



## Marcelo Esponiza

### Regional Manager for Latin America

In a remarkable JPR2024, AGFA HealthCare, in collaboration with its strategic partner Konimagem, showcased how their innovative solutions are supporting the Brazilian market; revolutionizing how hospitals worldwide can manage medical images. As the Regional Manager for Latin America, Marcelo shares his insights on the region's biggest radiology event.

#### Takeaway 1

##### Enterprise Imaging and VNA Approach

During JPR2024, we explored how leading healthcare providers in the LATAM region are simplifying their IT ecosystems. AGFA HealthCare Enterprise Imaging seamlessly meets their needs by consolidating all images produced by various departments—radiology, cardiology, gastroenterology, dermatology, digital pathology, and more—onto a single platform. Additionally, the Enterprise Imaging VNA platform enables easy implementation of solutions to manage diverse image sources, and provide unified access to information. As a native Multimedia Archive (MMA) solution, it supports the management of images beyond DICOM objects, providing unified access.

#### Takeaway 2

##### Customer Experience

Throughout our conversations with healthcare leaders, the importance of strong relationships with software providers - and the support they offer - was emphasized. Successful projects hinge on these partnerships rather than viewing providers merely as vendors. This partnership approach, recognized as a significant value by AGFA HealthCare in the LATAM region, forms a cornerstone of AGFA's strategy. By closely accompanying customers, AGFA assists in devising efficient processes and change management strategies, and creating collaborative environments to achieve the desired outcomes for hospitals.

#### Takeaway 3

##### Cloud & Infrastructure

Healthcare organizations and their IT experts are increasingly seeking ways to minimize on-premise IT infrastructure. Cloud services have emerged as the preferred solution, frequently requested in new Enterprise Imaging projects. AGFA HealthCare offers its Enterprise Imaging solution in cloud environments - including public clouds - helping customers reduce the need for extensive on-site infrastructure.

#### Takeaway 4

##### SaaS

As highlighted during event sessions - and related to the cloud strategy - some healthcare organizations are looking to outsource the management of Enterprise Imaging platforms. This shift allows them to receive the platform as a service, enabling better control of KPIs essential for delivering quality patient care. AGFA has already implemented this approach across the region, simplifying project execution for healthcare organizations. Additionally, this model addresses the financial considerations involved in evaluating Enterprise Imaging projects offering an OPEX approach.

*“By integrating these advanced solutions and fostering strong partnerships, AGFA HealthCare and Konimagem are paving the way for enhanced image management and improved patient care in Brazil, and with other partners in the broader LATAM healthcare markets. Once again, it's a pleasure to be a part of the imaging IT journey in Brazil.”*