Key Takeaways – SIRM 2024
Davide Fumagalli

As Country Sales Manager for Italy, Davide Fumagalli shares his key takeaways from the country's biggest radiology event, SIRM, which took place in June 2024.

What a great experience in Milan! The SIRM Congress was a tremendous success - arguably the best SIRM ever. Participation was massive, especially in the first two days, and our booth attracted significant attention with numerous demos and meetings, achieving excellent customer engagement. Reflecting on the vibrancy of this bi-annual exhibition, I would like to share my insights with the AGFA HealthCare and wider community.

Takeaway 1
Launch of the New Elefante® WEB Platform

- Interest from Existing and New Clients: The new Elefante® Web platform garnered significant interest from our existing Elefante.NET users. Additionally, it attracted new prospects who were impressed by its enhanced flexibility and user-friendly graphical interface.
- Cross-Device Compatibility: A standout feature of Elefante Web is its compatibility with any device, enabling seamless access whether using a desktop, tablet, or smartphone. This flexibility is highly valued in today's mobile and interconnected work environments.

Takeaway 2
High Interest in AI Packages

- Consistent Engagement: Our AI packages have consistently drawn significant interest over the past two years, and this year was no exception, with a strong focus on AI solutions tailored for musculoskeletal (MSK), mammography (Mammo), and lung imaging, supported by a customer-led workshop.
- Advanced Capabilities: These AI packages assist radiologists in interpreting complex images more accurately and efficiently, enabling quicker and more confident diagnoses. The growing interest indicates a rising trust and reliance on AI technologies in radiology.

Takeaway 3
Structured Reporting

- Workshop and Discussions: Structured reporting was a major theme at the congress, highlighted by a dedicated workshop which we conducted with SIRM. This topic reflects a shifting trend in radiology reporting practices.
- Generational Shift: Traditionally, radiologists in our region have favored narrative reports. However, there is a noticeable generational shift towards structured reports, which offer standardized, intelligible, and comparable data. This change is driven by the need for greater clarity, consistency, and the ability to easily share and compare reports across different platforms and professionals.

Takeaway 4
Discussions on Radiology Management and Efficiency

- Management Control and Business Analytics: Discussions focused on utilizing management control and business analytics to enhance the efficiency and productivity of radiology departments. Tools and techniques in these areas can help streamline operations, reduce costs, and improve service delivery.
- Radiologist Burnout and Staff Shortage: A critical issue discussed was the burnout among radiologists and the ongoing staff shortages. Solutions discussed included:

  - Focus on High-Value Activities: Allowing radiologists to concentrate on tasks that provide the most value, such as complex diagnostic interpretations, rather than routine activities.

  - Automation and AI: Leveraging automation and Artificial Intelligence to handle routine tasks, significantly reducing the workload on radiologists. This helps alleviate burnout and make better use of available staff, allowing radiologists to focus on critical decision-making processes, thereby enhancing overall efficiency.

"Overall, the congress was an incredible opportunity for exchange and enrichment with key opinion leaders, clients, distributors, and the AGFA HealthCare European teams. This event not only allowed us to showcase our latest innovations, but also to gather valuable feedback and insights that will drive our future developments."

That's life in flow.

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