



IS3R 2023

Berlin/Germany

August 24–26, 2023

Where do we go
from here in
point-of-care
ultrasound?

Industry perspective




PHILIPS



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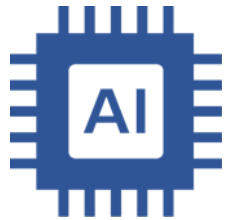
innovation  you

Industry perspective: discussion topics

Current state:

- How big is POCUS market and what are the trends?
- What are the driving and restraining factors?
- What solutions are available today?

Where do we go from here?



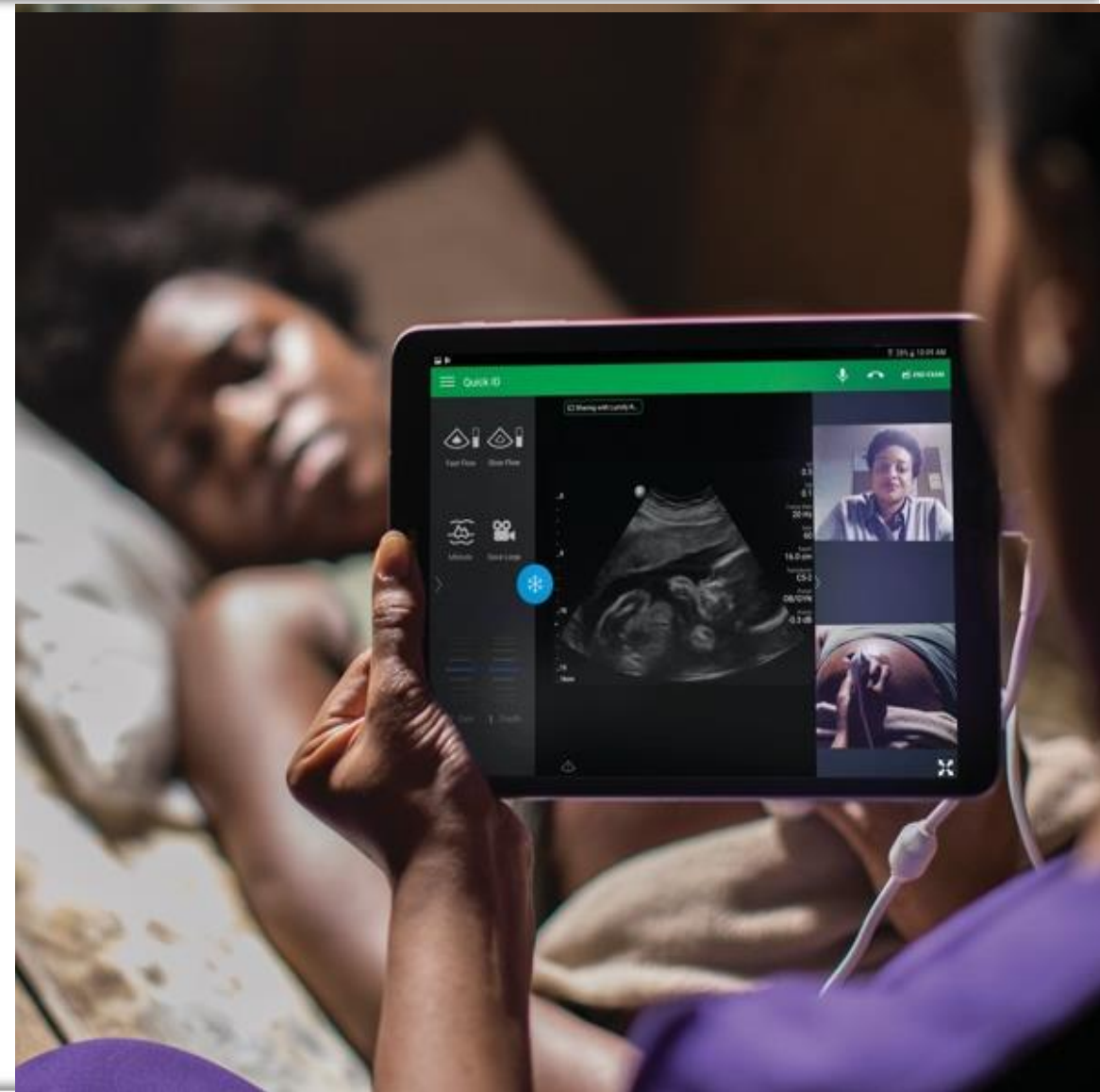
Role of AI



Education, novel workflows and support



Partnerships



Current state: **Growth**

- POCUS market size
~\$1 bln. (2022): CAGR >5% (2020-2030)
- USA is the most developed market
- Biggest impact: COVID-19 pandemic
- PubMed “POCUS” search result:
n=1 (2010) to n= 623 (2022)



Driving Factors:

- ↑demand in healthcare services*
- Improved outcomes/shortened LOS
- Advancement of miniaturization technology
- AI enabling less skilled users to have greater confidence
- ↑# of medical students trained
- More defined guidelines, ↑reimbursement
- Opportunity to deploy ultrasound for continuous monitoring

Limitations:

- Lack of experienced operators, and steep learning curve for ultrasound
- High variability of performance across POC devices leading to uncertainty of DX confidence
- Lack of POC standards in emerging markets
- Economic factors:
 - low profitability, high cost of development
 - fragmented reimbursement
 - Traditional service model is costly

*<https://www.fortunebusinessinsights.com/point-of-care-ultrasound-market-103343>

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Broad Portfolio of solutions to serve diverse POC settings



MSK & Sports Medicine



Emergency Medicine



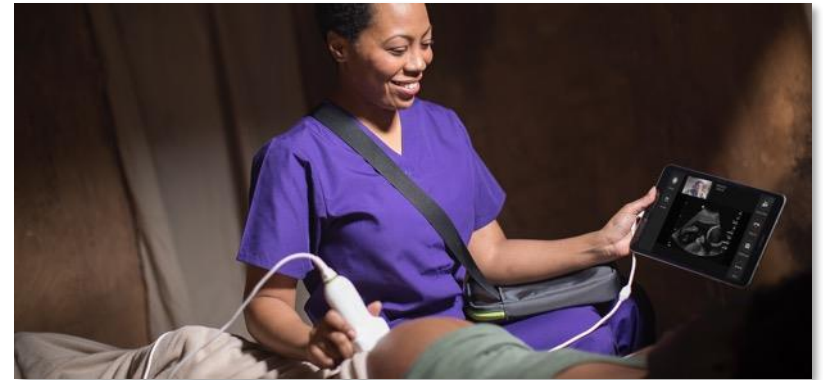
In the field



Procedures, Anesthesia



ICU, CCU



Rural and remote settings

Key ingredients of the POC solution

Ultrasound Device

High Performance

- Versatile Transducers
- Elevate Performance
- Mobile, Durable, Efficient
- Secure
- Integrate, Communicate

AI driven

Task shifting + efficiency

- Guidance
- Interpretation
- Auto exam annotation and documentation

Connectivity

Quality of care, efficiency

- Talks to EMR and PACS
- Cybersecurity
- Talks to other medical devices
- Share images easily
- Auto billing



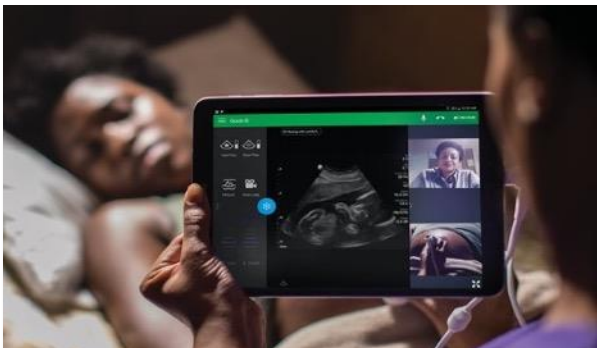
IMAGING ANALYTICS



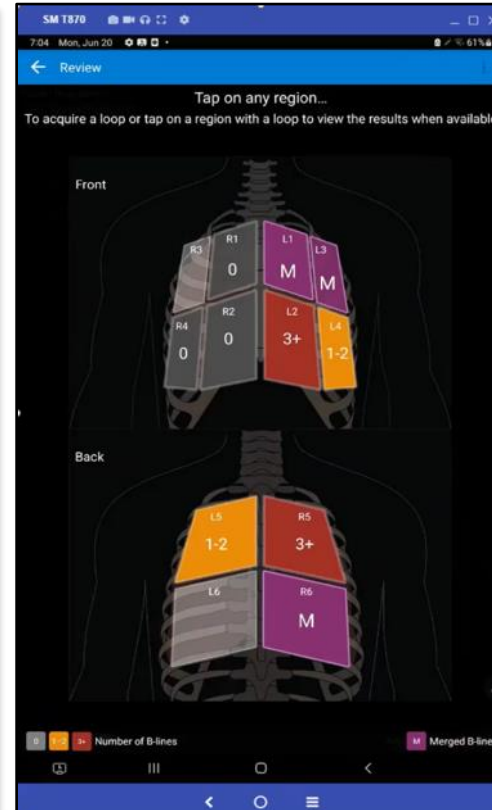
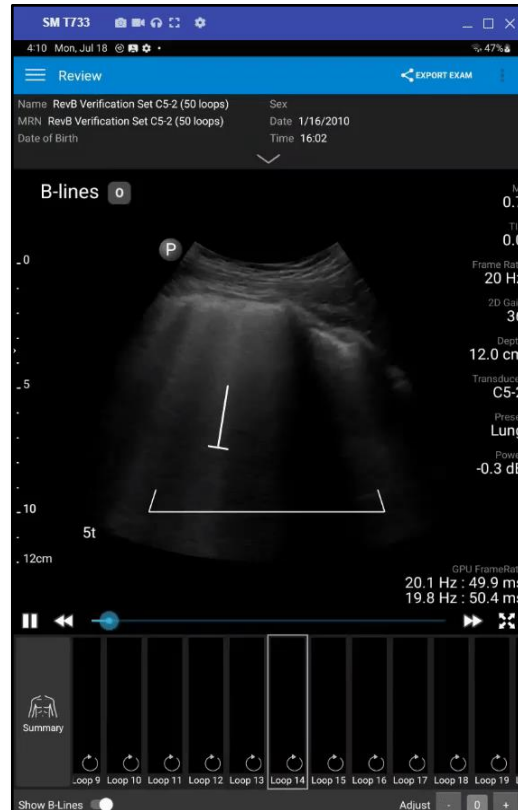
How to overcome the barriers of adoption in inexperienced users:



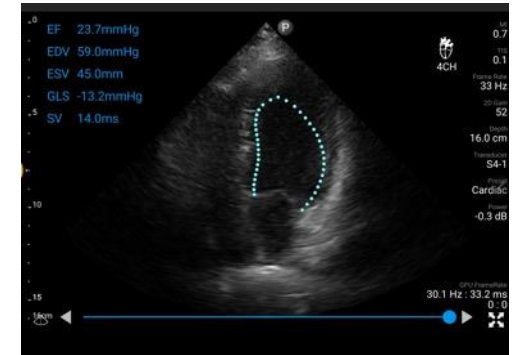
Training and education



Remote support



AI solutions



Partnerships are critical in developing applications in POC ultrasound:

Models for maternal ultrasound screening in limited-resource settings

April 2021, Philips Foundation hosted its first webinar of a series on strengthening access to quality healthcare for underserved communities. In this first webinar, we focused on the role of technology and how sustainable ultrasound screening models help prevent maternal and neonatal mortality in vulnerable communities.



About

You'll hear from experts about the lessons learned on access to ultrasound in limited-resource settings, including learnings on the feasibility of task sharing, training, diagnosis, health-seeking behavior, and business model aspects.

You can watch the recording, or read our editorial based on the discussions that took place during the webinar:

[Read our editorial](#)

Background information

The World Health Organization (WHO) recommends one ultrasound scan before 24 weeks gestation to help identify pregnancy outcome risks. The 24-week period is vital to accurately estimate the gestational age, improve the detection of fetal abnormalities, and detect multiple pregnancies. Despite the well-known benefits, diagnostic imaging is insufficiently available in rural and remote areas in low resource settings, much remains to be done.

In recent years, about 830 pregnant women die every day from preventable pregnancy and childbirth-related complications. Maternal mortality remains high due to a lack of access to skilled care, communication within and between health facilities, and limited information at the community and primary health care level. A great majority of these deaths occur in fragile community settings with limited access to healthcare. If technology and science had been within reach, would these deaths have been prevented?

Providing access to quality healthcare for underserved communities



Founded on the belief that **innovation and collaboration can help solve some of the world's toughest healthcare challenges** for the underserved and make essential impact, we are...

Deploying technology that enables access to quality healthcare
Learn more about: [Technology Solutions](#)

Strengthening community and primary healthcare
Learn more about: [Community Healthcare](#)

Building financially sustainable health-care solutions
Learn more about: [Scalable Models](#)

Exchanging our experience to drive sustainable change
Visit our: [Knowledge Hub](#)

OHSU to support development of AI-based applications for mass casualty events

New AI-based ultrasound applications developed for point of care diagnosis, triage during mass casualty events, including COVID-19

By Casey Williamson | May 21, 2021 | Portland, Oregon

Training leaders in point of care ultrasound in Peru

Remote, tele-ultrasound education for emergency medicine physicians to improve bedside diagnosis and treatment and develop local educational leaders who multiply impact

United States of America: BARDA awards USD 12.8 million to Philips North America for the development of AI-based ultrasound system

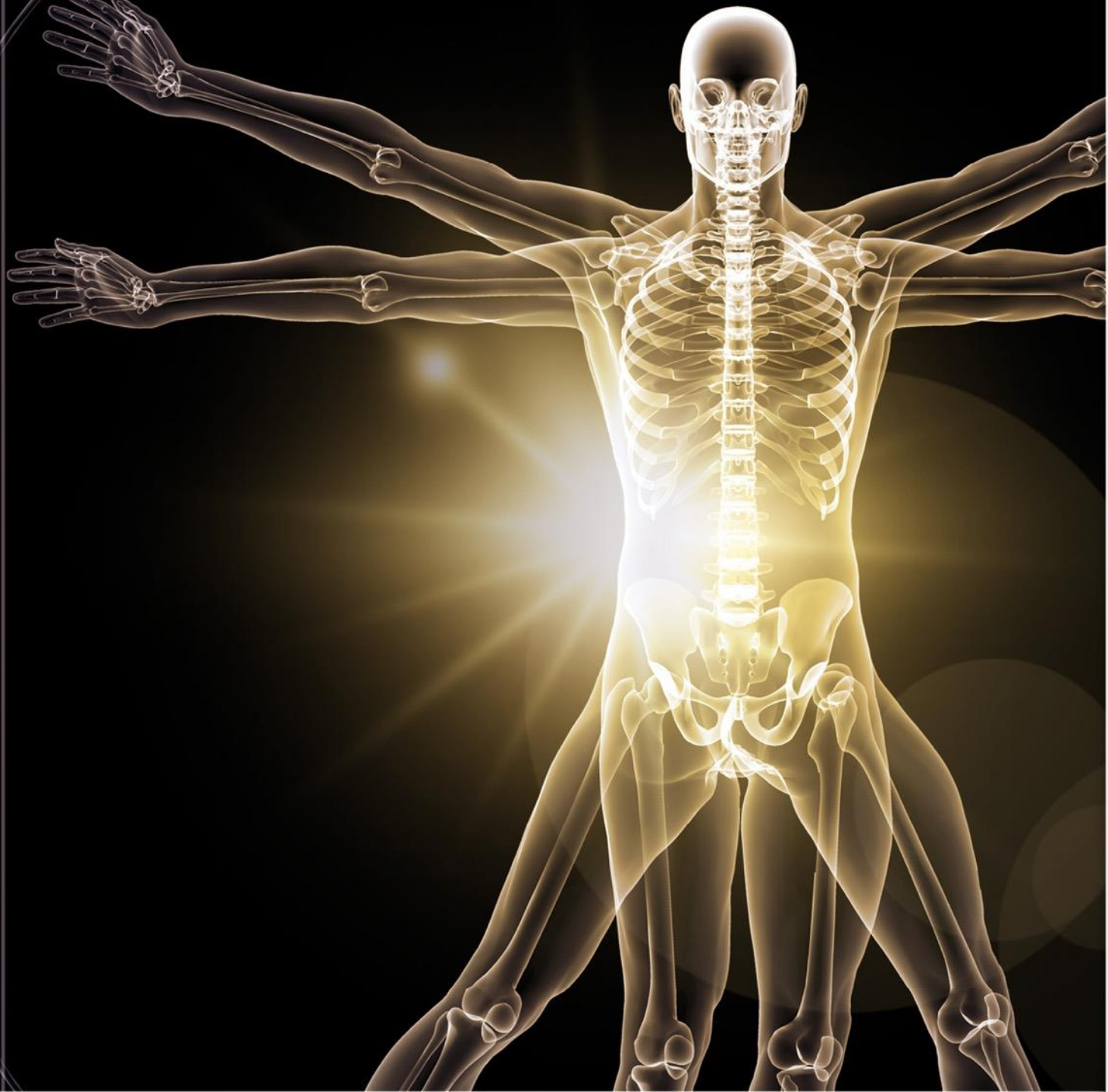
AFFECTED COUNTRIES (17)

BILL & MELINDA GATES foundation





Grow together...



15th Biennial Symposium
of the International
Society for Strategic
Studies in Radiology

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