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INTERVIEW

'SimpliCT augments the natural abilities of the interventionist to perform CT-guided procedures'

NeoRad, a medtech company, has invented SimpliCT, a laser-based navigation solution for CT guided interventions, such as ablations, nephrostomies, biopsies vertebroplasties and nerve blocks. The product's advantages include reduced number of needle position confirmation scans, effectively reducing radiation dose both to the patient and the interventional radiologist. **Dr Vaibhav Jain**, Interventional Radiologist at Medanta– the Medicity, Gurgaon has been using this product in his day-to-day practice. He shares his experience of using this novel device and the benefits he accrued, in an interaction with **Express Healthcare**

What is the difference between freehand technique and laser technique?

In the former, you are guided by your experience and ability; whereas the latter complements your technique to achieve the desired result.

What made you opt for the product?

I am a firm believer in technology and willing to try newer devices that help doctors like us with our workflow and patient-care.

How has it helped enhance healthcare delivery?

This product, SimpliCT, is a compact, portable and convenient device which augments the natural abilities of the interventionist to perform CT-guided procedures. The laser guidance is accurate and covers a wide range of angles in both the transverse as well as the z-axis. It is easy to get familiar with the mechanism and it does not require any complex calculations or preparations beforehand.

What are the benefits to doctors and patients?

SimpliCT augments the performance of the CT interventionist by providing an accurate guidance. It increases the consistency and reproducibility of good results by an experienced interventionist and will definitely shorten the learning curve for beginners. In my experience, it shortens the procedure time and saves on the unnecessary check scans. All these lead to benefits to the performer, hospital and patient. Lesser passes and lesser check scans, all translate to lesser radiation dose to the patient, lesser tube damage, more throughput and most important, lesser chance of complications due to repeated punctures.

What are its three unique features?

I believe that the three unique features of this product are wide range in transverse and z-axis; simple and convenient mechanism of guidance and ability to reduce the procedure time.

HIGHLIGHTS

Zubair Kazi of KFC fame to invest in new prostate cancer diagnostic device

Artemis and ProFuse devices are now in use as diagnostic tools for prostate cancer at more than 20 major research universities

ZUBAIR KAZI, an investor renowned for making a fortune in fast foods, is diversifying his portfolio and investing in a medical imaging device developed by Elgen, a California company. Kazi is the sole owner of Elgen, and Founder and Director of the company's Artemis Project, an imaging platform, "fusing" ultrasound and MRI, that detects prostate tumors, views images in 3D and allows for targeted, rather than conventional "blind" biopsies that take painful, exploratory samples.

The Chair and CEO of Kazi Management, a privately held, US and Virgin Island-based international investor says, "Ways to save lives and help spare people needless pain – that's what I'm especially looking for now."

Reportedly, Elgen's Artemis and ProFuse devices are now in use as diagnostic tools for prostate cancer at more than 20 major research universities, including UCLA, Cornell, Emory, NYU and Stanford. "As partnerships, a multidisciplinary UCLA team headed by Leonard Marks, with members of the Radiology, Pathology and Biomedical Engineering departments, have been actively involved with the development and improvement of our system," says Michael Ahmadi, Executive VP, Elgen. "Our company and products are years ahead of the competition, and poised to enter manufacturing and sales partnerships with leading international medical brands," says Dr Mukesh Dumda, Elgen President. "Kazi is changing the standard of care for prostate biopsy through his forward-thinking vision," Ahmadi says. "Elgen is a 40-year-old cutting-edge tech company, and its future is shaped around his vision," he adds. Also in Elgen's pipeline are products adapting its fusion platform to the diagnosis and biopsy of ovarian, pancreatic and liver cancers.

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Carestream ships 9,000 units of digital DRX X-ray detectors

Company continues adding new DRX Systems and advanced software features that help enhance X-ray exams

CARESTREAM HEALTH has shipped more than 9,000 DRX detectors since launching the CARESTREAM DRX, a wireless X-ray detector that quickly and affordably retrofits existing X-ray rooms or portable diagnostic imaging systems from CR to DR technology, or powers new DR rooms and mobile systems. Carestream DRX systems and detectors are used in surgical suites, ER/ICU areas and radiology departments – as well as clinics, imaging centres, nursing homes and field military hospitals.

These detectors deliver high-quality, affordable digital X-ray images in about five seconds. "Our innovative family of wireless DRX detectors, imaging systems and specialized software delivers excellent image quality while enabling healthcare providers to improve productivity and control costs," said Hans L. Nole, President, Digital Medical Solutions, Carestream.

The company's DRX systems help streamline workflow and improve patient care in both rooms and mobile environments. In addition to the DRX-1 detector, the DRX portfolio also includes the CARESTREAM DRX-1C that utilises cesium iodide technology and offers excellent image quality and improved DQE (detective quantum efficiency). The DRX-1C detector can be used to treat patients in trauma, orthopaedic and other clinical environments. Carestream's newest cesium iodide-based detector, the CARESTREAM DRX 2530C, fits into paediatric incubator trays and is also used for orthopaedic and extremity imaging. The small-format DRX 2530C detector is intended for use with DRX-Revolution systems or DRX Mobile Retrofit Kits for mobile imaging of neonatal and paediatric patients. It also can be used with DRX-Evolution and DRX-Ascend systems, as well as DRX-1 room retrofit systems, for orthopaedic applications and other tabletop exams that can benefit from a smaller detector.

> The DRX-1C detector can be used to treat patients in trauma, orthopaedic and other clinical environments

Patient care in ER, ICU, paediatric ICU and other environments can be enhanced with advanced Carestream software that uses a single exposure to produce a composite image with algorithms designed to accentuate specific devices or conditions. For example, the companion image can produce a clear view of tubes and PICC lines, display fluid in the chest cavity, or suppress the appearance of posterior ribs and clavicles to deliver a better view of soft tissue in the chest. Use of this software can help physicians deliver a higher level of patient care while simultaneously reducing the need for additional exposures.

To maximise utilisation and flexibility, Carestream's DRX detectors can easily be moved to any DRX room or mobile DRX system – a feature referred to as the 'X-Factor'.

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Philips get US FDA approval for ultra mobile ultrasound

The mobile option can, reportedly, increase access to quality diagnostic scans for more OB patients, and provide a solution that is easily transported with a long battery life

VISIQ ULTRASOUND system by Philips has received 510(k) clearance from US Food and Drug Administration (FDA). According to Philips, the ultrasound system ultra mobile and combines "greater mobility, performance and simplicity into a single ministarized solution". The mobile option is an effort to increase access to quality diagnostic scans for more OB patients.

The VISIQ system features a transducer and was manufactured using advances in miniaturisation to integrate a sophisticated broadband microdigital beam former and powerful acquisition module. The system is targeted for OB and abdominal applications.

User can capture images, take measurements and share data. Many of the automatic image optimisation features found on Philips' EPIQ system are also offered and it includes built in Wi-Fi for DICOM data transfer to hospital or cloud-based PACS.

VISIQ is commercially available in China, East Africa, France, Germany and India.

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CURA Healthcare acquires DE Healthcare

The deal marks CURA Healthcare's foray into the ultrasound market

CURA HEALTHCARE, a medical technology company has acquired Chennai-based DE Healthcare for an undisclosed sum, thereby entering the ultrasound imaging industry. "It is a strategic deal. Following the acquisition, CURA Healthcare would foray into the ultrasound equipment device business," said M Balasubramanium, CEO, Cura Healthcare informing that the DE Healthcare brand would be retained. "DE Healthcare would focus on sales of ultrasound equipment under CURA's banner with its sales force pan-India. We are having pipeline of opportunities. We are now trying to consolidate. In next five years, we are aiming to become a Rs 1000 crore company", he said. This CURA Healthcare's second acquisition in three months. In June, the company had announced that PE firm Peepal Capital's $ six million capital infusion would support its expansion plans. S Habiji, Director, DE Healthcare said, "The ultrasound imaging industry is about Rs 640 crores market, growing 10 per cent (year-on-year). This year, post this acquisition, we are looking at a revenue of Rs 20 crores from DE Healthcare."

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