

## Zoom on: Dominique Gabriel, Chief Executive Officer, Medsquare



**Dominique Gabriel**

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Chief Executive Officer -  
Medsquare

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### 1. What are your key areas of interest and research/assignment?

Patient care and safety. Ever since the beginning of my career in the Medical Imaging field, I have been obsessed by the risks incurred by patients who are treated with the latest technologies. As a physician and a professional in the healthcare sector, I'm very concerned about the patient's radiation dose exposure in medical imaging.

In fact, radiation exposure has become a worldwide concern. It's a real issue for all of the actors in the radiology field – from the patient, the technologist and the radiologist, to the heads of department and the medical physicists.

A dose management solution is the key to patient safety – because, by reducing dose and preventing future errors, we're protecting patients. I'm very proud to be providing healthcare professionals with our DACS\* Software Radiation Dose Monitor (RDM) – it's specifically designed to help them improve clinical practices and reduce the patient's dose exposure.

### 2. What are the major challenges in your field?

Education is our daily challenge. With regard to image quality and dose, we have to help healthcare professionals adopt a low dose culture and adhere to the ALARA principle: 'As low as reasonably achievable'. Changing practices and adding new tasks is always difficult for medical professionals in general, and particularly in medical imaging.

The number of competitors jumping into this market and taking advantage of the regulation changes poses another challenge. The biggest Original Equipment Manufacturers (OEMs) are now providing DACS solutions, which makes our marketing and communication more difficult.

However, we've completed major projects and achieved milestones that will be recorded not only in our company's history but in the history of patient safety as well.

### 3. What is your top management tip?

Develop a joyful work environment and constantly motivate every team member. Customer care, fidelity, integrity and responsiveness are the values that define our philosophy of work, and they are an integral part of our corporate culture. They reflect who we are collectively and what we believe in.

I would advise managers that: "Your team should be happy to come to work every morning and then leave with a smile at the end of the day with the satisfying sense of being caring."

### 4. What would you single out as a career highlight?

In a single year (2014), the 3 major hospital purchasing groups in France awarded our company all of the public tenders related to patient dose management in medical imaging. Moreover, during the next 4 years, RDM, our dose management solution, will be deployed in most of the country's university hospitals.

These achievements are not only testaments to RDM's intrinsic values, they also demonstrate the dynamism, innovation and competitiveness of a European SME in competition with the biggest international companies that have established a foothold in the DACS market.

**5. If you had not chosen this career path, you would have become a...?**

I have always been passionate about aviation – so I would have become a pilot.

**6. What are your personal interests outside of work?**

Sports: tennis, football and mechanical sports (F1, Moto GP, WRC) and aviation

**7. Your favorite quote?**

“What doesn't kill you makes you stronger.” – Philosopher Friedrich Nietzsche

Looking back, I realize that Medsquare has gone through a lot, but our team has always been able to get back on its feet. We have the positive attitude that is vital for happiness and success!

After having received his Masters in Physics from USJ, Lebanon, Dominique Gabriel began his career as Biomedical Engineer at UTC Compiègne in France, moving on to Clinical Solutions Manager before becoming Founder and CEO of Medsquare in 2006 in Paris, France. The company has become one of the European leaders in providing communication solutions in the medical imaging environment.

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