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## Philips showcases full suite of cardiology solutions for cardiovascular disease at ESC Congress 2016



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- *Integrated cardiology software, solutions and services optimize the path to treatment through early interventions to enhance patient outcomes and help lower costs*
  - *Minimally invasive treatments supported by live intelligent image guided therapy help patients recover quicker and go home earlier*
  - *Next generation point of care testing and cardiology informatics enable rapid clinical decision-making*

[Royal Philips](#) (NYSE: PHG, AEX: PHIA) has announced its presence at the [ESC Congress 2016](#), showcasing its latest in advanced integrated cardiology solutions with a focus on prevention, diagnosis and treatment. Philips will spotlight multiple modalities to address the needs of a growing and aging population with a personalized and cost effective approach to cardiovascular care, featuring: IntelliSpace Cardiovascular, Dynamic Coronary Roadmap, EPIQ with HeartModel Anatomical Intelligence (AI) as well as Philips Volcano IVUS and iFR/FFR technologies.

Visitors to the [Philips booth \(#E4-N100\)](#) will experience Philips holistic approach to cardiovascular care, featuring its integrated cardiology software, innovative solutions and best-in-class services approach to connect people, technologies and care protocols across the entire health continuum. From intravascular imaging, ultrasound, healthcare IT and advanced software applications, to physiology image guided interventional technologies and Personal Health Solutions for better heart health, Philips is providing a customized integrated approach to deliver enhanced workflow for the entire clinical team.

“Cardiovascular disease is the leading cause of death and accounts for more costs than any other chronic illness. At Philips, we believe every heart is unique and every patient deserves an individual approach to their health. To this end, we’re providing clinicians with the tools they need to enable efficient and effective clinical decision making and deliver personalized care to each one of their patients,” said [Bert van Meurs](#), Business Leader of Image Guided Therapy for Philips. “As health systems continue to move toward value-based care, we’re committed to transforming workflow for first time right diagnosis, increasing productivity and improving

outcomes for cardiology patients at the point of care.”

During this year’s Congress, Philips and its customer partners will host a [Satellite Symposium on Ultrasound](#) featuring leading echo experts sharing their latest experience related to Anatomical Intelligence and Peri-interventional Imaging followed by an interactive panel discussion. [Hands-on tutorials](#) on topics including next-generation point-of-care testing enabling rapid clinical decision making, precision guided technologies in the interventional lab, and Anatomical Intelligence within ultrasound, will also be presented. Throughout the event, Philips will also host a daily series of short presentations on solutions and technologies enabling personalized heart care, taking place in the Forum section of the booth. For the full schedule of short talks, please click [here](#).

Visitors to the Philips booth at the ESC Congress 2016 will also have access to the company’s recently launched AlluraClarity [Clinically Proven](#) platform, introducing the scientific community to 18 comparative peer-reviewed studies with 3,840 patients. Clinical data demonstrates the ability of Philips’ [AlluraClarity](#) to provide equivalent image quality for a full range of clinical procedures at low X-ray dose levels.

## Diagnosis and Treatment

Philips will demonstrate its advanced solutions delivering diagnostic confidence and decision-making through every step of the cardiology patient journey, including:

- [HeartModel AI](#) – premier Anatomical Intelligence Ultrasound (AIUS) application - part of a suite of tools and technologies available on Philips’ EPIQ Ultrasound system that brings advanced automated quantification, 3D views, robust reproducibility and significant time-savings to echocardiography
- [IntelliSpace Cardiovascular](#) – next generation image and information integrated software solution. Web-based echo reporting provides clinicians with improved remote access and convenience and vendor agnostic expanded WebAPI enables easier integration for comprehensive patient data and analytics
- [IntelliSpace Portal 7.0](#) – advanced cardiology informatics data sharing, analytics and visualization platform to help clinicians diagnose patients and communicate across modalities, with one efficient, automated, and guided workflow
- [Minicare 1-20 Acute](#) – on the spot handheld point-of-care blood testing that speeds up clinical cardiac assessment providing lab comparable Troponin results within minutes
- [Affinity 70 Ultrasound](#) – offers a powerful combination of performance and workflow for quick, confident diagnosis

Also showcased in the Philips booth are advanced technologies driving navigation for appropriate treatment paths, including:

- [EchoNavigator](#) – fuses live 3D TEE and X-ray in real time to provide image guidance in the 3D space, supporting physicians in complex structural heart procedures for the appropriate treatment path, enabling better patient and cost effective care
- [IVUS \(intravascular ultrasound\)](#) – provides detailed and accurate measurements of the vessel
- [iFR Scout](#) – pullback technology reveals the physiologic profile of the entire vessel and is optimized to assess serial lesions and diffuse coronary disease enabling physicians to make informed treatment decisions
- [Dynamic Coronary Roadmap](#) – automatic, real-time navigational guidance designed for procedure efficiency in complex PCI interventions without changing current standard workflow\*
- [StentBoost Live](#) – instantaneous enhanced live visualization, to position and deploy balloons, stents and bioresorbable vascular scaffolds, reducing overall procedure time\*
- [HeartNavigator](#) – provides immersive user experience and automated tasks to simplify planning, measurement, device selection, and choice of X-ray viewing angle for TAVI, LAA, Mitral and other SHD procedures
- [3D Room Planner](#) – a digital tool that enables modality specialists to closely work together in creating a lively experience and understanding of the future OR in a 3D simulation

## Prevention and Healthy Living

According to the recent [Future Health Index](#) commissioned by Philips, of the more than 25,000 patients surveyed, one-third (35%) have a cardiology related medical issue, with high blood pressure being the most common condition, present in 23% of survey respondents. Furthermore, the majority (87%) of healthcare professionals in the cardiology space surveyed also indicated they consistently advise patients to keep track of their blood pressure regularly. The results of the Future Health Index reinforce the need to move from reactive to proactive and preventative care management, especially within cardiology. To that end, Philips will showcase its [personal health programs](#) at the ESC Congress 2016. Philips' personal health programs represent a new era in connected care by empowering consumers to improve their health through better habits.

Source & Image Credit: [Philips Healthcare](#)

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