

# Hospital Techniques

[www.techniques-hospitalieres.fr](http://www.techniques-hospitalieres.fr)

# 775

March-April 2019  
74<sup>th</sup> year

## RSNA

AI in Medical Imaging: myth, hype and reality

The use of MRI

Digital Breast Tomosynthesis: from diagnosis to screening?

Once Digital, always digital?

Machine Learning invades image management platforms

## Nephrology

Healthcare system and chronic kidney disease

Green Dialysis

Hemodialyzer, between engineering & philosophy

## AI Realty

AI: what applications in imaging?

## Experiences and perspectives

Telephony failure: crisis management at Bégin Hospital

## Les réponses à vos questions

French Pharmaceutical Industry faces its great challenges



# FUJIFILM to conquer hospital with Artificial Intelligence

FUJIFILM aims to raise the awareness of hospital radiologists and staff about AI issues in therapeutic decision-making. Interview of Mr. Lionel Sanglé-Ferrière, Director Marketing Strategy at Fujifilm France, Medical Systems Business.

## How is Fujifilm positioned in hospitals?

Since its diversification, the group has been active in many areas of expertise around the world. Healthcare is a priority for the company's development. In healthcare, we are mainly present in biology, pharmacy, medical imaging (radiology, ultrasound and endoscopy) and information systems. In France, we are one of the leaders in the medical imaging field, but our presence is historically stronger in the private sector. Healthcare is at the heart of the company's growth strategy for the years to come.

## How does Artificial Intelligence (AI) fit into this strategy ?

Fujifilm is already a leading player in the field of DICOM (medical imaging) data integration, using Synapse PACS and Synapse VNA solutions. AI is the logical follow-up for a group as FUJIFILM whose innovation is the driving force, the signature. Fujifilm is strongly committed to the development of AI technology applications intended for use in a wide variety of fields. At the end of 2018, we inaugurated a new generation AI technology development center, the FUJIFILM Creative AI Center "Brain (s)" in Tokyo. This center will help strengthen research, in collaboration with academic institutions such as the Indiana University School of Medicine in the USA. FUJIFILM will also open the FUJIFILM AI Academy in the coming year. FUJIFILM AI Academy will be dedicated to the training of IA experts within and outside the group.

## And especially with regard to the French market?

Fujifilm already offers several AI solutions dedicated to medical imaging, grouped together within the Reili platform.

During the last JFR (French Days of Radiology), our hospital customers were able to see the benefits of our solutions: in CT scan with FCT IA Pixelshine and also in mammography with the Breast-SlimView solution developed by Hera-MI, a French start-up.

More recently, we have developed an AI solution dedicated to the detection of pathologies in digestive endoscopy.

This is a clinical decision support system for surgery for gastroenterologists.

We are committed to convincing the concrete added value of algorithms for the detection and characterization of pathologies.

## Can you tell us more about your partnership with Hera-MI and the benefits for doctors/patients?

The presence of Hera-MI on our booth at the JFR was an opportunity to formalize the scientific and commercial partnership between our two companies.

By backing the IA Breast-SlimView software solution to our medical devices, many radiologists and patients will benefit from the synergy of our respective innovations.

Through a panel of innovative features, Breast-SlimView focuses the Senologist's attention on the relevant suspicious areas, the radiologist is at the center of the decision in a fluent workflow.

AI will be able to detect anomalies sometimes difficult to detect and concretely assist radiologists in their diagnosis.

Hera-MI reduces the time radiologists spend on cases considered as not being problematic. Hera-MI's AI solution is therefore intended to assist Senologists without replacing them.

## What future for AI at Fujifilm?

AI is at the heart of FUJIFILM's development strategy. Deep learning is a perfect example of our Never Stop global communication campaign and innovation-driven strategy for the coming years. Over the next coming years, FUJIFILM intends to be a key partner and exploit the information collected by combining, for example, biological information and diagnostic imaging data.

The goal is to accelerate the development of AI solutions that can provide clinicians or hospital staff with comprehensive analysis and decision support.



**FUJIFILM**  
Value from Innovation

# NEVER STOP\*

## MAKING PROGRESS IN HEALTHCARE

With 80 years of experience, we work with healthcare professionals to better prevent, diagnose and treat diseases.

Our relevant medical imaging solutions improve the speed and accuracy of diagnosis.

Our scientific expertise allows us to integrate AI solutions. We prioritize and comfort clinical decision-making.

We will never stop creating value through innovation and advancing health for a better future.

**FUJIFILM**  
Value from Innovation

\*\*

FUJIFILM and Fujifilm Value from Innovation\*\* are registered trademarks of FUJIFILM Corporation.

©2019 FUJIFILM Corporation. All rights reserved.

The medical systems mentioned on this page are regulated devices intended for health professionals.

\* Never Stop

\*\* Innovation is a source of value

[fujifilm.com/neverstop](https://www.fujifilm.com/neverstop)