RSNA 2019
SEE POSSIBILITIES
— TOGETHER

Technical Exhibits Focus

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 Innoging, 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 about 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 compa-ny'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."

Session Puts Spotlight on Startups

MATTER will moderate RSNA 2019 Startup Showcase Spotlight (CS44) on Wednesday, highlighting just a few of the innovative companies exhibiting in the Startup Showcase. Join us today at 1 p.m. in Room S101AB to hear their stories and learn more about the promising technologies ahead.

Technical Exhibits At-A-Glance

Wednesday

Technical Exhibits Hours
10 a.m. – 5 p.m.

South Hall A (Booths 1000-5999)
North Hall B (Booths 6000-8599)
AI Showcase, North Building – Level 2
(Booths 10000-11999)

RSNA AI Theater Presentations
North Hall Level 2, Booth 10724
10:30 a.m. – 3:30 p.m.

Future of Radiology Artist Experience
North Hall Level 2, Booth 10745
10 a.m. – 2 p.m.

3D Printing and Advanced Visualization Theater Presentations
North Hall Level 3, Booth 6563
2 – 3 p.m.

Innovation Theater Presentations
South Hall, Level 3, Booth 4700
10:30 a.m. – 4 p.m.

Vendor Workshops and Corporate Symposiums
See Meeting Program for schedules and RSVP requirements

Thursday

Technical Exhibits Hours
10 a.m. – 2 p.m.

RSNA AI Theater Presentations
North Hall Level 2, Booth 10724
10:30 a.m. – 2 p.m.

AI Hands-on Workshops
North Hall Level 2, Booth 11536
10:30 a.m. - Noon

Vendor Workshops and Corporate Symposiums
See Meeting Program for schedules and RSVP requirements

Dining:

Bistro RSNA

Bistro RSNA
South Hall A and North Hall B
Wednesday Lunch 11 a.m. – 2:30 p.m.
Thursday Brunch 10:30 a.m. – 1:30 p.m.

Café RSNA
Café RSNA
South Hall A
Casual dining 11 a.m. – 2:30 p.m.
Closed Thursday

AI Café
AI Showcase, North Building – Level 2
Food carts offering sandwiches, tacos and smoothies

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 Therapixel

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 icometrix

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 CuraCloud

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 – 11:50 a.m.

GE Healthcare's Edison Partner Program Hands-on Workshop:
Presented by GE Healthcare

3D Printing & Advanced Visualization Theater

North Hall Level 3, Booth 6563

WEDNESDAY, DECEMBER 4

RSNA 3D Printing Special Interest Group Presentations

2:00 p.m.

Considerations in Starting a 3D Printing Lab: Panel Discussion

2:15 p.m.

Updates on DICOM standards for 3D Printing files:
Allan Noordvyk, BSC and Justin Ryan, PhD

2:30 p.m.

3D printing in Angiography practice:
Michael Itagaki, 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.

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 CureMetrix

2:00 – 2:20 p.m.

Mapping Capillary Function and Integrity 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 – 2:20 p.m.

Achieving Vendor Neutral DATA:
Presented by Laitek, Inc.

3:30 – 3:50 p.m.

AI-Powered Diagnostic Decision Support Using Volumetric Biomarkers and Non-Imaging Patient Data:
Presented by CorTechs Labs

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 Norepinephrine 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

Experience the Breakthrough Technologies and Products Transforming Health Care

AI Showcase

See the Driving Force Behind Ai

Sponsored by

zebra MEDICAL.VISION

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, RadLex, 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 instruction. 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 6563

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 pm, 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.

NEW 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.

NEW 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 MATTER 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.

NEW 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

1ST TIME EXHIBITOR

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.

Technical Exhibits Hours

Sunday–Wednesday . . . . . 10:00 a.m.–5:00 p.m.
Thursday . . . . 10:00 a.m.–2:00 p.m.

South Hall A (Booths 1000–5999)
North Hall B (Booths 6000–8599)
AI Showcase, North Building—Level 2 (Booths 10000–11999)

3D PRINTING/IMAGING PRINTING SYSTEMS

Materialise

BOOTH 3716, 6563K7

The Power of 3D Printing: Advancing Radiology

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.

The information for these new products and services was provided by the manufacturers. Inclusion in this publication should not be construed as a product endorsement by RSNA.

ARTIFICIAL INTELLIGENCE/MACHINE LEARNING

AI Metrics

BOOTH 11337B

AI-Assisted Image Analysis Platform
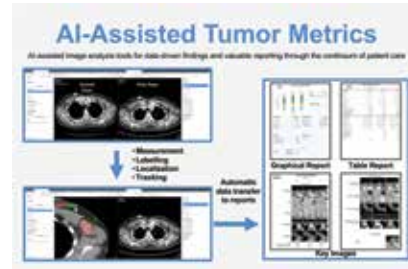
AI Metrics is a U.S.-based startup developing AI-assisted image analysis software. The company's new platform for advanced cancer imaging analysis, *AI Mass*, is designed to help radiologists improve speed and accuracy, reduce errors, and deliver standardized reports with graphs, tables, and key images 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

BOOTH 10918

Online Medical Imaging Platform
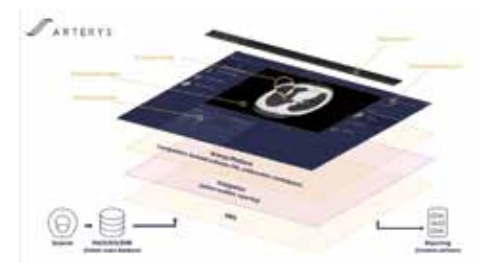
Arterys was founded in 2011 to facilitate the global advancement of medicine through data, artificial intelligence and technology. Because a significant proportion of the world's medical data reside in medical images, Arterys set out to tackle several issues around the space, including the enormous workloads 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

BOOTH 11625

Global Medical Software Analytics

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 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
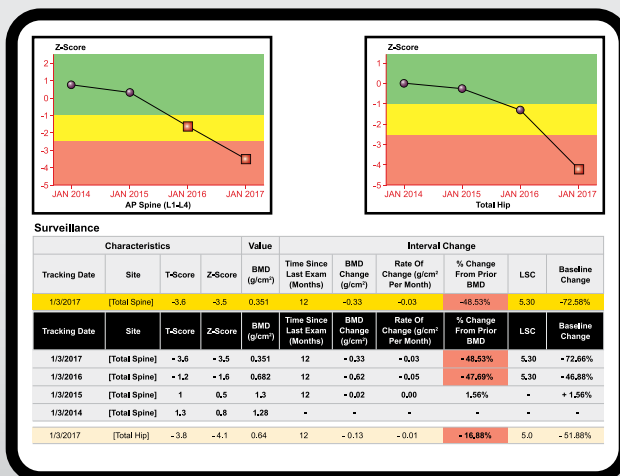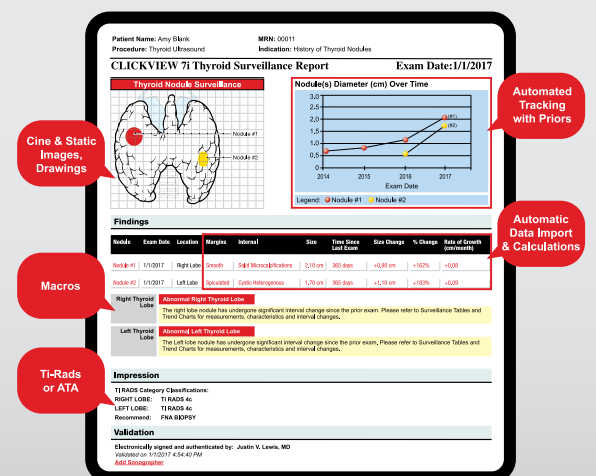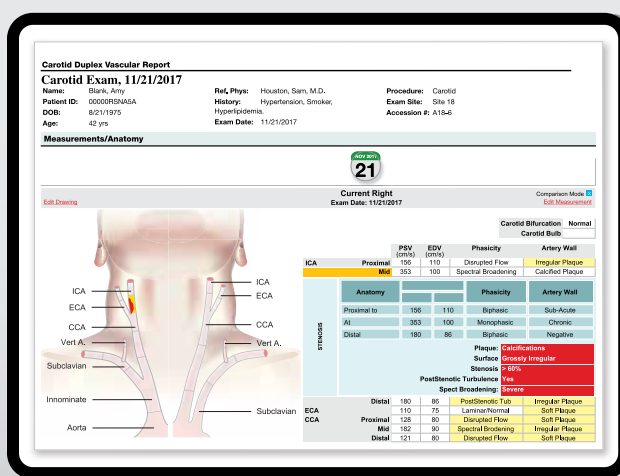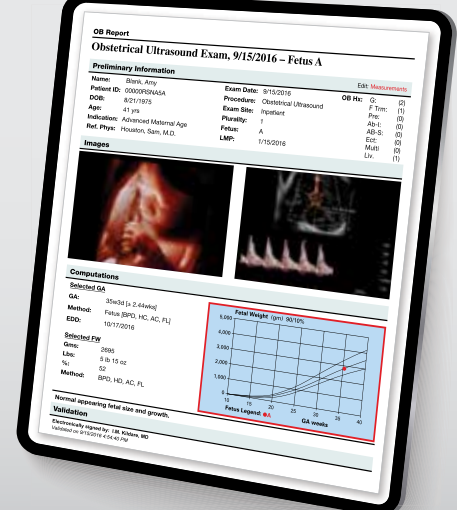BOOTH 10514B

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
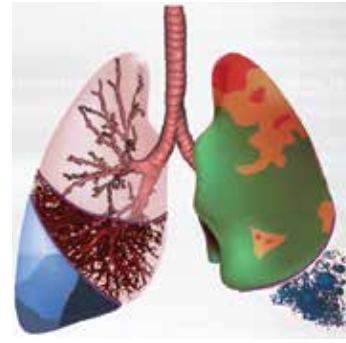
VIDA is transforming lung care through intelligence, using imaging-based AI to uniquely profile and manage the patient with or at-risk of lung diseases. VIDA's LungPrint® solution provides greater precision and personalization across a range of lung diseases including lung cancer, obstructive airway 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 2468-A9

MR Virtual Pathology of the Prostate
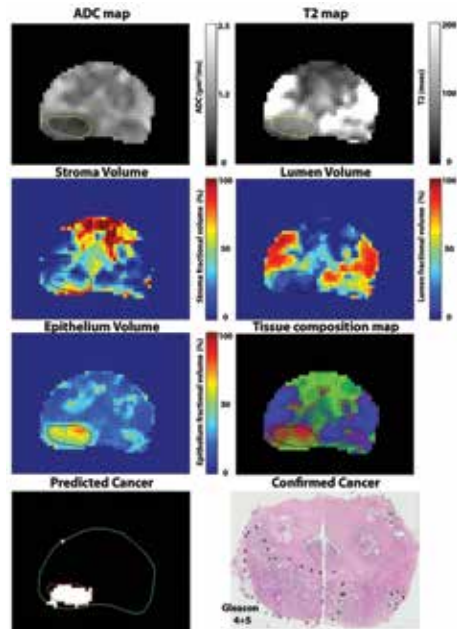
QMIS, LLC develops innovative MR imaging-based quantitative and automated tools for improved diagnosis of prostate cancer (PCa), leading to better patient outcomes. QMIS has developed "MVP²" (MR virtual pathology of the prostate) for analysis of prostate tissue structure at the microscopic level to provide data similar to those of histology. MVP² 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. MVP² provides a risk map showing the location of PCa. MVP² results have been shown to agree closely with quantitative histology and differentiate PCa from normal prostate better than conventional MR imaging. MVP² 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.

BioDigital
BOOTH 6563K4

Cloud-based Human Body Mapping Software

BioDigital is changing the way the world understands health information via the first interactive 3D virtual body platform. Often referred to as "Google Maps for the human body," the BioDigital Human is composed of more than 8,000 individually selectable anatomical structures, 600 pathology models and a toolkit to map and visualize data. This cloud-based software is now available in 8 languages, on any desktop or mobile device, or in AR/VR for use within any educational or clinical workflow. Through partner integrations in 2019 this platform will power more than 100 million visualizations, simplifying the understanding of complex medicine for patients and professionals.

MRI Online
BOOTH 1107

Educational Platform for MR Imaging

MRI Online is a highly interactive educational platform dedicated to improving radiologists' practice of musculoskeletal, neurologic and body MR imaging. It is designed for the busy radiologist who wants to view hundreds of cases, learn a new subspecialty or sharpen their skills. Most videos are 5-10 minutes long, allowing you to learn anytime, anywhere, from any device. Explore the library of more than 300 hours of practical, case-based video courses taught by renowned educators, including Dr. David Yousem from Johns Hopkins, Dr. Mahesh Thapa from Seattle Children's and Dr. Stephen Pomeranz from ProScan Imaging. Topics include MSK, Neuro, Prostate, Body and more. Claim more than 600 CME credits (and growing).

Dicom Systems Inc
BOOTH 8010

Complete Teleradiology IT Portfolio

Enterprise Imaging provider Dicom Systems is showcasing their expanded teleradiology IT portfolio for practice groups, hospitals and IDNs. The complete workflow and interoperability solution customizes worklists, ingests data from any site/vendor and drives revenue at speed and scale through optimized performance. Dicom Systems equips healthcare providers with a modular toolset to deploy any combination of features desired: relevant priors, DICOM modality worklist, load balancing, HL7 integration, VNA, de-identification, imaging QA tools, cloud gateways and more. At RSNA 2019, test-drive Dicom Systems' new clinical viewer and intuitively designed UI which completes the radiology portfolio by offering native access to all medical images as a back-up PACS. A server-based (versus per-image) purchasing model makes it easy for healthcare providers to grow while access to granular level customization gives IT teams the power to build applications that match their environment, ensuring efficiency and ease of rollout throughout the imaging enterprise.

Intelerad Medical Systems
BOOTH 6920

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 ZFP worklist 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. nuage® 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 all the way to long-term IT strategy, their people can advise every step of the way.

Laurel Bridge Software, Inc
BOOTH 8132

Automatically Populated DICOM SR Measurements
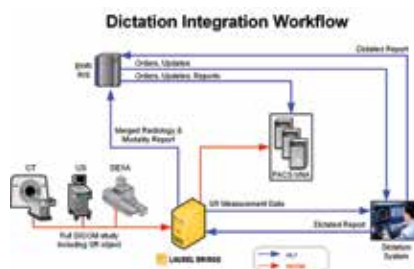
Laurel Bridge Software, a provider of software solutions that enable health systems to orchestrate their medical imaging workflows, announces that a dictation integration option is now available for their Compass™—Routing Workflow Manager. This option will facilitate the automatic capture and population of DICOM Structured Report (SR) measurement data into a radiologist's reporting template. It eliminates the time-consuming and error-prone typing or dictation of measurement data by the radiologist or technologist. Compass improves efficiency of radiologist reporting, positively impacting the clinical process. It reduces errors in reporting and transcription. It saves radiologist and technologist time by automatically incorporating modality measurement data in a standardized format. It enables consistent data presentation across modality vendors. It increases the value of the clinical report by standardizing quantitative measurement data, such as unit of measure conversions. Supported DICOM SR types include OB-GYN, testicular, vascular, thyroid, BMD/DEXA and more.

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 device to capture, 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.*

Rayence Co. Ltd
BOOTH 6121

Super IGZO-New TFT Technology for FPD

Rayence Co. Ltd., the global leading manufacturer and premier supplier of flat panel detectors for digital X-ray imaging systems, has mass-produced an Indium–Gallium–Zinc–Oxide thin film transistor (IGZO TFT) X-ray detector. IGZO-TFT dramatically improves the X-ray detector helping it work with low-dose and achieve high-performance. It also allows the X-ray detector to function with high-speed and result in clear video with low noise. However due to the vulnerable properties of IGZO-TFT in X-rays, however existing products had a short lifespan. To solve this problem, the company used its unique panel design technology to develop the "Super IGZO" which is 20 times larger radiation hardness than other IGZO-TFT panels. Besides, with its high sensitivity sensors and algorithms, the amount of radiation required for X-ray photography was reduced by 30%.

Shimadzu Medical Systems
BOOTH 1315

Patient-side Radiographic Fluoroscopy System

Shimadzu's newest radiographic/fluoroscopy system, the FLUO-ROspeed X1, is a conventional RF table system offering high image quality and a multitude of features improving workflow and operator efficiencies, contributing to lower cost of care. This patient-side table system has a 665-lb static patient weight and 500-lb all-motion weight, enabling performance of both bariatric and daily routine RF exams. With its patient-side table controls for the operator, the FLUO-ROspeed X1 is practically priced. The X1

comes equipped with a 17"x17" dynamic digital X-ray detector in the table bucky, used for both fluoroscopy as well as radiographic exams. With its 31.5-inch aperture opening between tabletop and deck, the X1 is the ideal digital RF system for imaging patients in wheelchairs, yet it can fit in smaller rooms where space is limited. When a second x-ray tube on an overhead rail is added, the system functionality and versatility of the room increases exponentially.

INFORMATION SYSTEMS (RIS AND HIS)

Ikonopedia
BOOTH 6008

Risk Assessment and Combined Reporting Tools

Ikonopedia's suite of structured breast reporting and MQSA management tools are designed to improve reporting efficiency and optimize facility operations. Ikonopedia's new Automated Combined Reporting package supports any combination of mammography, ultrasound, MR imaging, biopsy and post-biopsy mammograms. Used in conjunction with our Closed-Loop Resolution Manager, the system focuses on actionable items and monitors patients to full resolution of all clinical concerns—saving valuable time and maintaining patient safety. To expand access to quality breast health care, Ikonopedia's integrated risk assessment tool is now available in 12 languages. Ikonopedia also provides users with the first-ever web-based version of the Tyrer-Cuzick Breast Cancer Risk Assessment Tool. Risk data are used to create alerts for the radiologist, populate the clinical section of the report and automatically update the patient letter. A high-risk patient alert identifies patients with a 20% or greater lifetime risk and information about the score is instantly viewable.

IDS-AbbaDox
BOOTH 6335

Cloud-enabled Software as a Service

IDS is a cloud computing technology firm and a leader in healthcare information management services. AbbaDox® Cloud and its suite of mission-critical software applications enable healthcare organizations to transform their IT operations into real-time health systems by replacing on-premise infrastructure, enabling agility, flexibility and the resource efficiency of the cloud. Their cloud-enabled solutions are provided as a software as a service (SaaS), reducing the burden of traditional ownership. Streamlined, intuitive workflows drive efficiencies across all practice roles, including radiologists and referring physicians, to improve service level, patient satisfaction and engagement. While some industry players are phasing out of the RIS market or deploying burdensome, overhead-heavy client-server solutions, AbbaDox RIS continues to offer unmatched innovative technologies. Through a subscription-style model and seamless integration with best-of-breed technologies, their clients benefit from a continually evolving platform that simplifies IT deployment and delivers secure, cost-effective and flexible solutions.

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 complete 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 technology. 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 image standards, the LG medical display supports fast, positive medical judgement through a myriad of functions designed for accurate diagnosis.

MR IMAGING

HealthLytix
BOOTH 3672

Imaging Software for Prostate MR
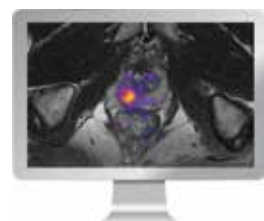
HealthLytix's breakthrough imaging software, RSI-MRI+, enables radiologists to diagnose prostate cancer more accurately and consistently. Using a patented advanced diffusion MR imaging technique called Restriction Spectrum Imaging, RSI-MRI+ has been shown to increase conspicuity of restricted diffusion 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 enjoy 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
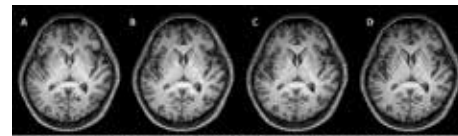
Sample results (Philips Ingenia 3T): (A) Standard scan (Benchmark), AT=4:22 min. (B) Philips CS 4 Output, AT=2:30. (C) Philips CS 8 Output, AT=1:15. (D) iQMR Processed CS 8, AT=1:15min.

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 routine (already accelerated) exams that were used as benchmark. The results demonstrate a definite 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.

PACS

ScImage Inc
BOOTH 2308, MS 201

Cloud Enterprise Access and Automated Workflow

As data volumes increase, the need to route information to the appropriate endpoints continues to grow. With AI on the horizon, every data element becomes more critical. PICOM365 by SciImage goes beyond PACS to provide an information highway that facilitates access to all patient data, leveraging the security of their Cloud platform. PICOM365's unique Interoperability Core orchestrates data access, transfer, security and distribution in HL7, DICOM and non-DICOM data, and proprietary formats. PICOM365 delivers a flexible solution from an industry leader who has supported the evolution of enterprise imaging for more than 25 years with easy access to patient records anywhere in the enterprise and automated workflow that is fully functional in the Cloud and on-premise. The solution provides a consistent viewing, reporting and storage platform; anywhere, anytime access to all images for all disciplines; secure data exchange between radiologists, referring physicians and patients; and image exchange that eliminates CDs.

QUALITY ASSURANCE/SAFETY CONTROL

Radcal
BOOTH 1908

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 Touch* series 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 JCAHO 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 accessories to the Accu-Gold systems and highly cost effective as a result.

SaferMD
BOOTH 1654

Merit-based Incentive Payment System

This year there is a MIPS bonus pool of $500 million available to your practice. Founded by a group of radiologists who are experts in their field, SaferMD is the place to go if you are curious about MIPS and how to make it work for your practice. Clients come back for year-after-year positive payment adjustments. The SaferMD registry can be your biggest source of exclusive QCDR measures. Registry clients benefit from increased positive radiology payment adjustments, MACRA/MIPS strategy consulting, and expert MIPS data optimization. Learn how to pick the most lucrative measures and establish your quality scores for MD Compare. Practices using SaferMD will benefit from bigger positive payment adjustments. Billing companies using SaferMD will increase their clients' profitability. Use SaferMD to earn your share of the MIPS bonus pool.

RADIOGRAPHY

Guerbet
BOOTH 1308

Contrast Imaging Agents and Devices

Guerbet is a pioneer in the contrast-agent field, with more than 90 years' experience, and is a leader in medical imaging worldwide. It offers a comprehensive range of pharmaceutical products, medical devices and services for diagnostic and interventional imaging, to improve the diagnosis and treatment of patients. With 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 portfolio 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.

SOFTWARE/IT SERVICES

Dolbey
BOOTH 3143

KLAS Category Leader Speech Recognition: Front-end Imaging

Dolbey 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—Imaging. Since 1914, Dolbey has consistently evolved its products, incorporating the latest technologies available to meet the demands of the healthcare community. The Fusion Suite of solutions improves productivity 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 offers radiologists a decision support system during their workflow to efficiently and more accurately document while providing citable content in accordance with ACR regulations.

Refer to *Meeting.RSNA.org* and the 2019 Meeting App for a list of the days, times and presentations.

IMEX HS
BOOTH 1560

Workflow Management for Thoracic Radiology

Doctors in LATAM have reported faster diagnoses, achieving 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 improving 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 radiology 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 any device anywhere so that you simply speak your commands to accomplish the comfort of wherever you are.With the 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.
Thursday . . . . 10:00 a.m.–2:00 p.m.

South Hall A (Booths 1000–5999)

North Hall B (Booths 6000–8599)

AI Showcase, North Building—Level 2 (Booths 10000–11999)

ULTRASOUND

Mindray North America
BOOTH 8121, MS 402

Comprehensive Ultrasound System

Designed to help clinicians address the changing needs of today's healthcare environment, 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 virtual 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 Definition Scope, Vector Flow, Ultra-Wideband Non-Linear CEUS, and Sound Touch Elastography, 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, opening 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 imaging and pediatric applications.