

## **NEWS BRIEF**

### **Removing barriers, reshaping the boundaries of clinical care**

As demand for minimally invasive surgery continues to grow, GE Healthcare is committed to helping clinicians use image guidance technologies to their full potential by removing barriers in order to provide quality care to patients, with the goal of helping providers achieve better clinical and operational outcomes.

The [award-winning<sup>1</sup> Allia™ Platform](#) represents the culmination of a multi-year collaboration with interventionalists and surgeons aimed at enhancing user experience, improving workflow efficiency, and increasing the adoption of advanced image guidance in daily practice - all important factors in today's constrained healthcare environment.

Designed to be a trusted assistant for image guided therapies – the Allia Platform features a robotic gantry with a smaller footprint than previous versions and other features to enhance user experience and improve workflow integration and efficiency. With just one click, users can access all of their essential functions to make it their own personalized workplace that meets the operator's specific needs and preferences in the interventional or hybrid operating room. Similarly, with the redesigned C-arm making the controls more accessible, it enables an optimized ergonomic setup for the user's clinical needs, even in complex working positions at the head, neck or left side.

### **Augmented reality in imaging is key to improved visualization of anatomy and enhanced user experience.**

This year at #RSNA22, GE Healthcare is introducing two new offerings to support augmented imaging guidance:

- **OmnifyXR™ Interventional Suite<sup>2</sup>** is an augmented reality solution that will provide a personalized imaging display with natural interactions for optimized workflow and ergonomics. **OmnifyXR** will help clinicians access multiple holographic displays to improve ergonomics regardless of working position; visualize & manipulate 3D ASSIST volumes to better assess complex anatomies; and allows for collaborative care through remote collaboration, education, training and support.
- **Digital Pen<sup>3</sup>** is an integrated solution designed to help clinicians benefit from augmented guidance of fluoroscopic images by marking an area of interest on 2D images and recomputing the object in a 3D plane which follows system movements to help the user better understand the 3D anatomy in several angulations.

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<sup>1</sup> <https://www.ge.com/news/press-releases/ge-healthcare-brings-a-trusted-assistant-to-advancing-precision-medicine-in-image>

<sup>2</sup> OmnifyXR™ Interventional Suite does not require a 510(k) and is not yet available for sale. Not yet CE marked. May not be marketed or placed into service in the EU until it has been made to comply with CE marking. OmnifyXR™ Interventional Suite is designed and manufactured by MediView XR, Inc.

<sup>3</sup> 510(k) pending at FDA. Digital Pen option requires AW workstation with Volume Viewer, Volume Viewer Innova, Vision 2, VessellIQ Xpress, Autobone Xpress. These applications are not commercially available but will be sold separately. Digital Pen may not be available in all countries. Refer to your sales representative for more information. Not available for sale in the United States.

**To further advance interventional innovation in image guided therapy, GE Healthcare continues to expand its features through new offerings that utilize digitization and artificial intelligence (AI).**

[ASSIST](#) imaging software helps users easily access and use augmented reality to help precisely plan, guide and assess sophisticated interventional procedures with greater precision and dose efficiency.

- New to GE Healthcare's ASSIST solution offerings at #RSNA22 is **Embo ASSIST AI<sup>4</sup>** – designed to automatically segment vascular structures to facilitate embolization workflow planning, as well as help clinicians visualize and anticipate the destination of potential injections to support their embolization strategy.
- **Liver ASSIST Virtual Parenchyma<sup>5</sup>** powered by Edison, is a 3D Visualization software solution designed to provide AI based virtual parenchymography thereby transforming how clinicians simulate injections dynamically and thus, perform liver embolization procedures with confidence.

The Allia Platform also features [AutoRight<sup>6</sup>](#) – the industry's first AI-based interventional image chain<sup>7</sup> trained on more than 6,000 datasets, with automatic adjustment of up to 7 parameters<sup>8</sup> in real time to help optimize image quality and dose.

**In pursuit of delivering more precise and efficient care, GE Healthcare also continues to explore new technologies that complement its image guidance systems.**

Earlier this year, GE Healthcare announced its investment in [Centerline Biomedical](#). Centerline's flagship product, [IOPS® \(Intra-Operative Positioning System\)](#), utilizes patented algorithms to generate a patient-specific vascular map combined with electromagnetic tracking and smart sensor-equipped surgical devices to provide interventionalists with 3-D color visualization and real-time navigation through the human vascular system, much like consumers use GPS apps in their day-to-day lives. Through this collaboration, the companies aim to improve visualization and guidance in endovascular procedures while reducing dependence on radiation and contrast agents.

This collaboration, as well as the company's new collaboration with **Mediview**, demonstrates GE Healthcare's commitment to expanding the capabilities of its imaging guided systems through open architecture and the integration of promising and complementary technologies into clinical workflow.

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<sup>4</sup> 510(k) pending at FDA. Not yet CE marked. Embo ASSIST AI solution includes FlightPlan for Embolization with AI Segmentation option and requires AW workstation with Volume Viewer, Volume Viewer Innova, Vision 2, VessellQ Xpress, Autobone Xpress. These applications are not commercially available but will be sold separately. FlightPlan for Embolization with AI Segmentation may not be available in all countries. Refer to your sales representative for more information. Not available for sale in the United States. May not be marketed or placed into service until it has been made to comply with CE marking

<sup>5</sup> Liver ASSIST Virtual Parenchyma solution includes Hepatic VCAR and FlightPlan for Liver with Parenchyma Analysis option and requires AW workstation with Volume Viewer, Volume Viewer Innova, Vision 2, VessellQ Xpress, Autobone Xpress. These applications are sold separately. FlightPlan for Liver with Parenchyma Analysis option may not be available for sale in all countries. Please refer to your sales representative for more information.

<sup>6</sup> AutoRight refers to intelligent image chain features of GEHC's Interventional x-ray systems, from image acquisition to image processing and display.

<sup>7</sup> Based on competitive research, among major players in interventional imaging.

<sup>8</sup> One of the parameters is InnovaSense, an option available on Allia IGS 7 (IGS 730 configuration).

For more information on GE Healthcare's interventional technologies, the team will be offering the following panels in the GE Innovation Theater during #RSNA22:

- **Vision of Image Guided Therapies with Philip Rackliffe – President & CEO for Image-Guided Therapies at GE Healthcare ( Wednesday, November 30 at 10:15am):** GE Healthcare is committed to the evolution of Interventional and Surgery – hear more about the long-term vision and strategy from the new President & CEO for the IGT business.
- **Value of Augmented Imaging and AI in Image Guided Therapies with Arnaud Marie - General Manager for Global Interventional at GE Healthcare (Wednesday, November 30 at 10:50am):** Join us to learn more about our digital offerings to enhance patient outcomes in interventional image guided therapies.

Visit GE Healthcare at booth #7324 for more information.

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