

MEDIATE

Boosting healthcare on three fronts: patients, the healthcare system and the economy

Impact highlights

- For Philips, the strategy and improvements based on the MEDIATE results in both its MRI and Image Guided Therapy businesses have significantly boosted annual sales volume.
 - Philips' metal artefact correction techniques have been brought to market with sales of over 1000 licenses in 2 years.
 - The unique capabilities of the Philips platform ScanWise Implant have set them above their competitors.
 - One of the leading hospitals in the Netherlands using Philips' new Azurion system reported significant time efficiency gains before (12%), during (17%) and after (28%) interventional procedures, which gives the ability to treat 1 more patient a day in the same room (on an average of 6-8 patients a day).
- By the end of 2016, over 1000 operating rooms within Europe had installed Barco's Nexxis platform – a networked digital Operating Room - which is based on MEDIATE results. At the end of 2017 this has increased to over 1600 installations and accelerated adoption is expected over the next few years.
- Following the MEDIATE project, Digisens is now selling 300 licences per year of Cone beam computed tomography (CBCT) reconstruction for clinical systems. Moreover MEDIATE opened new investigation fields for Digisens in the domain of noncircular reconstruction trajectories with a direct impact on industrial inline 3D inspection and homeland security.

The costs of sustaining healthcare for the world's ageing population are rising constantly and have become a significant component of global GDP. Healthcare is a major and growing market, with diagnostic and interventional medical imaging alone is worth almost €20 billion globally and growing. The significance of the market is reflected in the significance of the challenge that the MEDIATE project took up: to reduce costs and to improve the predictability of patient outcomes. The key lies in integrating medical imaging systems fully into surgical procedures and hospital workflow systems. MEDIATE focused on three medical fields: cardiology, oncology and orthopaedics, where planned minimally invasive procedures follow a pre-programmed workflow procedure, namely medical imaging to aid diagnosis, intervention planning, image-guided navigation during the intervention, execution of the therapy and therapy response assessment.

