

Esaote Enhances Ultrasound with CrystaLine Technology



With the launch of CrystaLine technology at the European Congress of Radiology in March, Esaote is focusing on application of ultrasound through the chain of prevention, diagnosis, intervention and therapy. CrystaLine includes enhancements to hardware and software that build on Esaote's eHD ultrasound technology.

Major technical improvements provided by CrystaLine include Combined Pulse Imaging Technology, which effectively increases depth-of-field, improving the imaging of structures deeper in the body.

Esaote systems with CrystaLine are also able to synchronise in real-time with therapeutic applications such as Echolaser to guide laser ablation and other procedures. The system is already being used to direct laser ablation of benign lesions of the thyroid, and application for the prostate is under development.

Carlos Faustmann, Esaote's Chief of Global Marketing said that CrystaLine meets the challenges of capturing high quality images in technically difficult patients.

"CrystaLine enables clinicians to synchronise with interventional systems such as medical lasers" continues Faustmann. "This feature plus the introduction of the 0 degrees biopsy-interventional dedicated probe, is an example of the huge potential for Esaote and ultrasound in direct therapeutic applications.

Existing customers will be able to upgrade to CrystaLine technology later this year.

MRI

Esaote's MRI range includes the G-scan open MRI is designed for MSK and sports medicine, and enables weight-bearing imaging of shoulders, knees and the spine. It does not need a cooling system and is only restricted by the height of the room. In addition, a single operator can use it.

Royal Preston Hospital in the UK installed an O-Scan for extremity scanning last year. Dr Chooi Oh, Consultant MSK Radiologist notes, "My colleagues and I perform a lot of knee scans, followed by wrist, ankles, and some elbows. If comparing the O-Scan to a 1.5 tesla unit, we find images are very good. Knee images are particularly good, and O-Scan's 3D SHARC sequence is extremely good for cartilage. The patient experience is a lot easier and less stressful than a whole-body MRI. When training our colleagues to use O-Scan, they have not found it too complex to master."

Growing business

Esaote's core business is US and MRI with interventional solutions, which use US and medical IT. Its PACS/RIS/ cardiology system, which includes multi-vendor and mobile viewing capability is number one in Italy, and is expanding across Europe.

Esaote's CEO Carlos Alonso spoke to HealthManagement about the strategy for growing the company. Esaote is targeting growth in the United States market over the next 5 years and is building up its business in the UK, France and Germany. The focus is on being a full portfolio ultrasound company and a dedicated MRI company.

Alonso, who joined the company in 2013, says he is embracing the challenge of helping to transform a company with a more Italian culture into a truly multinational company able to succeed in a very competitive arena.

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