We’re at the eye of the storm,” said Nancy Koenig, general manager of Merge, an IBM Company, referring to the three major trends she believes are hitting healthcare at exactly the same moment.

The trends she believes will transform healthcare and, with it, diagnostics, are:
- Payment reform,
- More attention to appropriateness of use criteria, and
- A renewed focus on quality and outcomes.

And, although radiology and imaging certainly have changed over the years, these three trends will force a new sense of urgency, she said.

“For years, the focus has been on how we streamline the workflow,” Koenig said. “However, efficiency is not sufficient, we need to focus on efficacy – improving productivity all while becoming more effective in the diagnostic process.”

This moment in healthcare, Koenig noted, is “ripe for a disruption in technology to deliver what healthcare providers need to achieve today.”

Merge Healthcare has been in business for nearly 30 years, and always at the cutting edge of imaging technology. Most recently, its focus has been on cognitive computing, the simulation of human thought processes in a computer model, a self-learning system that uses data mining, pattern recognition and natural language processing to mimic the way the human mind works.

Merge, which became a part of IBM just over a year ago, is one of the founding members of the Watson Health Medical Imaging Collaborative, announced earlier this summer. The company will work with more than 15 health systems, academic medical centers, radiology providers, and imaging technology companies, all with the goal of bringing the power of cognitive insights to imaging.

“Through the Watson Health Medical Imaging Collaborative, we have the privilege of working with some of the biggest and most prestigious healthcare providers in the market,” Koenig said.

Watson Health and Merge, will work with its collaborative partners to extract data from a wide range of sources that can then be used to train Watson to assist in healthcare environments.

“When in a very traditional way,” she said, “we’ll engage with the clinicians to help us develop these new-to-the-world workflows.”

Merge’s role, in conjunction with Watson Health and IBM Research, according to
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Our development team includes leading experts in radiology and artificial intelligence including the recognized father of deep learning, Yann LeCun. This device is not yet available for sale in the United States and is currently being reviewed by the US Food and Drug Administration.

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printing is expensive and time consuming. The MedVizi™ mobile viewer for iPhone and iPad enables fast and effective patient dialogue by reviewing cinematic 3-D reconstructions of the patient’s CT scans and MRIs in real time. Rotate, peel, cut away, annotate and distinguish subtle tissue and physiology variations such as tumors or stenosis with color, opacity and lighting. The result is a faster consult with clearer understanding of the upcoming treatment. Download MedVizi from the App Store to explore the difference it could make to your bottom line and to patient satisfaction. Please join us at our booth to learn more.

**IMAGE MANAGEMENT**

**Telemis**  
**BOOTH 1406**  
**Medical Imaging/PACS Software**

Telemis specializes in the development of medical imaging software and, more specifically, PACS software. The Telemis product line aims to assist hospitals, clinics and private practices to manage digital medical images and to eliminate the need for x-ray film, thereby reducing costs and increasing the quality of the care provided. We have been providing VNA and MACS (Multimedia) solutions for more than 10 years. Specialties for this year include: Our 2017 PACS software integrates optimized mammography and radiotherapy viewers, as well as form and structured report management. Our new web patient portal integrates bi-directional images sending (from GP to hospitals) for an optimized second opinion management.

**MAGNETIC RESONANCE**

**NeoCoil/NeoSoft, LLC**  
**BOOTH 4072**  
**Wireless Audio System for MRI Machines**

The Sentinel™ Wireless Audio System by NeoCoil is the industry’s first MR-conditional wireless audio system that integrates audio entertainment, the technologist’s voice, and AutoVoice commands for optimum patient comfort and communication. To create a more positive patient experience, this system is compatible with most commercial audio players equipped with a 3.5mm output jack. With high field MRI systems up to 3.0T and an NRR rating of 29 decibels (dB), this wireless system dramatically attenuates gradient noise allowing its use without additional earmuffs at noise levels up to 128dB. When the over-the-ear headphone cannot be used, the system includes a wireless ear bud solution which provides the same 29dB attenuation. Our goal is to integrate the Sentinel™ Wireless Audio System into every scanner’s main audio channel, so that the technologist’s communication and automatic system commands will be heard through our wireless headphones. Please consult NeoCoil for specific scanner compatibility.

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**Oxford Instruments Healthcare**

**BOOTH 9524**

**CT and MRI Equipment and Maintenance Service**

Oxford Instruments Healthcare specializes in providing CT and MRI equipment sales, maintenance service, mobile imaging solutions, and quality parts to healthcare practitioners across North America. Oxford Instruments Healthcare offers the deep savings of a third-party provider and the resources and stability of a billion-dollar manufacturer. With a dedicated team of highly skilled professionals, a unique customer portal and nationwide service, Oxford Instruments Healthcare continues to deliver world-class service and support. Oxford Instruments Healthcare has achieved an unmatched reputation for quality and integrity while providing much-needed cost savings and value to its customers. Visit our booth to see how we can help you.

**CryoSRV**  
**BOOTH 3577**  
**Cryogenic Products and Services**

CryoSRV is an independent cryogenic parts and service organization focused on providing a high value alternative for re-manufactured parts and innovative service solutions. We aim to work with and educate our customers, providing training and support for all their cryogenic needs. When proper installation procedures are followed, the outcome is a longer mean time between failure and a lower life-time part/service cost for the end user. The relationship we strive for is to be the cryogenic partner for our customers, allowing them to focus on what they do best.

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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.
CryoSRV can handle all your cryogenic related issues and provide a high level of expertise, minimizing system down time and helium loss.

**MR Instruments**

**Booth 4035**

**RF Coils for MRI Systems**

The MR Instruments DuoFLEX® Coil Suite offers complete flexibility without compromise. The value of the DuoFLEX Suite’s multiple sized MRI coils offer the user the ability to place the right size coil over the anatomy of interest to ensure maximum signal-to-noise for the field of view being imaged. The 10 cm coils allow for high resolution small parts imaging, while the 24 cm coils can be utilized with larger musculoskeletal parts, imaging those hard-to-fit in a rigid coil anatomicies. With the unique design of DuoFLEX the user has the ability to connect a 10 cm and a 24 cm coil together for even more flexibility in those difficult to image areas. The versatility and improved signal-to-noise offered by DuoFLEX makes coil placement easy and image quality concerns in those difficult to image areas a thing of the past.

**IBEX Innovations Ltd.**

**Booth 8206**

**Detector Technology for Bone Mineral Density Scans**

IBEX Innovations announces a new detector technology that enables high-quality bone mineral density information to be collected on a standard DR system. The IBEX MAP technology is a simple physical upgrade to standard flat panel detectors along with an advanced software SDK. It delivers standard FFPs the ability to collect high-resolution materials information in a single clinical exposure, whilst still returning a high-quality diagnostic image. This information can be interpreted to provide a measure of bone health for all patients attending a fracture clinic without the need for a separate DEXA scan. This increases the value of DR systems and provides clinicians with more diagnostic information at the point of the fracture scan, leading to earlier diagnosis and prevention of conditions such as osteoporosis and reducing the incidence of fragility fractures.

**Acumyn Inc.**

**Booth 8300**

**Automated CT and MRI Quality Control Software**

Acumyn’s software platform is a centralized control point to conduct clinic-wide QA compliance tests for CT scanners and MR machines. Be among the first to experience peace of mind in your QA compliance program. Visit us in our booth.

**Clear Image**

**Booth 6711**

**Ultrasound and X-ray Protection Equipment**

New to Clear Image Devices this year is the Bucky Protector, which is a convenient way to protect your x-ray system’s faceplate from incidental damage caused by other equipment and accidents. With an easy application, the Bucky Protector extends the life of your wall bucky faceplate by providing a protective barrier of polycarbonate, which is uniquely capable of providing a super-strong, light-weight, easy to clean scratch and dent resistant surface.

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**JVCKEWOOD Corporation**

**Booth 8310**

**Medical Imaging Display for Mammography and Tomosynthesis**

The CCL5502 is the first 5M color display that has been cleared by the FDA for the use of digital mammography as well as tomosynthesis. As it is a color display, the CCL5502 can accommodate ultrasound, CT, MRI and digital mammography images on a single screen. This cost-
effectively enhances the performance of workflow to provide a better experience for physicians.

Agfa HealthCare

**X-ray Equipment and Image Processing Software**

The DR 600 Direct Radiography combines user-friendly design with Agfa HealthCare’s MUSICA™ image quality to create this high-productivity DR solution. The DR 600 is a family of ceiling-mounted x-ray systems that can be positioned effortlessly with ZEROFORCE™ movement or with a fully motorized auto-positioning solution. The DR 600 system is ideal for facilities with a high patient load seeking to streamline workflow to increase patient comfort.

With each decade, Agfa HealthCare’s MUSICA software has been taking image processing to the next level. Integrated with all of Agfa’s DR and CR solutions, “gold-standard” MUSICA image processing software brings multi-scaled image processing to a new level by showing exquisite detail in low noise images allowing technologists to capture consistently high-quality images at the lowest possible dose reasonably achievable. MUSICA now offers chest-enhanced processing for a grid-less workflow. MUSICA is applied automatically without the need for window leveling or reprocessing of images.

Agfa HealthCare

**Booth 3336**

Parker Medical

**COMPACT CONTROL HARNESSES FOR C-ARM RADIOGRAPHIC EQUIPMENT**

Parker Medical, Inc. (PMI) introduces a small-diameter HV cable/control harness with Improved Profile (IP) high voltage connectors. The assembly satisfies international standards. The harness allows for ease of x-ray tube positioning, extended flex life and sterilization. Results of formative design testing indicate the PMI IP connector is superior to existing types for low-maintenance and high-reliability. Creative downsizing also allows lower pricing. The PMI harness is especially suited for lower cost radiography equipment serving a variety of medical settings to improve public health for all population groups, including those in emerging countries. PMI continues a 30-year history of supplying the imaging industry with a wide range of superior x-ray products.

**ULTRASONOGRAPHY**

Esaote

**Booth 4103**

CT/MRI Fusion Imaging System

Virtual Navigator is Esaote’s revolutionary technology for fusion imaging that allows CT, multiparametric MRI and PET side-by-side with real-time ultrasound. Virtual Navigator provides a real-time, low-cost and radiation-free solution that aims to guide operators in diagnosis, everyday clinical practice, interventional procedures, research and teaching.

Virtual Navigator increases diagnostic confidence in visualizing different datasets with real-time multimodality fusion imaging, planning the best scanning and targeting approach, and guiding the operator during interventional procedures. This system is tailored for urology applications in both transperineal and transrectal approaches with promising results in terms of accuracy and usability. Virtual Navigator can support and guide you during biopsy procedures and laser and radiofrequency ablative procedures with customizable protocols for any kind of needles and sample-biopsy recorder software. Esaote Virtual Navigator offers infinite possibilities for patient monitoring, diagnosis and follow-up and is an excellent solution for interventional radiologists and urologists.

**CIVCO Medical Solutions**

**Booth 4529**

Ultrasound-guided Needle Equipment

Designed with extensive physician input, the Verza Guidance System from CIVCO Medical Solutions delivers unmatched clinical versatility, improved user experience, and confident outcomes. Verza is the first commercial guide providing five-angle depths to accommodate a wide range of anatomical targets. Verza supports the industry’s largest range of interventional devices for precise instrument placement. Verza allows users a flexible insertion point and approach angle for both superficial and deep access in small acoustic windows. The single-use disposable design eliminates possibility of cross-contamination. Verza is compatible with leading ultrasound system transducers. Verza’s unique design includes Verza-Link, a direct attach locating feature built into the transducer, offering simplified attachment and optimal performance. The bracket-free design eliminates transducer bulk and allows clinicians to quickly adjust during any ultrasound procedure, ensuring versatile guidance use.

**VENDOR NEUTRALITY**

LEAD Technologies

**Booth 7707**

**ZERO-FOOTPRINT MEDICAL VIEWER**

The LEADTOOLS HTML5 Zero-footprint Medical Viewer is an OEM-ready web application that provides a platform-independent solution to display DICOM studies for all medical disciplines and modalities. The fully customizable application is a powerful collection of JavaScript libraries and web services, and is perfect for any developer or integrator who needs a fast, lightweight DICOM viewer solution without sacrificing any features that healthcare professionals demand.

Using LEADTOOLS, any department or specialty can view DICOM images in their preferred layout from a local archive or third-party PACS and share studies with a third-party using vendor-neutral DICOM-web and DICOM messaging standards.

New features in V19 include DICOM Hanging Protocol support with many pre-set and easily customizable layouts, MPR navigation, multi-study reference lines and synchronized stacking, sorting, cine, and more. Further enhancements add DICOM structured display, multi-study FOV matching, and predefined Window Level, study timeline and display orientation.

**VITAL**

**Booth 7356**

**DIAGNOSTIC IMAGING AND ENTERPRISE INFORMATICS SOLUTIONS**

Vital is your advocate to help deliver enterprise interoperability and improved workflow across vendors, departments and facilities through its Vitala® Modular Enterprise Imaging solution. This enterprise-wide flexible platform offers a non-disruptive, scalable approach to personalized viewing, image management, workflow and resource planning. Modular Enterprise Imaging allows IDNs to solve a broad set of enterprise imaging challenges without requiring large-scale, disruptive PACS replacement of existing systems. The image management component of the solution, Vitrea Vendor-Neutral Archive, is a second-generation VNA technology that offers advanced workflow capabilities to facilitate the reading, storing and viewing of DICOM and non-DICOM images. Vitrea VNA is a highly flexible set of image management software tools that enables control of your image data flow far beyond traditional PACS archiving. Depending on your organization’s needs, it can be deployed in either a federated or centralized model. Learn more at our booth.

**WORKFLOW**

**EchoPixel, Inc.**

**Booth 3947**

**3-D IMAGING SYSTEM**

The True 3D, from EchoPixel, is an advanced visualization solution. True 3D allows professionals to view and interact with a patient’s clinical images in virtual space, as if they are real physical objects. Reach into and interact with an open 3-D space to interact with patient-specific anatomy to immediately identify and study anatomical relationships, and dissect clinically significant structures in real-time. These 3-D objects can then be segmented and exported for high-fidelity 3-D printing. The system is DICOM compatible, allowing the enterprise to share image-rich patient data from CT, MRI, rotational angiography and 3-D ultrasound. EchoPixel’s software is revolutionizing how surgeons and interventionists plan and perform surgical medicine. It allows clinicians to more clearly and precisely discern exact anatomical relationships. True 3-D is successfully deployed in neurosurgery, neuroradiology, interventional radiology, cardiology, pediatrics and adult cardiology specialties. Early feedback indicates significant benefits to both clinical performance and workflow.

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