions to enhance your decision making
at each point of the patient journey, from
diagnosis to treatment to follow-up, so you
can focus on what matters most, efficiently
improving patient outcomes.

Equipment finance expertise to help you grow

At Wells Fargo, we are dedicated to helping healthcare manufacturers increase sales
and improve margins while providing financial solutions for your customers to
improve days cash on hand, acquire new technology within budget, and accelerate
important growth projects. Our flexible financing programs, paired with marketing
support, extensive sales training, and innovative online resources, give you a
competitive advantage.

To learn more, start a conversation
with us today by calling at 669-299-7612.
wellsfargo.com/healthcare

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**HEALTHCARE FINANCING SOLUTIONS**

- Established industry presence
- Cost per procedure structures
- 24/7 portfolio access
- Seamless equipment upgrades

**SOFTWARE/IT SERVICES**

Dolby
BOOTH 3143

**KLAS Category Leader Speech Recognition: Front-end Imaging**

Dolby is the 2017, 2018 and 2019 KLAS Category Leader for Computer-Assisted Coding and the 2018 and 2019 KLAS Category Leader for Front-End Speech Recognition—Imag- ing. Since 1914, Dolby has consis-
tently evolved its products, incorporating
the latest technologies available to meet the
demands of the healthcare community. The
Fusion Suite of solutions improves produc-
tivity while delivering better documentation
which improves patient care and includes
CAC, CDI, CAPD, Speech Recognition,
Transcription & Dictation. Our Fusion
Expert is ACR Assist Compliant, and this
transcription—Imag-
ination—Imag-
integration—Imag-
speech—Imag-
integration—Imag-
ine recognition system that can be used from
different anywhere so that you simply
speak your commands to accomplish the
comfort of wherever you are. With the pur-
purpose of supporting you in the diagnosis, we
are implementing state of the art initiatives.

**IMEX HS**

**Booth 1560**

**Workflow Management for Thoracic Radiology**

Doctors in LATAM
have reported faster
diagnoses, achieving
2019
satisfaction levels of
above 80% in all areas,
and increased efficiency
by utilizing this end-to-end workflow
management system to optimize their work
using our radiology visualization solution
Aquila. At IMEXHS, our focus is improv-
ing the quality of life for both doctors and
their patients. If you are looking for new
ways to manage the end-to-end workflow of
your radiology center, our intuitive radiol-
dy software, Aquila, is your solution. As
an added benefit to you, Hiruko web viewer integrates with Aquila to improve your
image visualization and analysis experience.

Also, Aquila includes an embedded voice
recognition system that can be used from
different anywhere so that you simply
speak your commands to accomplish the
comfort of wherever you are. With the pur-
purpose of supporting you in the diagnosis, we
are implementing state of the art initiatives.

**Technical Exhibits Hours**

Sunday–Wednesday, 10:00 a.m.–5:00 p.m.
South Hall A (Booths 1000–5999)
North Hall B (Booths 6000–8599)
AI Showcase, North Building—Level 2
(Booths 1000–11999)

**ULTRASOUND**

Mindray North America
BOOTH 8121, MS 402

**Comprehensive Ultrasound System**

Designed to help clinicians address the changing
needs of today’s healthcare environ-
ment, the Resona 7 Ultrasound System
Sapphire Edition delivers crystal-
clear imaging capabilities with
unrivaled detail resolution and
image uniformity. Powered by the
industry’s first vir-
tual beamforming
architecture, ZONE Sonography Technology (ZST+), the Resona 7 System creates
a perfectly focused image every pixel, every
frame, every time. In addition to ZST+, the
System is also equipped with High Defini-
tion Scope, Vector Flow, Ultra-Wideband Non-Linear CEUS, and Sound Touch Elas-
tography, which uses real-time and rapid data
acquisition to reduce noise caused by motion
artifact for improved efficiency and accuracy
of measurements. The Resona 7 System is
designed with gesture-based operation, open-
ing a new trend in cart-based ultrasound with
an agile, smart and intuitive user experience.
From skin line to deepest depths (up to 40
cm), the Resona 7 System is ideal for general
imaging, vascular imaging, women’s imag-
ing and pediatric applications.