
Philips Unveils AI Imaging & Treatment at #ECR2024 for Enhanced Patient Care



[Royal Philips](#), a global leader in health technology, announced it will introduce its latest differentiating, AI-enabled innovations to improve patient care at the European Congress of Radiology (ECR) annual meeting in Vienna. By leveraging AI, these new technologies can help healthcare professionals make more accurate diagnoses, streamline workflows, and ultimately improve patient outcomes. ECR attendees will experience how Philips' innovative platforms and game-changing software enable healthcare providers to focus on what matters most – caring for patients.

Join Philips at The Blue Level at #ECR2024

Philips continues its strong partnership with the European Society of Radiology (ESR) at #ECR2024 where the company is once again expected to attract thousands of attendees with its patient-centric innovations. On Level 2 (The Blue Level), Philips will spotlight innovations across CT, MR, Diagnostic X-ray, Ultrasound, Image Guided Therapy, and Enterprise Informatics, designed to offer outstanding image quality and increase speed and productivity to provide healthcare professionals with the tools they need to deliver exceptional care.

“At this year’s ECR, the focus is ‘Next Generation Radiology’ where innovation will be on all our minds. Significant improvements and advances in speed and precision enabled by AI will be demonstrated by health tech leaders like Philips, all in the service of improving patient care,” said Prof. Carlo Catalano, President of the European Society of Radiology (ESR) and the European Congress of Radiology (ECR).

“At #ECR2024, we’ll demonstrate how our AI-enabled solutions can help radiologists address some their most pressing challenges, including cost of care, staff shortages, and improving patient outcomes, while at the same time reducing environmental impact,” said Atul Gupta, MD, Chief Medical Officer in Precision Diagnosis and Image Guided Therapy at Philips, and a diagnostic and interventional radiologist. “One stand-out example is Philips’ leadership in helium-free MR operations. With more than 1,000 systems installed globally, the Philips BlueSeal magnet is the industry’s first 1.5T fully sealed magnet, relieving health systems from helium-related complications. We have now brought our innovation in helium-free MR to a mobile truck.”

Europe’s first mobile MRI system with helium-free operations at #ECR2024

The first [BlueSeal MR mobile unit](#) [1] developed in Europe for Denmark-based Agito Medical Imaging will debut at #ECR2024. MRI scanners equipped with Philips’ BlueSeal magnet technology have saved more than 1.9 million liters of helium since 2018 [2]. The extension of this breakthrough technology in a mobile unit means Philips will be able to expand quality access to MRI exams for more patients in more places across Europe, in a more sustainable way with helium-free operations.

Care means the world

Underpinning Philips’ innovations is the company’s commitment to driving sustainable healthcare, developing solutions to help care for patients and the planet with the same urgency and attention. ECR attendees will experience the Philips [‘Care means the world’](#) campaign, reinforcing that improving human health and environmental health need to go hand in hand. From the development of energy-efficient technologies to better use and re-use of products and materials, visitors to the Philips sustainability station at #ECR2024 will see how Philips is driving systematic change to lower the environmental footprint of healthcare for greater societal benefit, and stronger financial value for health systems.

Join [Philips in person at the Blue Level at #ECR2024](#), or virtually via the [Philips interactive online radiology experience](#).

Source & Image Credit: [Philips](#)

References:

- [1] BlueSeal mobile 1.5T is considered a work in progress and is not CE marked and not available for sale.
- [2] The amount of liquid helium saved is calculated compared to a classic magnet with 1,500 liters of helium.

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