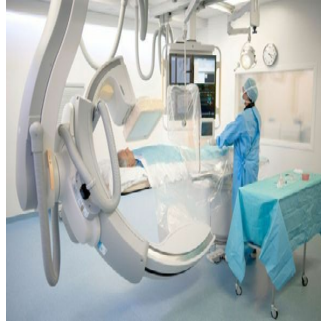

#RSNA14: Philips Partners with ISM to Expand Its Integration Solutions



Royal Philips, a leader in image-guided therapies, has signed an agreement with Image Stream Medical (ISM) that allows Philips to further expand its integration solutions for its hybrid suite and interventional lab solutions with integrated video and live streaming capabilities. As part of the agreement, Philips has acquired a minority stake in ISM.

ISM is a leading provider of advanced solutions for the control, routing, capturing and management of data and images utilised in various procedural environments, including hybrid suites and interventional labs. Through this partnership, Philips will be able to offer complete integration solutions and associated consultancy services, complementing its offering of live-image guided solutions, clinical informatics and services. The combined Philips and ISM offering will be available in the US from January 2015 onwards.

“Integrated video and live streaming capabilities have become increasingly critical to connecting clinicians and enabling remote collaboration, in both interventional and hybrid environments,” said Bert van Meurs, General Manager Image-Guided Therapy at Philips. “With a similar consultative approach to customer engagements, the partnership with Image Stream Medical is a natural extension of our current image-guided minimal invasive therapy offering, and this addition further reinforces our commitment to connecting care across the health continuum.”

Image-guided minimally invasive therapies, particularly those performed in the hybrid suite, are complex and technically demanding. They however provide key benefits for health systems and patients, including reduced patient trauma, shorter recovery times and shorter hospital stays, thereby contributing to lower healthcare costs.

EasySuite™, ISM's latest integrated solution is designed to enhance operating room, hybrid suite and interventional lab flexibility, staff satisfaction, patient safety and enables secure and easy sharing and archiving of data inside and outside the lab – including data for the electronic medical record (EMR). With this collaboration, Philips will be able to extend its successful portfolio in the interventional and hybrid domain with comprehensive integration of real-time information in and outside the lab.

“Image Stream Medical is very pleased to enter into this partnership with Philips in the image-guided therapy field, a natural extension of our perioperative solution.” said Eddie Mitchell, CEO of Image Stream Medical. “ISM provides a workflow centred platform for integrating surgical and procedural video information across the hospital enterprise, facilitating efficiency, teamwork, collaboration and learning. The complexity of the hybrid suite demands these capabilities. By partnering with Philips, ISM solutions will bring value not only to Philips' hybrid suite customers, but also to its interventional lab customers.”

Philips' focus on image-guided therapies is a strategic component of the company's holistic approach to the delivery of care across the health continuum, from healthy living and prevention, to diagnosis, treatment, recovery and home care. Philips and ISM will showcase their combined solutions at booth #6742 at the Radiological Society of North America Annual Meeting (RSNA14), 30 November through 5 December in Chicago, Illinois.

Source: Royal Philips
Image Credit: Royal Philips

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