

Press Release

Fujifilm's partnership with Iseni Sanità Group, is Europe's first example of the benefits of Fujifilm's new comprehensive healthcare portfolio

Synergy between Fujifilm's existing European Medical Systems business and Hitachi's European diagnostic imaging-related product portfolio creates new healthcare value, with Hitachi Medical Systems Europe becoming FUJIFILM Healthcare Europe.

Dusseldorf, 1st July 2021 – The long-term partnership between Fujifilm Italia and Iseni Sanità Group is now fully consolidated thanks to the integration of Hitachi's European diagnostic imaging-related product and service portfolio with Fujifilm's existing European Medical Systems business. Following the global acquisition of Hitachi's diagnostic imaging business by Fujifilm, and the rebranding of Hitachi's European diagnostic imaging business as FUJIFILM Healthcare Europe, it is now possible for Fujifilm to offer a comprehensive product and service portfolio to Europe's healthcare community.

Today, thanks to the renewal of Iseni Sanità Group's MRI and CT Hitachi equipment with FUJIFILM Healthcare Europe's new **Echelon Smart Plus** MRI scanner and **Scenaria View Advanced** CT scanner, this Iseni Sanità Group case study represents the first concrete example of Fujifilm's new comprehensive healthcare partnership. This builds upon Fujifilm's existing collaboration with Iseni Sanità Group for digital mammography and radiology, as well as endoscopy equipped with AI.

Iseni Sanità Group, a diagnostic and surgical hospitalization and treatment institute, has been using Fujifilm's technologies and equipment for years, continuously updating its installed base and renewing its multi-year partnership with Fujifilm. Based out of the Italian province of Varese, the Group makes use of the **Synapse Workflow**, **Synapse PACS** and **Synapse 3D** elements of the **Synapse** software suite. It collaborates with esteemed clinical specialists and carries out around 20,000 examinations per year divided between MRI, CT, X-ray, bone densitometry, mammography, ultrasound and endoscopy. All systems are

integrated with each other in various diagnostic methods, supporting the management of approximately 100,000 patients a year from all over Italy, and about 10% from overseas.

“Today we are stronger on the market and the goal is to maximize the synergies between Fujifilm and Hitachi Diagnostic Imaging (now FUJIFILM Healthcare Europe). This new comprehensive product portfolio has already been installed in Italy by one of our main partners, Iseni Sanità Group, which has renewed its equipment including FUJIFILM Healthcare Europe equipment, representing the first case study of Fujifilm’s new broader product portfolio.” says **Davide Siro Campari, General Manager, Medical Systems Fujifilm Italia.**

“I have the pleasure of directing a Diagnostic and Surgical Hospitalization and Care Facility with a pool of specialists, among which I mention Professor Paolo Giorgio Arcidiacono primary of the Endoscopy Unit BilioPancreatic and Ecoendoscopy at the IRCCS San Raffaele Hospital in Milan, who holds the position of Head of the OU at Iseni Group of General Surgery with endoscopic address. I would like to point out that with regard to Imaging, the Group is coordinated by Professor Massimo Venturini, Professor Antonio Esposito and Professor Alberto Zerbi who have recognized skills in the field of imaging diagnostics in their ultra-specialized world, who utilize the capabilities of the PACS RIS medical imaging and information management system which enables effective film-free diagnosis with high-quality image processing and allows all healthcare professionals to manage images among others remotely in order to respond to the clinician's needs with regard to hyper-specialist advice and / or a second opinion. Last but not least, I would like to thank an enlightened entrepreneur and farsighted manager such as Dr. Fabrizio Iseni who boasts a second level master's degree in Healthcare Management and Management who has allowed us and allows us to exercise our prodromal profession to the patient with the best technology.” says **Andrea Macchi, GM Istituti di Ricovero e Cura Gruppo Iseni Sanità**

“As leaders in the field of ultrasound and magnetic resonance. The integration with Fujifilm opens a new chapter that allows us to provide comprehensive solutions with an expanded range of products to significantly improve the offers for healthcare facilities.” says **Mario Poli, Country Sales Leader FUJIFILM Healthcare Italia.**

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