



## ECR 2014: Unfors RaySafe supports the EuroSafe Imaging Campaign



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EuroSafe Imaging Campaign is the Europe-wide initiative for safe X-ray use

Unfors RaySafe (previously Unfors Instruments), the international market leader of measuring devices for quality assurance of diagnostic X-ray equipment, is a supporting partner of the EuroSafe Imaging Campaign.

This is a European Society of Radiology (ESR) initiative to raise awareness of radiation in medical imaging across Europe. At the forefront of the campaign are safety procedures, diagnostic reference levels for patient dose and compliance with the “ALARA” principle (As Low As Reasonably Achievable). ALARA refers to a maximum reduction of the X-ray dose to patients while still maintaining image quality.

“Since the company was founded in 1994, Unfors RaySafe has dedicated itself to helping people avoid unnecessary exposure to radiation. Our entire product portfolio is designed to establish a better radiation safety culture in places where technicians, medical staff and patients come into contact with X-rays”, explains Magnus Kristoferson, CEO of Unfors RaySafe, the Swedish manufacturer’s engagement. “Medical use of X-rays has continued to increase over the years and so, too, has concern about its impact on people’s health.”

According to data from the International Atomic Energy Agency (IAEA), 3.6 billion diagnostic X-ray examinations are carried out across the globe every year.

The EuroSafe Imaging Campaign officially began with the launch at the European Congress of Radiology (ECR) in Vienna. Besides a dedicated poster exhibition the campaign will also consist of political initiatives, specialist seminars and a certifying programme for radiological equipment.

As a “Friend of EuroSafe Imaging” companies, doctors, clinics and individuals can contribute to the campaign.

Source: [Unfors Raysafe](#)

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