

Technical Exhibits Focus

RSNA and Exhibitors Look Beyond Imaging to Improve Patient Care

Nuance is Providing Radiology with the Tools to Do It

By Michael Hart

“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

CONTINUED ON PAGE 6B



Tarik Alkasab, MD



Karen Holzberger

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#COMPUTED TOMOGRAPHY**Carestream Health**

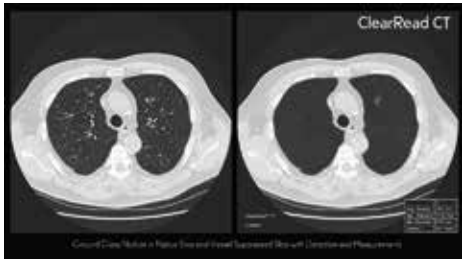
BOOTH 4704

3-D Extremity Imaging System

The Carestream OnSight 3D Extremity System uses cone beam CT (CBCT) technology to capture weight-bearing and other types of extremity exams. It recently received FDA 510(k) clearance and is available for order in the U.S. This affordable, compact system offers high-quality, lower-dose 3-D imaging studies for use by orthopedic and sports medicine practices, hospitals, imaging centers, urgent care facilities and other healthcare providers. The system can help in treating a host of orthopedic conditions that affect the biomechanical behavior of the joints such as arthritis, meniscus loss, instability and malalignment syndromes.

**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.

Medic Vision Imaging Solutions

BOOTH 7938

NEMA XR-29-compliant Dose Check and Report System

SafeCT-29 is the industry's first and only third-party FDA-cleared vendor-

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 (RDSR) 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

BOOTH 4759

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 work flow 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 detector; 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; streamed 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.

DICOM COMPLIANT SYSTEMS**Double Black Imaging**

BOOTH 3713

LED Backlit LCD Monitor for Mammography

Double Black Imaging (DBI) will be expanding its multi-modality LED offerings to include a new 5-megapixel resolution color LED, backlit-LCD monitor certified for mammography. This high-bright color LED will join DBI's full line of PACS, clinical, surgical and MRI safe displays. The X-Cal web-based calibration software suite allows for remote DICOM calibration and conformance, luminance adjustment, reporting, MQSA testing and documentation, email alerting, scheduling and enterprise management. DBI develops X-Cal proprietary display system calibration software to bundle with wide LCD systems and graphic controllers and DICOMetrix PACS performance monitoring software. DBI is dedicated to developing unique, innovative imaging solutions and components that make imaging more efficient.

**ELECTRONIC AND INFORMATION SYSTEMS/SERVICES****Apollo Enterprise Imaging Corp.**

BOOTH 6410

Universal Viewers Via Desktop or Mobile Devices

From acquisition via smartphone and other imaging modalities to collaboration and management of clinical photography,

audio, video, DICOM and non-DICOM file formats, Apollo EPMM® (Enterprise Patient Multimedia Manager) with ResolutionMD® is a universal viewer available via desktop or mobile device that can also serve as a secure, centralized imaging repository and vendor neutral archive. Customers have created a unique and innovative partnership with Apollo, which enables: image sharing to support care team collaboration; the capture of multimedia and images in the ambulatory, acute and post-acute care settings; new telemedicine service lines and improved referrals within the healthcare enterprise; improved employee productivity by workflow standardization across departments; accurate documentation via images to support insurance claim submission; and "better care through pictures" and support for market changes from volume to value, along with the economic impacts on revenue and operations.

Three Palm Software

BOOTH 7810

Diagnostic Imaging Software for Mammography

Three Palm Software is showing WorkstationOne, a diagnostic imaging software for mammography (and related) review and reporting. It provides an efficient workflow, along with expert tools. Digital images from all vendors, with any number of priors, are supported. Digital breast tomosynthesis is seamlessly integrated into the workflow. Recent enhancements include expanded reporting and tomosynthesis display capabilities, including breast projection images and 3-D computer-aided detection (CAD). WorkstationOne has market-leading support for mammography, including capabilities to enhance a site's reporting ability, all while remaining a flexible and cost-effective software solution.

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.

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Program Guide



ExhibitorList



My Agenda



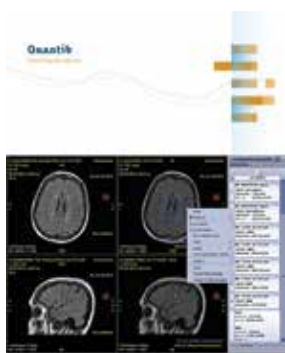
Credit Eval

Quantib

BOOTH 8318

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 T₁-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.

BOOTH 6129

Cloud-based Medical Records Management

eimageglobal Inc., located in Chapel Hill, NC, provides a real-time and cloud-based solution for medical records management

and exchange. It is a wholly-owned subsidiary of Hangzhou Lianzhong Medical Science Co., Ltd, a leading company in China in health information construction and cloud storage of medical images. Our solution, eimageglobal, features medical image cloud storage and sharing; a mobile clinic for physicians; and communication among physicians and between physicians and patients. It provides a platform to access, view, share or store DICOM images, non-DICOM images, and medical reports online. Its innovative cloud-based technology offers an effective, productive, and affordable way to distribute images and store archives. eimageglobal enables health providers to securely view patient images and reports from a wide variety of computers and mobile devices and allows them to collaborate with other health providers. Practitioners are able to use it to perform a clinical diagnosis anywhere.

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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.

Inovapar

BOOTH 3971

Software Solutions for Healthcare

It's been established that patient engagement is directly related to treatment results. Have you considered how information technology solutions can facilitate this engagement, increase



your patients' awareness and ultimately contribute to better care? Inovapar provides certified modular solutions that complement GE Healthcare Digital solutions, making the final solution even more fitting to your business. The Patient Portal facilitates the communication with patients, providing secure access to medical reports and radiologic images. The Business Intelligence module can act as a powerful tool for strategic decision making and operational optimization. The structured reports solution provides improved accuracy and reliability on exam results. Inovapar understands

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 a 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,

FULL EXHIBITOR LISTING

To see complete company profiles and product information, visit RSNA.org/ExhibitingCompanies.

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.

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

German Fraunhofer Society

BOOTH 2565C

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

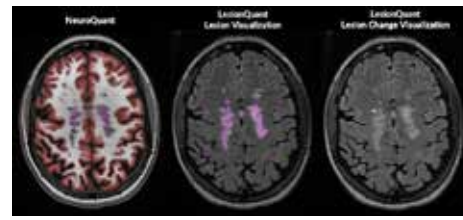
consultancy, feasibility analysis, contract research, prototyping to quality-assured product delivery.

MAGNETIC RESONANCE

CorTech Labs

BOOTH 3252

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 T₁ 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

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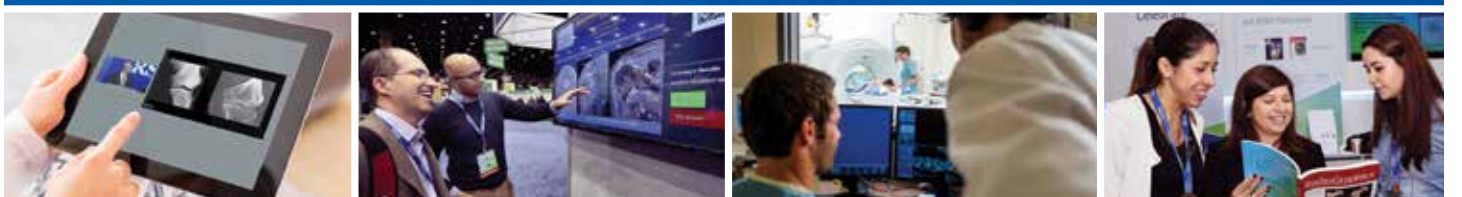
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tools, helping physicians evaluate brain structure and lesion volumes, confidently assess the presence of neurodegeneration and ultimately improve patient care – all within minutes.

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 patients to the worklist on the fly. 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.

Samsung Electronics

BOOTH 4735

Mobile Digital Radiography System

Samsung Electronics' newly launched GM85, a premium mobile digital radiography system, provides advanced mobility, maximized user convenience and a high image quality. Its ultra-compact design allows easy access around tight spaces and the adaptive soft driving control, front bumper sensor and collapsible column offer safe navigation and an ultimate driving experience. The system also features a multi-touch screen panel, image display screen on the tube head unit (THU), and extensive long tube reach for easier operation. The S-Align and quick-positioning function optimize workflow and decrease fatigue, enabling users to serve more patients. The GM85 goes further from this with advanced imaging which enables more accurate and confident diagnosis. It applies S-Vue, Samsung's advanced imaging engine, and SimGrid, an application which produces superior image without the need of a conventional grid. The tube and line enhancement feature brings improved clarity of the tube and line in chest images through single on-screen click.



ULTRASONOGRAPHY

iThera Medical

BOOTH 6909

Optoacoustic Imaging System



Multispectral optoacoustic tomography (MSOT) is a novel technology that combines the best of optical imaging and ultrasonography. Providing molecular optical contrast at depths of several centimeters with the spatiotemporal resolution of ultrasound, MSOT visualizes melanin, hemoglobin, oxyhemoglobin and

fat without the need for contrast agents. Additionally, near-infrared dyes such as indocyanine green (ICG) and methylene blue can be imaged. While MSOT is currently being translated into the clinics, it promises to be a valuable tool in cancer diagnostics, skin examination, and inflammation assessment.

Turkuaz Medikal Kozmetik

BOOTH 4049

Ultrasound Gel

Turkuaz is the one of the largest ultrasound gel manufacturers worldwide. It holds US-FDA approvals and CE Certificates which allow the company to export products to more than 112 countries. An acoustic performance test performed by the University of Michigan has proven that Konix Ultrasound Gel delivers better imaging quality than the competition. Turkuaz offers sterile and non-sterile gels, available in 6 mL/12 mL syringes, 5 mL/10 mL/20 mL sachet, 250 mL – 500 mL – 1 L bottles, 3 L/5 L aluminum bags and 5 L cubitainer packaging options. Contract manufacturing is available and strength of the company.



ClickView Corporation

BOOTH 6532

Automated Analysis and Reporting Module

ClickView Corporation is pleased to showcase its new multimedia 7i Surveillance and Automated Analysis & Reporting for chronic lesions. The conventional radiology report, handwritten, dictated or voice recognition, has been essentially unchanged for the past century. Conventional reports make the evaluation of chronic lesions such as thyroid nodules, aortic aneurysms, and others cumbersome to track and detect changes in size, rate of growth, and findings such as calcification. Say goodbye to shuffling through months or years of prior conventional reports, wasting time and distractions from viewing the images. ClickView's multimedia 7i Surveillance module delivers faster, automated analysis of key findings with tables, calculated interval changes, and clear trend charts tracking growth over years.



WORKFLOW

Client Outlook

BOOTH 4772

Diagnostic Enterprise Viewing Platform

Client Outlook is solely focused on providing the most advanced diagnostic enterprise viewing platform that is easy and familiar for busy clinicians, yet powerful for specialists. eUnity™ is an enterprise medical imaging platform that provides fast, highly scalable, secure access to images and data, while delivering diagnostic quality health data remotely or at the point of care through a web browser or mobile application.



RamSoft, Inc.

BOOTH 6730

Intuitive Single Database Application

RamSoft is showcasing its most innovative version of PowerServer RIS/PACS™ yet. This 100 percent web-based, single database application is simple and intuitive. Its feature-rich workflow engine provides all functions traditionally found in disparate RIS, PACS, radiology EMR, physician portals, reporting modules and analytics software, all in one product. PowerServer's new elegant user interface further increases productivity by reducing unnecessary clicks and automating frequent tasks. It also comes equipped with Essence™, a top-of-the-line reporting module that enables radiology practices to effectively analyze data and exceed business objectives. Along with Essence, the new PowerServer RIS/PACS also comes equipped with RapidResults™, a powerful clinical image and report viewer app that allows direct messaging between internal and external healthcare providers.



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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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