Veronique Lessens
Global Head of Strategy, Marketing & Communications

JPR is always a highlight for the radiology community, bringing together industry leaders, innovators, and practitioners to discuss the latest advancements and trends. This year's engagement with customers was particularly insightful - underscoring several key trends that are set to shape the future of radiology in Brazil. As Global Head of Strategy, Marketing & Communications for AGFA HealthCare, Veronique was happy to give her summary of this flagship event.

Takeaway 1
The Rise of Artificial Intelligence

One of the most prominent themes at JPR 2024 was the increasing integration of Artificial Intelligence (AI) in radiological practices. These technologies are revolutionizing diagnostic confidence and efficiency. We saw numerous presentations on AI-driven diagnostic tools that can analyze imaging data faster and with greater precision than ever before. However, and to be effective, the path forward is to embed these technologies per clinical area into the workflows. This is the approach AGFA HealthCare's Enterprise Imaging is adopting - it is about augmenting radiologists' capabilities, and then allowing for earlier and more confident diagnoses.

Takeaway 2
Teleradiology and Remote Diagnostics

The pandemic accelerated the adoption of remote reading, and this trend continues to evolve. Tele-radiology was a significant focus at JPR 2024, showcasing how remote diagnostics can bridge the gap between facilities - with access to image acquisition equipment - but lacking reading capacity or advanced ones. This is particularly relevant for LATAM, where demand is developing fast and large health systems are emerging with more complex and widespread organization of health services. These systems - either private or public - can leverage AGFA HealthCare Enterprise Imaging and benefit greatly from remote imaging and consultations, enabling more patients to receive timely diagnoses.

Takeaway 3
Collaboration and Interdisciplinary Approaches

The importance of collaboration across different medical disciplines was a recurring theme. Integrating radiology with other specialties such as oncology, cardiology, and neurology can significantly enhance patient care. By working together, we can develop more comprehensive and effective treatment plans. This concept of the Imaging Health Record™ and interdisciplinary approach is central to AGFA HealthCare Enterprise Imaging. This is particularly vital in complex cases where multiple imaging techniques and expert inputs are required.

Takeaway 4
Streaming

Another exciting trend is the growing use of streaming and cloud-based solutions in Radiology. These technologies enable seamless access to imaging data from anywhere, at any time. By leveraging the cloud, radiologists can store, share, and analyze vast amounts of data without the constraints of physical storage limitations. AGFA HealthCare offers a unique streaming solution that allows near real-time image access from anywhere, collaboration and consultation, enhancing the speed and quality of diagnostics. This is particularly beneficial for large health systems growing fast and require scalability paired with wide accessibility.

Takeaway 5
Education and Training in Radiology

Ensuring that radiologists are well-equipped to handle these technological advancements was another key topic. Training at deployment - and beyond - through continuous education is essential. This focus on education is crucial for maintaining high standards of routine practices and keeping pace with rapid technologtical changes.

"As we look to the future, it's clear that the radiology landscape in Brazil is poised for transformative change. Embracing these trends will be critical to advancing the radiology practice and improving the delivery of patient care. I am excited about the opportunities that lie ahead and confident that, together AGFA HealthCare and Konimagem, we can lead the way in bringing these innovations to Brazil."

That's life in flow.

AGFA HealthCare