

## Quest for Quality Driving Adoption of Computed and Digital Radiography in Europe



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The need to improve the efficiency and quality of X-ray examinations will drive healthcare facilities across Europe to install computed radiography (CR) and digital radiography (DR) systems. The emergence of retrofit systems based on flat panel technology has popularised DR systems, and will sustain investments in the European computed and digital radiography market.

New analysis from Frost & Sullivan "Western and Eastern European Markets for Computed and Digital Radiography", finds that the market earned revenues of more than \$388.8 million in 2011 and estimates this to reach \$473.9 million in 2016.

"CR and DR technologies' advantages over analogue X-rays, which include increased patient throughput as well as shorter examination and result analysis times, have also encouraged their adoption", says Frost & Sullivan Healthcare Industry Analyst Dominika Grzywinska. "The shortage of radiologists further drives uptake, as digital systems enable a radiologist to cater to nearly three times the number of patients served using analogue X-rays."

While retrofit systems have made digitisation more cost-effective and prices of both CR and DR systems continue to decline, affordability remains an issue owing to the challenging economic situation in Europe.

"Customers are placing greater emphasis on return-on-investments, looking for solutions tailored to their needs at an affordable price," concludes Grzywinska.

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