

# Taking radiology to the next level: multidisciplinary and integrated technologies for a better clinical value



Radiology



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*Prof. Dr. Michael Fuchsjäger, Chairman of the European Society of Radiology Board of Directors, interviews Mr. Masaharu Fukumoto, Senior Vice President and Head of European Medical at FUJIFILM Europe GmbH, on Fujifilm's latest advances in radiology for the European Congress of Radiology 2022 Overture, which took place online from the 2nd to the 6th of March 2022.*



Mr. Masaharu Fukumoto

**Mr Fukumoto, it has been about a year since FUJIFILM Healthcare acquired Hitachi's medical diagnostic business in March 2021. Please tell us about the progress you've made so far.**

*We are currently focussing on building a foundation that strengthens our comprehensive capabilities, so that we can positively impact healthcare by combining the products and expertise of both companies. With the acquisition of CT, MRI, ultrasound and other technologies to complement our broad existing product line-up, we are moving towards our goal of becoming a comprehensive healthcare solutions company. As a result of this, we have been approached by major hospital groups that we have not had dealings with before, as well as for large-scale turnkey projects.*

*During the COVID-19 pandemic in 2020, the demand for digital portable X-rays increased drastically whereas, on the other hand, mammography and colorectal cancer screening declined. In 2021, when COVID-19 was more controlled, the demand for digital mammography, X-ray and endoscopy returned. Since there is little overlap between the product line-ups of Fujifilm and FUJIFILM Healthcare – the former Hitachi Medical – we think it is easier to create synergies between us, and this positively impacts our performance.*

*There are more than 20 Fujifilm and FUJIFILM Healthcare companies that handle all of our medical and healthcare products across Europe. We are now in the process of integrating a pan-European system and organisation, and we will be able to show you the new healthcare structure soon.*

**What are Fujifilm's thoughts on the medical issues in Europe?**

*One of the main healthcare challenges in Europe at the moment is the increase in healthcare costs, primarily due to growing and ageing populations. This has led to the consolidation of hospitals, and the need for information technology solutions that will improve efficiency without requiring more staff or medical equipment. The COVID-19 pandemic has highlighted the disparity in medical services between regions and countries, the shortage of doctors and nurses, and the harsh working environment, which we hear about in the news virtually every day. We are facing the huge medical challenges of dealing with the shortage of human resources and keeping costs down.*



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**In this context, what are your thoughts on FUJIFILM Healthcare?**

*We aim to become an entity that can contribute to the advancement of human health, while supporting the transformation taking place in the healthcare sector. We have been shifting the focus from a passive to proactive medicine model, in other words, from 'treatment after serious illness' to 'prevention, early diagnosis and early treatment' for various diseases, including cancers.*

**What kind of added value do you think Fujifilm will be able to create in the medical field as it gains comprehensive strength?**

*We are committed to creating new clinical value, supporting diagnosis by combining ultrasound, CT/MRI, C-arm, endoscopy, 3D image analysis and healthcare IT technologies. We will also work to reduce the burden on doctors by using artificial intelligence (AI) and medical informatics technologies, and to accelerate the evolution of our unique 'ONE STOP SOLUTIONS' approach.*

*Currently, we are contributing to the development of treatments for various diseases and infections, including COVID-19, by making full use of AI. For example, when CT image data is analyzed with our 3D image analysis software, it is possible to accurately determine the location, shape and volume of the lesions, and this can be used for surgical simulation.*

*We also aim to improve risk assessment and prediction for various types of breast cancer by combining mammography, ultrasound, image processing and AI technologies.*

**Please tell us about the future direction of Fujifilm's healthcare business development.**

*In the past year, we have seen an increase in clinical trials within university hospitals, as well as in partnerships with other medical equipment manufacturers. It seems to me that there is a growing trend towards using the data captured by diagnostic imaging equipment as a starting point, then using this information in different clinical departments to increase its diagnostic value. We will continue to support such efforts to improve the value of medical care through our wide range of diagnostic imaging equipment and image processing technologies.*

*To meet the growing demand for compact, lightweight and easy-to-use equipment, especially for decentralized and home-based medical care, we have launched ultra-compact and lightweight portable X-ray scanners – the FDR Xair™ and the FDR™ Nano – and a wireless ultrasound unit, the iViz™ air. We are also now introducing the C-Arm FDR Cross™ in the Japanese market.*

*In addition to this, we would like to enter the field of minimally invasive surgery through the application of our 3D surgical simulation, SYNAPSE 3D software, flexible endoscopes and ultrasound technologies. Moreover, as part of our life sciences business, we are strengthening our efforts in biopharmaceuticals and regenerative medicine. In particular, the biopharmaceutical CDMO business is growing, and we are confident that we can further accelerate this growth.*



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**Do you have any last message for us?**

*We are committed to innovating medical imaging and creating new clinical value to support healthcare professionals. Our 'ONE STOP SOLUTIONS' approach aims to bring together ultrasound, CT/MRI, C-arm, endoscopy, 3D image analysis and healthcare IT technologies – including AI and medical informatics – to help reduce the burden on the entire healthcare system through better diagnostics. This is the way forward for FUJIFILM Healthcare.*

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