"Face it," said Dr. Tarik Alkasab, a radiologist at Massachusetts General Hospital and Harvard Medical School, "the radiology text report, the traditional work product, doesn’t cut it anymore."

As healthcare enters a new era, the role of the radiologist will change, and it is incumbent on those in the field to be prepared for the transformation.

"There are three pillars that could shake up radiology and make it a very different thing," Alkasab said.

The challenges facing radiology, he said, are changing payment models, new technologies – especially those focused on machine learning and artificial intelligence – and the move toward data- and evidence-driven healthcare.

"Those three could shake things up," Alkasab went on, "but they are also real opportunities radiology can seize and turn it into a more relevant, more valued, more rewarding specialty."

With the opening of the RSNA Scientific Assembly & Annual Meeting, a new mandate for healthcare in general and radiology in particular is demonstrated in the exhibit hall, in the conference sessions and throughout the event: As value-based care becomes more dominant, every healthcare professional and institution must ask themselves what they can do to demonstrate their value in terms of patient care outcomes.

"How can we demonstrate the different quality outcomes around a patient care pathway?" asked Karen Holzberger, vice president and general manager for diagnostic solutions at Nuance.

Nuance is one company at RSNA 2016 that has glimpsed the future and is taking the initiative to provide the tools that will be required in healthcare’s next generation. "Around patient care pathways," Holzberger said, "so much starts with imaging."

As existing technologies make more data available, it will be the responsibility of the radiologist to take that data from imaging, but from other sources as well (such as the EMR), and, Alkasab said, "turn it into clinically actionable information."

Radiologists are becoming the managers of a data flow that cannot be summarized in a simple textual message to a consulting physician. In the near future, there will be structured, quantifiable data behind that textual report.

Providing that will require next-generation tools that automate the extraction of data and apply cognitive intelligence so it can be immediately useful to a consulting physician as well as made available for future data mining.

Alkasab, an emergency department physician, uses himself as an example. Perhaps he is asked to read a CT of a patient who may have a pulmonary embolism.

“My first job,” he said, “is to answer these questions: Does the patient have a pulmonary embolism, how bad is it and is it a high-risk situation?”

With the next generation of tools Nuance is developing, he can then manage the flow...
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neutral solution that helps achieve compliance with the NEMA XR-29 standard as required by Centers for Medicare & Medicaid Services (CMS). SafeCT-29 provides XR-29 dose check and dose report (DRS) functions. SafeCT-29 is endorsed by the CT Office of Emergency Medical Services (OEMS), hence OEM warranty is not affected. It connects to the CT console and performs real-time dose data analysis. Operators are notified and alerted, prior to the scan, if the estimated dose levels exceed the pre-defined dose limits. Scanning is automatically prevented until dose levels are changed or confirmed and justified by the operator. RDSRs are generated upon completion of the scan. All events and actions are recorded, logged and available for review and audit. SafeCT-29 supports CT and PET/CT scanners of all vendors and models.

**Neusoft Medical Systems**

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**Advanced CT Technology Innovation**

The NeuViz 128 represents the latest state of Neusoft’s CT technology innovation. This product delivers increased value by reducing operating costs and improving workflow through the intelligent use of advanced clinical technology. Neusoft’s NeuViz 128 provides remarkable clarity and precision to CT imaging. Benefits include: high-resolution imaging enabled by Neusoft’s exclusive quad sampling and Micro-STAR detection; 24 line pairs per centimeter (lp/cm) spatial resolution powered by Neusoft’s iHD (isotropic high definition); comprehensive low-dose scanning without compromising image quality; diagnostic certainty in low-dose imaging is delivered by Neusoft’s ClearView; superior coronary artery visualization provided by Neusoft’s robust, low-dose cardiac imaging; streamlined workflow and a powerful workstation with a full range of clinical applications deliver superior clinical outcomes.

**Invivo Corporation**

**BOOTH 1311**

**Integrated Patient Data Management**

The Invivo clinical solution integrates ACR Lung-RADS and CMS guidelines and includes: marketing resources, patient management, compatibility with ACR registry, radiology workflow tools, PACS integration, computer-aided detection, dictation system integration software, education portal and clinical applications support. Invivo is a business of Royal Philips and has nearly a 20-year history as the pioneer of progressive MRI coils, advanced clinical visualization systems, and MRI-compatible interventional devices. Invivo is committed to providing technology solutions to keep pace with the needs of a growing healthcare market. Focusing on a better way for you and your patients, Invivo offers solutions that enable you to be more confident in your clinical practice.

**Riverain Technologies**

**BOOTH 2571**

**Lung Nodule Detection Software**

Riverain Technologies’ ClearRead CT is comprised of two powerful tools, ClearRead CT | Vessel Suppress and ClearRead CT | Detect. ClearRead CT | Vessel Suppress suppresses the vascular structures in the CT while ClearRead CT | Detect marks regions of interest and provides measurements of those regions. ClearRead CT is the only FDA-cleared software to support concurrent reading, allowing faster reading with proven superior automatic nodule detection performance for all primary nodule types, including: solid, sub-solid and ground glass nodules. As part of a multi-reader, multi-case clinical trial it demonstrated a 29 percent reduction in missed actionable nodules and a 26 percent reduced reading time. ClearRead CT is powered by acquisition normalization, allowing seamless processing of CT scans from a wide range of manufacturers and acquisition protocols along with quick installs providing an enterprise capable solution for the entire healthcare facility.
Quantib Brain MRI Scan Software
Quantib Brain provides white matter hyperintensity (WMH) and brain tissue quantification. It offers a tool to objectively assess brain changes in longitudinal exams in neurodegenerative disease. Quantib Brain requires a 3-D T₂-weighted MRI scan for the brain tissue analysis. It quantifies volumes of grey matter, white matter and cerebrospinal fluid. WMHs are quantified if an additional T₂ fluid-attenuated inversion recovery (FLAIR) scan is available. Quantib Brain processes the MRI scans as soon as they are sent from the scanner to GE Advantage Workstation (AW) or Advantage Workstation Server. Integration with READY View offers a seamless reading workflow and a familiar user interface for AW users. User interaction is minimized, so the Quantib Brain review can be easily integrated into the clinical workflow, but user confirmation of results provides quality control. Quantib Brain software is validated on scans acquired on 1.5T and 3.0T scanners of different vendors. Quantib Brain is CE marked and FDA cleared.

eimageglobal Inc.
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Cloud-based Medical Records Management

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CRA Health
Booth 6503
Breast Cancer Risk-assessment Solutions
CRA Health is the leader in breast cancer risk-assessment solutions, offering an innovative screening, decision support and tracking platform. Using the software, clinicians can offer their patients a comprehensive way to identify cancer risk and make more informed decisions about the right screening and prevention options. The cloud-based solution incorporates clinically recognized cancer risk assessment models into a comprehensive tool that processes hereditary, hormonal and pathological patient data to calculate a patient’s risk. Guidelines-driven clinical decision support and automated communication to referring physicians and patients enables a seamless workflow, resulting in a consistent enterprise-wide risk assessment program. CRA Health was developed in 2006 as a guidelines-based breast cancer risk assessment tool, and is now deployed throughout the United States and abroad at multiple hospitals, imaging centers and genetic clinics.

Venture Beyond the Traditional Meeting Experience:
RSNA.org/Virtual
solutions can, and sometimes should, be hybrid and fully integrated. That’s why it provides complete and complementary components always focusing on leveraging your full potential and increasing both your care and financial results.

**FILM AND IMAGE MANAGEMENT**

**ScImage, Inc.**

**BOOTH 3129**

**Cloud PACS**

ScImage is showcasing updates to its industry-leading enterprise imaging solution designed to power workflow for patient imaging communication, including the launch of its new cloud PACS, PICOM365.com. Providing integrated workflow that is fully functional both on premises and remote, PICOM365.com leverages Microsoft Azure technologies. Balancing the need to safeguard data and provide access to patient records, Azure helps ensure that data is protected, private and HIPAA-compliant. The delivery of quality care doesn’t rely on where the image is acquired or where it is stored. It is dependent on the ability of the clinician to access patient data from anywhere and share it with the care team – getting the right patient information to the right clinician, anywhere and at any time.

**INTERVENTIONAL RADIOLOGY & SPECIAL PROCEDURES**

**NZ Technologies Inc.**

**BOOTH 6457**

**Touchless Interaction with PACs**

TIPSO™ (touchless interaction with PACS in sterile operations) enables surgeons to interact with radiology images directly beside the patient in an intuitive manner. TIPSO upholds the sterile nature of the operating room by projecting a holographic menu with all the necessary controls (e.g. zoom in/out, scrolling, etc.) onto the patient’s bed drape. Using proprietary 3-D-sensing technology, TIPSO detects the surgeon’s subtle hand motions over the projected menu to control the images in real time (no latency) without having to leave the OR. This results in significant value for not only the surgeon, but the healthcare system as well,

where there is a permanent demand for patient safety, cost savings and surgeon workflow improvements.

**German Fraunhofer Society**

**BOOTH 2595C**

**Largest Application-oriented Research Society in Europe**

The German Fraunhofer Society is the largest organization for application-oriented research in Europe. Non-profit Fraunhofer Institutes help to reinforce the competitive strength of the economy by developing technological innovations and novel systems solutions. In close cooperation with clinical experts, Fraunhofer develops solutions used for early detection, diagnosis, therapy planning, interventional guidance and follow-up. It offers a wide range of services, from consultancy, feasibility analysis, contract research, prototyping to quality-assured product delivery.

**MAGNETIC RESONANCE**

**CorTech Labs**

**BOOTH 3282**

**Quantitative Brain Structure Measurements from MRI**

Quantifiable, brain volume data is essential in the evaluation of neurodegeneration, often seen in neurological conditions such as Alzheimer’s disease, epilepsy, multiple sclerosis and traumatic brain injury. With NeuroQuant and LesionQuant, physicians and researchers have access to supportive volumetric data that can enrich their clinical treatment planning and disease progression monitoring of patients from ages 3 to 100. Using 3-D T1-weighted images, NeuroQuant automatically segments brain structures, provides volumes and compares them to age- and gender-matched norms. LesionQuant, a NeuroQuant product, combines 2-D or 3-D fluid-attenuated inversion-recovery (FLAIR) with T2 MR images to automatically quantify, count and visualize FLAIR lesions, in addition to brain structures. As the first FDA-cleared, CE-marked and Health Canada-licensed medical device providing quantitative brain structure measurements from MRI, NeuroQuant products are sophisticated, time-saving and remote, providing integrated workflow that is fully functional both on premises and remote.

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**Full Exhibitor Listing**

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tools, helping physicians evaluate brain structure and lesion volumes, confidently assess the presence of neurodegeneration and ultimately improve patient care—all within minutes.

**RADIOGRAPHY**

**Konica Minolta Healthcare Americas, Inc.**

**BOOTH 1919**

**New Digital U-arm**

Konica Minolta introduces its new digital U-arm featuring a state-of-the-art design that facilitates exam efficiency and an optimal workflow. Pre-programmed positions and a dual console allows for reduced operating steps and faster exam times. This floor-mounted system fits 8-foot ceilings for greater installation flexibility. The new Konica Minolta U-arm runs on the company’s advanced ultra software and features a 17-inch x 17-inch cesium detector for optimum coverage and image quality. With ultra software on the console, technologists can accept and reject images, confirm and review patients, and even add patient information while the worklist is working. Anatomy positioning is simplified with a smaller panel enclosure than other available stands for efficient use of space. The stand performs automatic stitching and the three-knob collimator provides additional control over the imaging area. The stand also lowers to less than one foot for easier patient positioning, especially useful for imaging elderly or unsteady patients.

**TXR Tingle X-ray, LLC**

**BOOTH 1023**

**Floor-mount Tube Stand with Float-top Table**

TXR is exhibiting a floor-mount tube stand with a robust elevating four-way float-top table that supports a patient weight of 750 pounds. The system can be paired with a choice of 32, 40, 50, 64 or 80 kW generator. The film computed radiography (CR) configuration can be adapted to any existing CR or the system can be supplied with single or dual digital flat panels. This is an affordable solution for hospitals, clinics and orthopedic offices.

**Technical Exhibition Booth Key**

**South Building, Hall A**

Booths 1000 – 5999

**North Building, Hall B**

Booths 6000 – 8599

**Technical Exhibition Hours**

**South Building, Hall A and North Building, Hall B**

Sunday – Wednesday….10:00 a.m. – 5:00 p.m.

Thursday…………..10:00 a.m. – 2:00 p.m.

**RSNA and Exhibitors Look Beyond Imaging to Improve Patient Care**

CONTINUED FROM PAGE 1B

of information that includes backend data from the patient’s EMR that will, not only immediately signal the risk level to the emergency physician, but provide him or her with a checklist that will guide the pathway to care. The next step, Holzberger pointed out, is to employ cognitive intelligence to help the consulting physician prioritize tasks.

“Say a patient comes in with head trauma,” she suggested. Certainly a neural MRI will be read, but quantifiable data from that can be aggregated with data from the patient’s EMR as well as data the healthcare institution has available on many head traumas to help the radiologists determine what needs to be done first. That step can then be communicated automatically to the patient’s consulting physician.

“Not only is this driving a new paradigm of productivity and accuracy,” Holzberger said. “It is Nuance’s mission to evolve from voice to text to the structured collection of data in a way that transforms the radiologist to both interpreter and data-stician.”

For more information on the RSNA Technical Exhibits, see the RSNA 2016 Meeting App, RSNA.org/ExhibitingCompanies and the Technical Exhibits Guide.
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