

Insight. **Delivered.**

V4.0

AGFA 
HealthCare



Agfa HealthCare

At a glance...

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RX*Digital*

RX Soluciones de Imagenología

RX SOLUCIONES DE IMAGENOLOGÍA S.A. de C.V.

Guadalajara, Jal. MÉXICO
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contacto@rxdigitalschick.com



/RxDigitalDental

Agfa HealthCare at glance... 2012



Revenue
€ 1.212 Billion

Employees
5,500+

**Sales Offices
& Reps**
100+



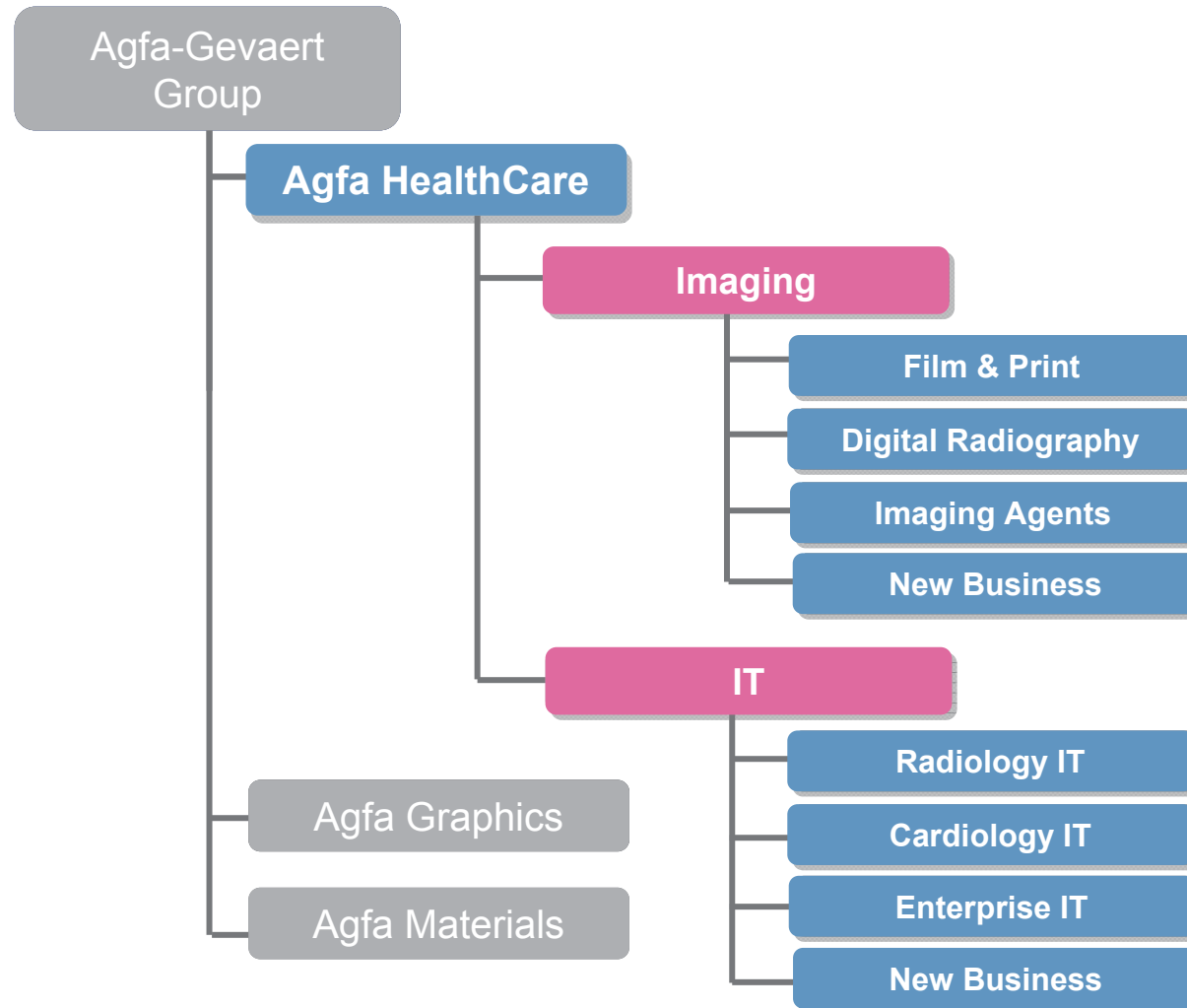
R&D
8.7%
€ 105 Million

**Medical
Imaging**
**more than a
century**

**Healthcare
IT**
**since
early 1990s**

**Separate
Business
unit
since
2006**

Organizational Structure



Vision & Mission



■ Vision

- *“We believe that the synergy of imaging, clinical knowledge and information technology will create a unique momentum for healthcare professionals to improve efficiency and safety of care delivery to patients.”*

■ Mission

- To build on our deep knowledge of imaging technology and clinical needs to:
 - Deliver affordable solutions to healthcare professionals
 - Support their digital migration
 - Help them improve quality and efficiency of patient care
 - Connect all healthcare stakeholders through seamless integration



History: 1867 - 1999



- **1867**
 - Color Dye facility registered as 'Aktien-Gesellschaft für Anilin-Fabrikation' (AGFA) in Germany.
- **1890**
 - Lieven Gevaert sets up workshop in Antwerp (Belgium), for manufacturing calcium paper for photography.
- **1947**
 - First assortment of medical film launched.
- **1964**
 - Gevaert and Agfa merge to form “Agfa-Gevaert”.
- **1991**
 - Agfa and Canadian technology company Mitra enter into a collaborative business relationship, resulting in the introduction of a Picture Archiving and Communications System (PACS).
- **1999**
 - Agfa acquires Sterling Diagnostic Imaging allowing it to gain a leading market position in conventional medical imaging in the US.



History: 2000 - ...



- **2000:**
 - Acquisition of Quadrat (RIS - Belgium)
- **2001:**
 - Acquisition of Talk Technology, Inc. (Voice-enabled clinical workflow and reporting solutions - US)
- **2002:**
 - Acquisition of Mitra (PACS - Canada)
- **2004:**
 - Acquisition of Symphonie On Line (Enterprise IT - France)
- **2005:**
 - Acquisition of GWI (Enterprise IT - Germany)
- **2005:**
 - Acquisition of Heartlab, Inc. (Cardio IT - US)
- **2007:**
 - Acquisition of HYDMedia* (Enterprise IT - Germany)
- **2009:**
 - Acquisition of Insight Agents** (Contrast Media - Germany)
- **2011:**
 - Acquisition of WDP (Enterprise IT – Brazil)



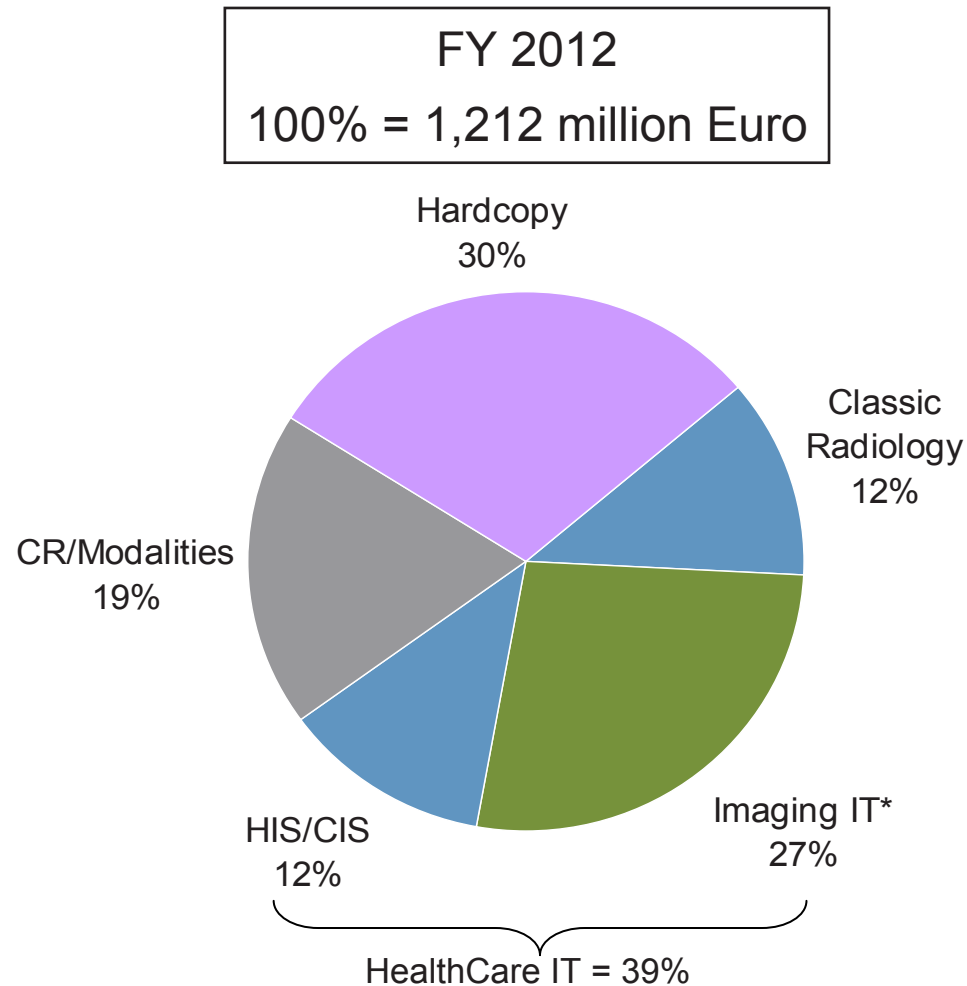
R&D Centers



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Turnover Analysis



* Includes Radiology and Cardiology IT

Facts & Figures



Radiology RIS / PACS

Number 2 in the World

Number 1 in EU

Growing market share in US,
EU, LATAM

PACS installed base 2,700+
sites

RIS installed base 1,200+
sites

Radiology Digital Radiography

Top 3 in the World

CR & DR installed base
44,000+ of which 3,800+ CR
mammo

CR (tabletop, buffer,...)

DR (mobile, retrofit, R&F,
automated,...)

Radiology Film & Print

Number 2 in the World

Number 1 in EU

Over 100 years of imaging
experience

More than 52,000 DRYSTAR
imagers installed

Enterprise & Regional Imaging

Leading

Installed base 220+ sites

Consolidates imaging data
from disparate systems. Allows
the EMR or EHR to include all
medical images

Cardiology IT

Leading

Installed in over 400+ hospitals
& heart centers

A pioneer in vendor-neutral
platforms for ECG's, images
and reports

Enterprise IT

Number 1 in Europe

Installed in more than 1300
hospitals

In Europe, over 950 clinics and
hospitals use ORBIS and more
than 370 use HYDMedia

Radiology: Film & Print

Accelerating the conversion from “wet” to “dry” with more than **52,000** **DRYSTAR** imagers already installed.



Radiology: a full range of **CR & DR**

44,000+ computed radiography (**CR**) and direct radiography (**DR**) installations but only one level of image quality... **High**



**CR 10-X
CR 12-X**



**CR 30-X
CR 30-Xm**



**DX-G
DX-M**



DX-D Retrofit



DX-D 100



DX-D 300



DX-D 400

DX-D 600



DX-D 800



Radiology: MUSICA²

“M-power your Radiology Department”



CHILDREN'S MERCY HOSPITALS AND CLINICS, KANSAS CITY, MISSOURI, USA

Reducing pediatric radiation dose by nearly 60%

Meeting the specific needs of pediatric patients with next-generation CR solution

INTERVIEWEES Dr. James C. Brown, Chairman of the Radiology Department and Associate Professor of Radiology at the University of Missouri - Kansas City School of Medicine · Corliss Panis, Director of Radiology · Nanci Burchell, Radiation Safety Officer



“To reduce radiation dose by almost 60% and still have the same image quality is a significant step forward for Children's Mercy and our neonatal patients.”

DR. JAMES C. BROWN,
Chairman of the Radiology Department

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Radiology: MUSICA²

“M-power your Radiology Department”

CITADELLE REGIONAL HOSPITAL, LIÈGE, BELGIUM

Reduced radiation dose and fewer exams for neonates

Adherence to ALARA principle and collaboration with Agfa HealthCare leads to better care for babies in Liège

INTERVIEWEE Dr. Léon Rausin, Pediatric Radiologist



“We are extremely pleased with the collaboration with the Agfa HealthCare experts. As the PreDos study demonstrates, we have achieved impressive results in neonatal radiology.”

DR. LÉON RAUSIN, Pediatric Radiologist

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Radiology: MUSICA²

“M-power your Radiology Department”



SYDNEY ADVENTIST HOSPITAL, AUSTRALIA

Hospital moves to mobile DR to handle rising service demands

Major Australian hospital expands its clinical facilities including X-ray to meet an expected 60% increase in demand for services

INTERVIEWEES Andrew Featherstone, Section Manager, General X-ray and Theaters · Geoffrey Andrews, Director of Operations, Radiology



“Thanks to MUSICA², the continuous quality seen in all images means better diagnostic confidence for the radiologist.”

ANDREW FEATHERSTONE,
Section Manager, General X-ray and Theaters

Radiology: **M**obility

“**M**-power your Radiology Department”

BETHESDA MEMORIAL HOSPITAL, BOYNTON BEACH, FLORIDA, USA

Busy community hospital delivers speedy service with new DX-D 100

Mobile DR solution brings excellent image capture right to patient bedside

INTERVIEWEES Dr. Steven J. Rooney, Radiologist · Fran Lutz, Administrative Imaging Director · Anne Osowski, PACS Administrator

“We do a lot of post-operative chest X-rays, particularly for our heart unit, and with our previous portable X-ray machines the contrast and the detail were just light years away from what it is now.”
Dr. Steven J. Rooney, Radiologist



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Radiology: **M**obility

“**M**-power your Radiology Department”



ALLEGIANCE HEALTH, JACKSON, MICHIGAN, USA

On-the-go bedside imaging brings **better care to patients in ER and beyond**

Moving technology to ‘critical areas’ as needed lets doctors and technologists obtain images and share results more quickly

INTERVIEWEES Robyn Pulliam, Director of Imaging Services · Dr. Samir Parikh, Vice Chief Radiologist · Amy Helton, Manager of Imaging Performance and Quality



“My staff technologists like the MUSICA² image processing software, because they can make immediate adjustments improving efficiency, and the images are excellent.”

AMY HELTON,
Manager of Imaging Performance and Quality

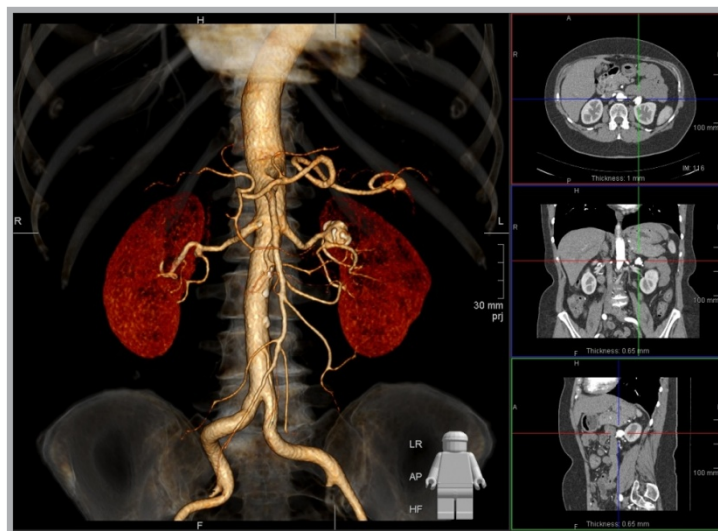
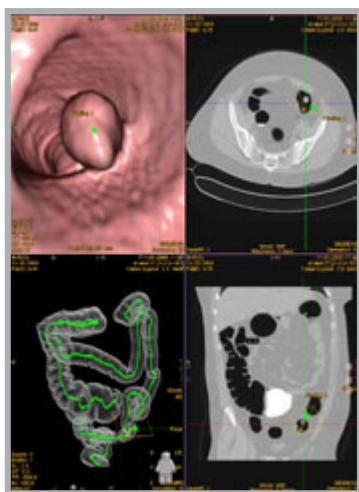
“In general, the quality is much better than conventional portable radiography, providing very sharp and detailed images.”

DR. SAMIR PARIKH, Vice Chief Radiologist

Radiology: RIS & PACS



- PACS installed base of **2,700+** sites
- RIS installed base of **1,200+** sites
- Advanced visualization tools
 - Virtual Colonoscopy*, Volume Viewing, Angio Analysis, Orthopaedic tools, Nuclear Medicine, SPECT, PET,...



Radiology: **M**obility

“**M**-power your Radiology Department”

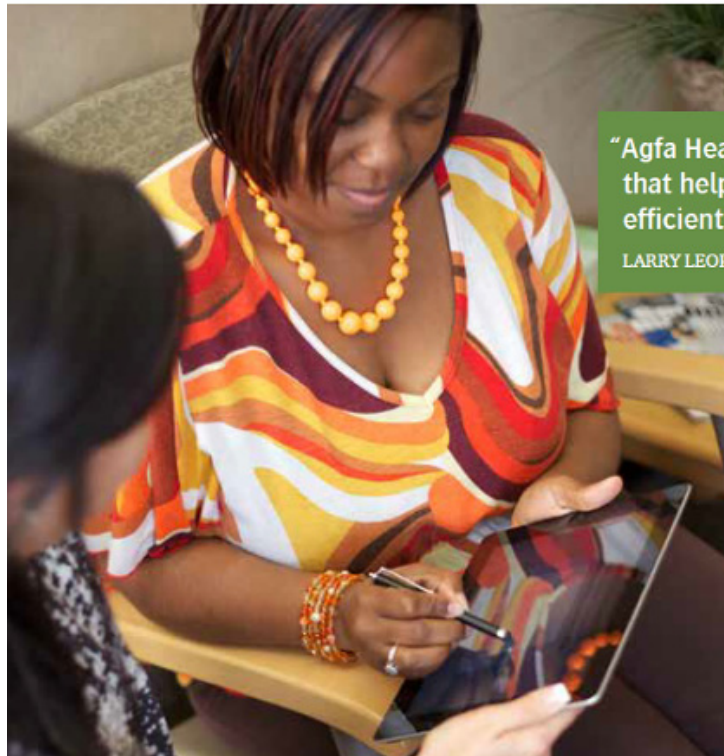


VIA CHRISTI CLINIC, WICHITA, KANSAS, USA

Reducing delays at reception with self-service check-in

Technologists like the IMPAX Mobile Worklist for its speed and reduced use of paper

INTERVIEWEE Larry Leopold, Radiology Manager



“Agfa HealthCare makes products that help radiologists to be as efficient as they can.”

LARRY LEOPOLD, Radiology Manager

Radiology: Measure

“M-power your Radiology Department”



Business Intelligence raises hospital's leadership

Peru's first private hospital to install IMPAX and IMPAX Business Intelligence with novel business intelligence software to further validate its role as nation's number one clinic

INTERVIEWEES Dr. Ernesto Quevedo, Head of Radiology · Alfredo Cubillas, IT Manager



Radiology: Monitor

“M-power your Radiology Department”

AMC HOSPITAL, AMSTERDAM, THE NETHERLANDS

Global Remote Incident Prevention services bring peace of mind to radiology department

GRIP increases uptime levels and reduces patient care delays

INTERVIEWEES Dr. Annette Bak, Manager of Radiology and Nuclear Medicine · Jan Wolters, Functional Application Specialist

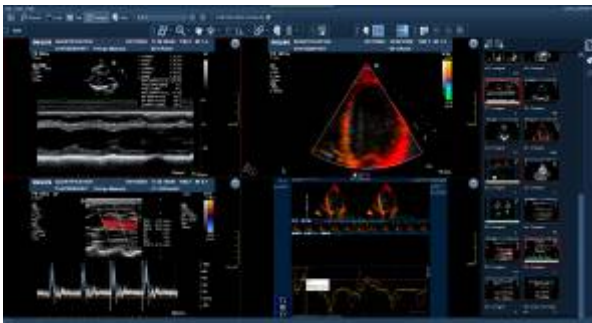
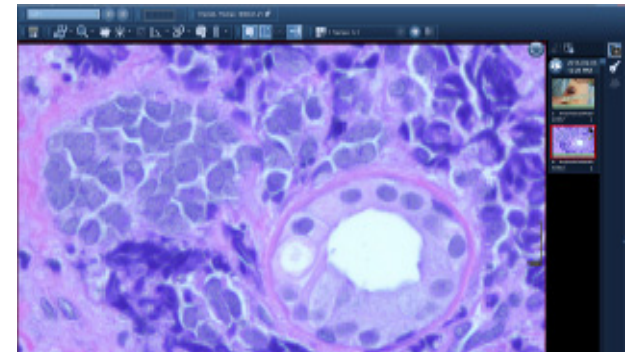
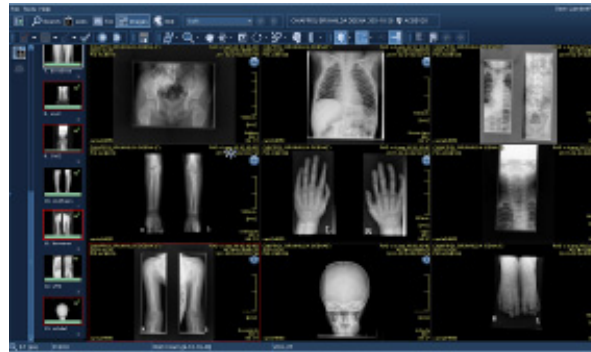


“It brings a peace of mind that incidents will not affect our end users.”

DR. ANNETTE BAK,
Manager of Radiology and Nuclear Medicine

Radiology: IMPAX Agility

“M-power your Radiology Department”



 A single platform for deep clinical imaging, departmental specific workflow and reporting solutions

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Radiology: IMPAX Agility

“M-power your Radiology Department”

AZ SINT-REMBERT, BELGIUM

“IMPAX Agility is my office and I take it anywhere I want to work”

Integrated solution takes radiologists closer to clinician's therapeutic decision-making

INTERVIEWEES Dr. Geert Biebau, Medical Director and Head of Radiology · Dr. Frederique Van Robaeys, Radiologist



“With IMPAX Agility at hand, we are more often considered a sounding board in support of the clinician's therapeutic decision-making.”

Dr. GEERT BIEBAU, Head of Radiology

Enterprise & Regional Imaging

“Radiology without boundaries”



- **Regional Imaging:** integrated imaging workflows



Enterprise & Regional Imaging

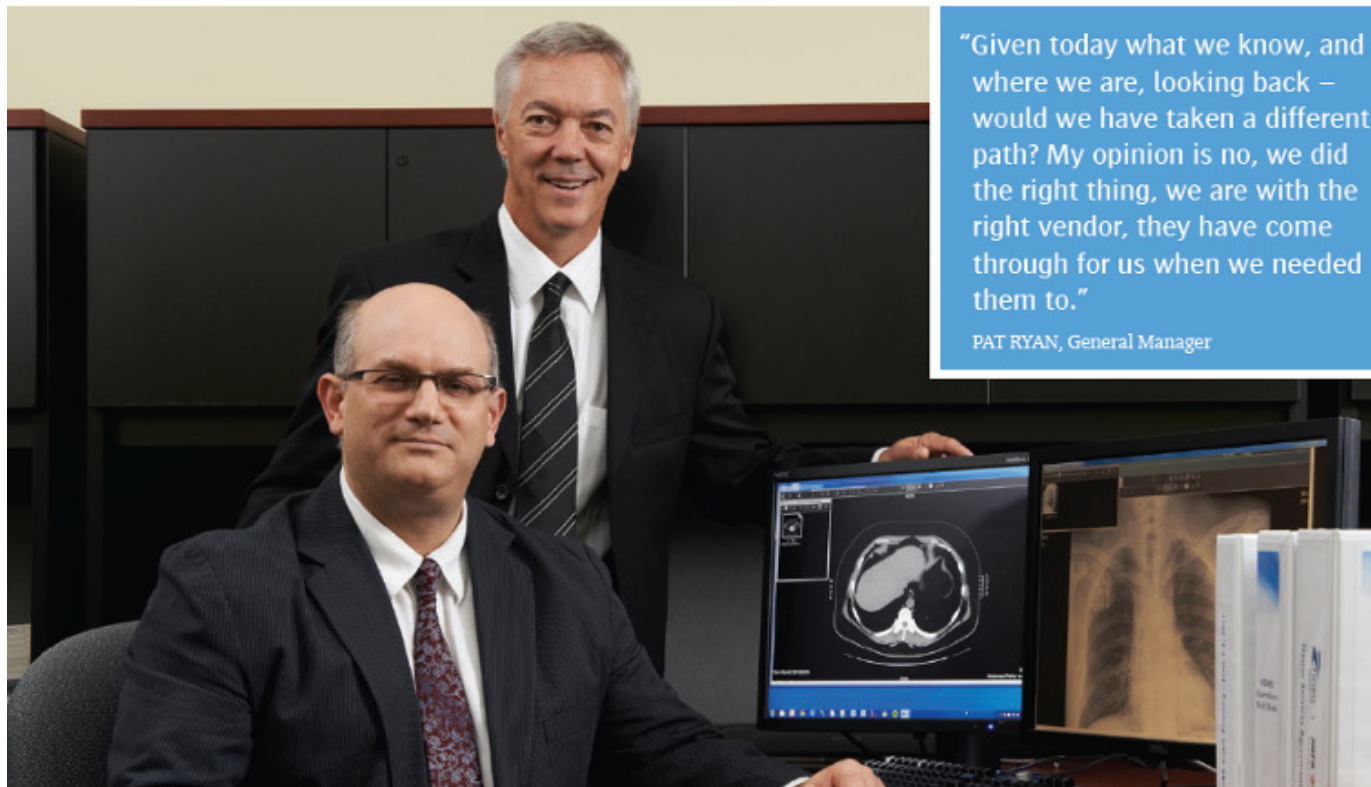
“Radiology without boundaries”



Canada moves closer to a national EHR

Major provincial repository project links 38 member hospitals

INTERVIEWEES Pat Ryan, General Manager · David Macdonald, Director of Operations



Enterprise & Regional Imaging

“Radiology without boundaries”

CAPITAL REGION, DENMARK

IMPAX Data Center streamlines data and image flows for 13-hospital health system

Consolidation of six existing RIS/PACS environments and integration with the regional healthcare platform to create country's most advanced diagnostic imaging environment

INTERVIEWEES Birgit Lindholm Petersen, Co-project Manager, IMT · Jan Thomsen, Co-project Manager, IMT



“We wanted to be able to use regional diagnostic resources, such as technologists, secretaries, radiologists and modalities, in a more efficient way across the hospitals in the region, implementing workflows so that we could utilize available resources on an as-needed basis, rather than where they were located.”

JAN THOMSEN, Co-project Manager, IMT

Enterprise & Regional Imaging

“Leave no **image** behind!”



- Enterprise Imaging: **image** enabling the EMR



Enterprise & Regional Imaging



“Leave no **image** behind!”

UC IRVINE HEALTH, ORANGE COUNTY, CALIFORNIA, USA

Unique technology in ICIS ‘connects the dots’ between EHR and patient images

Built-in acquisition and workflow reference tools create the links between data and users

INTERVIEWEE Jim Murry, Chief Information Officer, UC Irvine Health and Associate Dean of IT & Informatics, School of Medicine



“By giving people access to images from anywhere, connected to reports, we’re improving patient care.”

JIM MURRY, Chief Information Officer

Enterprise & Regional Imaging



“Leave no **image** behind!”

CANISIUS-WILHELMINA ZIEKENHUIS, NIJMEGEN, THE NETHERLANDS

CWZ Nijmegen goes beyond PACS vendor lock-in with new **Vendor Neutral Archive**

‘Leave no image behind’ approach extends PACS-independent view of EHR across all clinical departments

INTERVIEWEE Pascal van Nispen, Information Advisor



“With Agfa HealthCare’s Vendor Neutral Archive solution we rise above the PACS vendor lock-in constraints and can start sharing data with other hospitals to coordinate care.”

PASCAL VAN NISPEN, Information Advisor

Enterprise & Regional Imaging



“Leave no **image** behind!”

CLEVELAND CLINIC, CLEVELAND, OHIO, USA

Visualization strategy gives physicians a true picture of patients

‘Leave no image behind’ concept drives image-enabled EHR project at leading US hospital

INTERVIEWEE Louis Lannum, Director of Enterprise Imaging



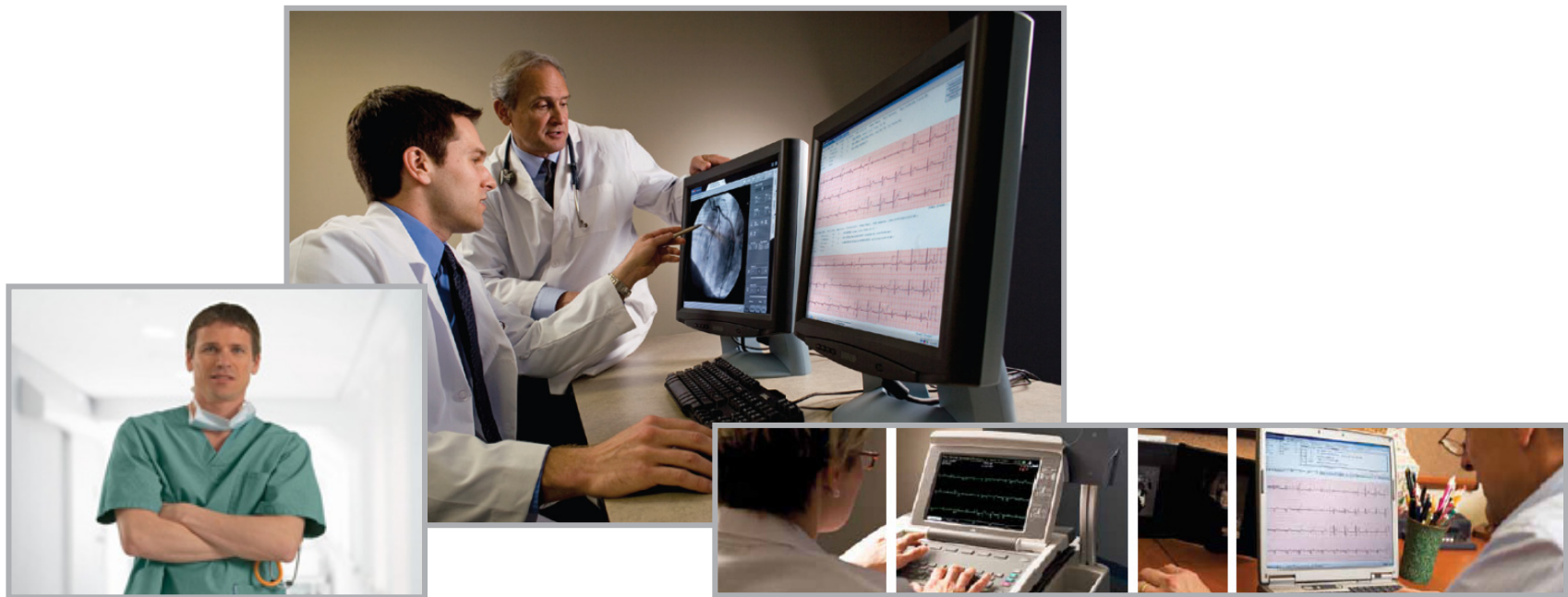
“If an enterprise truly wants a comprehensive imaging program, it is imperative to have an overarching strategic group that looks at imaging at the enterprise level, and not just at the department level.”

LOUIS LANNUM, Director of Enterprise Imaging

Cardiology IT



- Used in **400+** hospitals and heart centers, it provides the smooth integration of radiology and cardiology, the two most **image-intensive** departments in hospitals.



Enterprise IT



- ORBIS is used in **900+** clinics and hospitals daily by over **500,000+** hospital employees across Europe.
 - This enterprise-wide IT platform and suite of applications integrates all administrative and clinical data within a hospital.



Innovations: Cloud & Managed Services



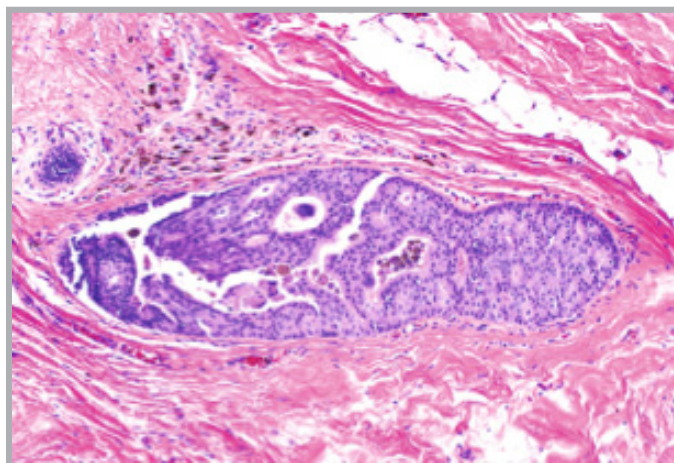
- A consultative approach to deliver business value with **peace of mind** to deal with:
 - Explosive growth in medical imaging data and costs
 - Increasing budgetary and performance pressure
 - Staff shortages
 - Zero tolerance for systems downtime
 - Security and privacy of patient data
 - Pressure on IT to create more business value



Innovations: Digital Pathology*



- Digital Pathology...the next “ology”...
- Prototypes** running in clinical sites:
 - Pitié-Salpêtrière: Paris, France
 - CHA: Québec, Canada
- Integration with PACS and LIS



Innovations : Imaging Agents



■ 2010

- Agfa HealthCare entered the market of generic **contrast media*** through the acquisition of the German company Insight Agents GmbH.

■ 2011

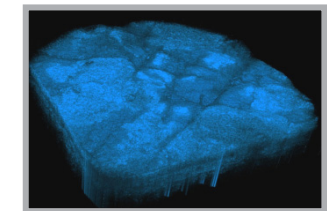
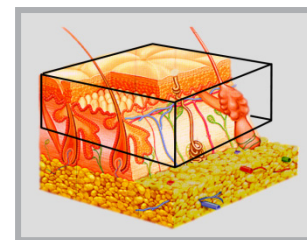
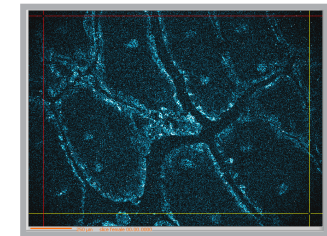
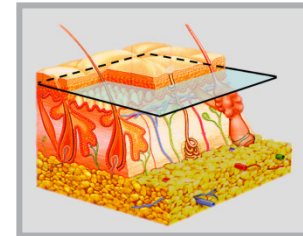
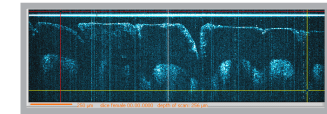
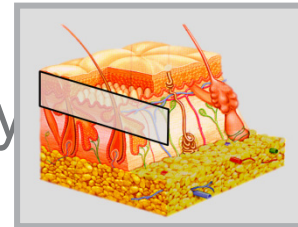
- Contrast media rebranded to Agfa HealthCare “Imaging Agents” in line with the expansion of its market presence globally.



Innovations : SKINTELL*



- SKINTELL for **dermatology**
 - Optical Coherence Tomography
 - Non invasive – virtual biopsies



Insight. **Delivered.**



Agfa HealthCare

At a glance...