

## Fujifilm India puts focus on better medical connectivity

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### In association with Peerless Hospital organizes Health Informatics Symposium



Fujifilm India Pvt Ltd, a leader in imaging innovations in healthcare technologies and Peerless hospital, a pioneer in the healthcare domain in the Eastern region of India, announced their association for the installation of Fujifilm's SYNAPSE technology at the hospital. To shed more light on the innovation, Fujifilm and Peerless Hospital organized a Health Informatics Symposium to address the key challenges and highlight the benefits of this innovative technology placed at the hospital last year in Kolkata.

Keeping in mind the growing challenges that a hospital faces daily on managing the radiology imaging services, Fujifilm introduced SYNAPSE to improve the tracking of patient workflow and imaging information across the entire healthcare enterprise. Empowering users to manage medical diagnostic images, share them within and among medical facilities, and process them for specific diagnostic applications with this next-generation technology.

Commenting on the occasion, **Haruto Iwata, Managing Director, Fujifilm India Pvt Ltd. said,** "Our association with Peerless Hospital is a significant step towards the initiative to boost smooth workflow of medical processes in hospitals. This new state-of-the-art technology will not only prove efficient for the hospitals but also provide greater benefits to the patients at the hospital. With this, we will continue to thrive on our lineup of leading-edge medical imaging solutions that will help detect patterns in images successively empowering radiologists."

**Dr. Sujit Kar Purkayastha, Managing Director, Peerless Hospital said,** "With advancements in healthcare it is important to keep ourselves updated and have simple IT solutions for complex situations. We are extremely thrilled to announce our partnership with Fujifilm, which is the imaging company with the MI portfolio & underlying architecture to serve as a single vendor enterprise imaging solution. Through the IT solution we have acquired, it is helping us improve Hospital workflow by digitization. With this conference, we look forward to throwing some light on the dynamic healthcare landscape and the need for developed clinical technology. An advanced facility as this will also add on to data documentation and analysis for different clinical research work that we take up time to time."

The installation of SYNAPSE technology at the Peerless Hospital offers various IT Solutions from its comprehensive Synapse® Enterprise Imaging portfolio; including Synapse PACS, Synapse 3D, Synapse Mobility Enterprise Viewer and Radis RIS. These products will help the hospital in the smooth workflow, reduction in turn-around time, better interconnectivity of all the departments, easy access to patient reports and images with improved data management in chronological order.

Explaining the objective, **Chander Shekhar Sibal, Senior Vice President, Head of Medical Division, Fujifilm India Pvt. Ltd.** said, *"We at Fujifilm keep on introducing solutions to improve workflow that will help hospitals to serve their patients faster, improve the quality of reporting and yield in better patient outcomes and satisfaction. With the SYNAPSE enterprise, we aim to help hospitals better engage with their patients and stay ubiquitous in the new consumer-driven, quality and efficiency-focused world of healthcare. Being a market leader in enterprise imaging, we further aim to expand robust analytics and workflow capabilities of this system beyond radiology."*

The symposium witnessed industry experts who discussed the development of algorithms and current AI-based applications. Followed by an interactive sessions highlighting radiologist's views on digitization and the improving Hospital workflow by digitization.

Throwing more light on the IT solutions that SYNAPSE offers, **Dr. Sayan Das, Junior Consultant- Intraventional and Imaging , Peerless Hospital** commented, *"With the installation of Fujifilm SYNAPSE, we are not only contributing to the hospital but are offering additional aid to patients. Through the installation of this software, we are able to offer the patients at the hospital with services like less waiting time, tighter security of their data, better diagnostics and faster reporting. With the imaging expertise, we look forward to delivering instant access, browser flexibility and multiple device functionality at our world-class Peerless Hospital in Kolkata."*